



PRESS RELEASE

Issy-les-Moulineaux, 27th March 2025

## **NEW ORGANISATION WITHIN THE BRAND AND COMMUNICATIONS DEPARTMENT OF THE CANAL+ GROUP**

**The CANAL+ Group is developing its Brand and Communications Department, under the leadership of Chief Brand and Communications Officer, Emilie Pietrini.**

Since 1 March, a **global** Brand and Communications Department has been set up, covering **all the group's regions and activities**. The teams are now organised as follows:

- **Programmes and Corporate Communications: Olivia Abehassera**, previously Director of Corporate Communications, has been appointed **Director of Programme and Corporate Communications at CANAL+**. She now oversees press relations for Programmes in France and continues to lead the group's Corporate Communications, supported by the arrival of **Karima Mhoumadi** as **Corporate Communications Manager**.
- **Artistic Direction:** Artistic Direction joins the Brand and Communication Department, under the leadership of **Olivier Degrave, Chief Creative Officer of CANAL+**. Responsible for the brand image for the entire group, it now includes, in addition to its existing missions, the CANAL+ Photo Department, led by **Félicie Lelouch Coulhon**.
- **International Communications:** communications covering the Africa, Asia and Europe regions (excluding France) and the French Overseas, headed by **Hala Saab, Director of International Communications at CANAL+**, now comes under the Brand and Communications Department.
- **Communications for Dailymotion and L'Olympia:** Dailymotion and L'Olympia, now part of the CANAL+ group, have integrated their communications within the CANAL+ Brand and Communications Department. **Elvire Charbonnel**, already in charge of Corporate Communications at **STUDIOCANAL**, will also be oversee Corporate Communications for **Dailymotion**.

- **Advertising and Digital Communications: Céline Pontygayot, Director of Communications and Advertising at CANAL +**, continues to lead Advertising and Digital Communications in France.
- **Public Relations: Nicolas Alibert, Director of Public Relations at CANAL +**, continues to oversee Public Relations, now covering all the group's regions and activities.

## **PRESS CONTACT**

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