

CHRISTOPHE PARCOT, FORMER HEAD OF YAHOO! EMEA JOINS EBUZZING & TEADS AS COO

Leading video adtech company Ebuzzing & Teads announces appointment of Christophe Parcot as Chief Operating Officer

London 9th September - Ebuzzing & Teads, the fast-growing video advertising company, today announced the appointment of Christophe Parcot, former head of Yahoo! EMEA, as Chief Operating Officer. Christophe will run all sales and publishers teams out of the company's international headquarters in London in a move to drive operational excellence on a global scale.

Christophe's appointment comes at a significant time, as the 300-strong company, already operating from 22 offices worldwide continues to see growing demand for its innovative 'outstream' video advertising solutions and Supply Side Platform (SSP). Ebuzzing & Teads is capitalizing on the growth of online video which is one of the fastest growing advertising mediums and overall industry revenue is forecast to reach nearly \$5 billion by 2016¹.

Parcot brings considerable experience from eight years at Yahoo, working with both advertisers and publishers. Prior to this, he co-founded the Liberty Surf Group, launched Overture in Southern Europe and has also held senior positions at Bertelsmann and LVMH. This experience will help fuel Ebuzzing & Teads' strategy to target consumers with engaging video ad formats which are viewable by design and provide publishers with new monetization opportunities.

Speaking about his appointment as COO, Christophe commented, "This role gives me a great opportunity to work in a fast growing, and highly innovative company. Ebuzzing & Teads is doing really exciting things in the video advertising space thanks to its world-class publisher partners and its advanced technology platform. Its outstream formats and Cost Per View model are gaining huge momentum across the advertising industry. I am excited to be part of the leadership team who will take this company forward."

Pierre Chappaz, Executive Chairman of Ebuzzing & Teads said, "We're delighted to have an executive of Christophe's calibre join the team. His appointment underlines our ambition as we continue to reinvent video advertising and his experience will be vital to ensure we remain at the vanguard of innovation within the industry."

Parcot joins an experienced leadership team including Executive Chairman Pierre Chappaz, CEO Bertrand Quesada, Chief Strategic Planning Officer (CSPO) Loic Soubeyrand, CTO Loic Jaures and VP Technology Managed Services Gilles Moncaubeig.

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Notes to editors

¹ [Source](#)

About Ebuzzing & Teads

Ebuzzing & Teads is a global technology group which specializes in creating innovative video advertising inventory at scale and automating transactions between buyers and sellers. The group invented the concept of 'outstream' video. Outstream formats distribute video advertising within all types of content (text, pictures, etc). Ebuzzing & Teads offers the industry's most advanced video SSP (Supply Side Platform), allowing premium publishers to create extensive video advertising inventory, monetize their sites using instream and outstream advertising and optimize revenues.

The company employs 300 staff including 100 developers. Currently operating in the US, LatAm, Europe and Asia, with teams across 15 countries and 22 offices. It's revolutionary inRead branding video format has been adopted by the world's leading publishers, including The FT, The Guardian, Le Monde, Le Figaro, La Republica, ABC, Globo, The Washington Post, Slate, Reuters, Nikkei, Die Welt, Conde Nast, and many others. Premium brands such as Cartier, Breitling, Tag Heuer, Samsung, Volkswagen and Lacoste work with Ebuzzing & Teads to roll-out their global video advertising campaigns.