



EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

OLIVIER DE MONTCHENU OF EURONEWS IS EPICA AWARDS 2015 JURY PRESIDENT

Paris, September 16th, 2015 – The Epica Awards is delighted to announce that Olivier de Montchenu, Managing Director of Euronews Sales, will be President of the jury this year. Olivier brings to the role his years of experience in dealing with the channel's creative partners.

Founded in 1993, Euronews is a multi-lingual news channel based in Lyon, France. From its roots as the most-watched news channel in Europe, it has evolved into a multimedia platform for viewers on the move worldwide. Covering world news, it broadcasts in 13 different languages 24 hours a day, reaching 400 million households in 155 countries.

Olivier began his career at the Havas Group before moving to French broadcaster M6 as commercial director. Later he launched IP Turkey, the first international media sales house in Istanbul. He joined IP Network in 1998 as director of pan-European activities to develop the ad sales of BBC World, Euronews and Arte.

Olivier de Montchenu commented: "I'm delighted to be involved in the Epica Awards, which has a unique standpoint on advertising and marketing. Since I have been in this industry, I have been confronted with many different communication strategies from many different countries. Being part of the jury is a great opportunity to share this international perspective with specialised journalists and trend observers from around the world."

Mark Tungate, Epica editorial director, added: "To have Olivier with us representing a major news channel like Euronews adds an extra dimension to our all-journalist jury. I'm certain Olivier will have the impartiality and expertise we need to help us choose the Grand Prix winners."

Founded in 1987, Epica is the only global creative prize judged by an independent jury of journalists working for marketing and communications titles.

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