

MEDIAGENIX to open office in Sydney

For closer proximity to the Australian and New Zealand client community

Brussels, 10 November 2021 - **MEDIAGENIX**, the company behind market-leading Media Business Management Platform **WHAT'S'ON**, takes another step in its commitment to the Asia-Pacific region opening an office in Sydney to serve growing demand and strengthen their current market position in Australia and New Zealand.

Johan Vanmarcke, Managing Director MEDIAGENIX APAC, manages the offices in Bangkok, Singapore and Sydney as one team and heads Business Development in the whole APAC region. "The decision to open an office in Sydney came naturally as we continue to expand our business operations in the Australia & New Zealand region," said Johan Vanmarcke. "The timing is right as the Australian and New Zealand media industry is transitioning to Digital First and MEDIAGENIX has a proven track record in helping media companies in this digital transformation journey. So we are there to help and we will grow as we go together with our existing and new clients in the region. It is in our DNA to be sensitive to our clients' wish for proximity and the value this creates in building evolving solutions that enable our clients to increase their ROI in Content. "

Fabrice Maquignon, CEO of MEDIAGENIX, said: "This new office is the continuation of our strategy to serve every market as global leader in the field of innovative Content Supply Chain Management solutions. Proximity to our clients is key to us and we are looking forward to helping broadcasting and media companies in Australia and New Zealand streamline their operations, engage their audiences, monetize their content, and ultimately profitably grow their business."

Future-proof

Johan Vanmarcke said: We offer Australia & New Zealand based media companies the future-proof business management platform and the continuity they need. We are fully focused on our only product, and we will always keep investing in its continuous development, in close cooperation and co-creation with our clients. Working this way in a cross-cultural and multilingual environment is in the genes of MEDIAGENIX as the company has been working on an international level all through its 30 years' existence. Our client portfolio currently includes clients in APAC, Europe, the Middle East, the US, and Latin America.”

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About MEDIAGENIX

MEDIAGENIX ranks among the top tech vendors in the international media industry with Media Business Management Platform WHATS'ON.

Over 150 media companies across the globe rely on WHATS'ON to achieve a lean content supply chain with streamlined content, rights, and planning workflows that are unified for all delivery platforms, including VOD and Linear.

Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telco operators, and video service providers.

To remain relevant in today's world, media companies need to create memorable experiences that engage their viewers. Creating such experiences at massive scale and towards a micro-segmented audience has become a highly complex task. MEDIAGENIX helps media companies make the deepest connection with viewers, by enabling them to offer the right content at the right time to the right audience on the right device, through whichever platforms and with whatever mix of business models that are best suited to achieve their aims.

MEDIAGENIX

With WHATS'ON media companies can match content supply & demand at the strategic and the planning level, while orchestrating workflows at the executional level. This is built on 3 power principles: one source of truth, touchless operations, and actionable intelligence. Together they propel major efficiencies and innovations, from content acquisition, rights management, planning and multichannel/multiplatform scheduling to content publication and smart analytics. The bottom line of continuous innovation is always to help clients engage target audiences, contain costs and maximize content ROI.

More than 250 employees are working from offices in Europe, the Americas, and APAC.

More information about MEDIAGENIX at www.mediagenix.tv.

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