



PRESS RELEASE

Ipsos Media & Entertainment Practice Brings Top Talent to West Coast Team

Experienced New Hires Continue Ipsos West Coast Content Business Build, Affirm Ipsos Position as Industry Leader in Content Insights and Strategy Activation

Los Angeles, CA, August 19, 2019 — Ipsos a purpose-driven research and insights firm that transforms data into meaningful insights to solve critical business questions, today announced the hire of two experienced executives to its West Coast-based Media & Entertainment practice. Andrea Marker, Senior Vice President and Head of Content Strategy, and Dani Paz, Vice President for Content Strategy and Insights Activation, join Ipsos Media & Entertainment, each with a rich background in market research, content strategy and activation. Marker and Paz join Ipsos having worked with notable industry names including Hulu, Amazon, WarnerMedia, Universal Studios, Sony, Fox, Viacom, and STARZ.

Andrea Marker comes to Ipsos as Senior Vice President and Head of Content Strategy. A former Senior Director at MarketCast, she will be responsible for optimizing content offer and go-to market strategy for Ipsos. Before her time at MarketCast, she worked in marketing and product management at both Hulu and with DirecTV Now at AT&T.

"I've been privileged to be a part of the content development and distribution evolution throughout my career and am thrilled to be joining the Ipsos team to help our clients navigate this new era of peak entertainment" says Marker. "Ipsos is known as a global innovator in market research and I'm excited to carry this legacy forward for our clients in the media and entertainment world."

Dani Paz joins Ipsos as the Vice President for Content Strategy and Insights Activation. In her new role, she will be working closely with the Ipsos team to provide content specific strategy and insights across media development, including Amazon Studios, Apple TV, Netflix and Hulu. Paz previously worked for Universal Pictures as Vice President of Market Research and Creative Strategy and served as a Senior Manager at MarketCast. During her time at Universal, Dani worked on over 60 films, including record-breaking franchises including *Jurassic World*, *Fast & Furious*, *Fifty Shades of Grey* and *Despicable Me/Minions*, as well as a diverse slate of successful titles such as *Get Out*, *Straight Outta Compton* and *The Secret Life of Pets*.

"The entertainment space is ripe for disruption. Spending significant time in consumer research and then transforming that data into actionable strategies is crucial to propelling clients forward," said Paz. "I'm excited to merge my background with the renowned capabilities of Ipsos to show the entertainment industry what Ipsos can do."



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Coming to Ipsos with a deep content strategy expertise to drive and expand Ipsos media capabilities on the West Coast, Marker and Paz join the research and insights company as it expands its global footprint and dives deeper into the entertainment and streaming industries.

“In business today, companies are fraught to not recognize the increasing role of data and research in more ‘pop’ industries like streaming and entertainment. Ipsos is bridging the gap between data and entertainment and building the team to do so,” says Janet Oak, Senior Vice President and Deputy Head of Media & Entertainment. “Not to mention that this team is comprised of two media heavy hitters who also happen to be highly successful women.”

For more information on the Ipsos Media & Entertainment Division, please visit:
<http://www.ipsosconsulting.com/Media-and-Entertainment>



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About Content Marketing Institute

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and ContentTECH Summit event is held every spring. CMI publishes Chief Content Officer for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world.

About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” — our tagline — summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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