



New Media, New Talent

François Pétavy is appointed VP of Marketing and Content of Eyeka



Eyeka appoints François Pétavy as VP of Marketing and Content.

This nomination supports Eyeka's national and international development strategy via its contributive Web/Mobile TV offer targeted to media, mobile operators, and brands.

François Pétavy's arrival reinforces an already strong and experienced management team made up of Sadek Chekroun, CEO (ex-Yahoo !), Yves Languepin, CTO (ex-ChateauOnline), and Gilles Babinet, Chairman of the Board and founder (ex-Musiwave).

François Pétavy's experience within e-commerce leader eBay since 2004 will contribute to accelerate the company's development. The team now in place will concentrate its efforts on the company's future evolution and the agreements with media partners, mobile operators, and brands.

« At first, we have developed our technological platform and recruited an important community of talented creators. Francois Petavy's arrival will support our second phase of development : enabling Media, Brands, and Mobile Operators to enter the world of new media through our **contributive Web/Mobile TV offering**. François's Internet expertise will be precious in order to win this challenge in France as well as internationally." declares Sadek Chekroun, CEO.

« By allowing brands and advertisers to operate their own web and mobile 2.0 media, and by relying on a vibrant **community of authors (both video and photo)**, Eyeka has a unique offering in today's market. I am proud to join Eyeka and to have the opportunity to be part of its success" explains François Pétavy, VP of Marketing and Content, who replaces Claire Leproust.

François Pétavy has been specializing for more than **10 years in the convergence of technologies, content, and commerce**. He started his career as a Producer at Ubi Soft Entertainment, where he developed computer-generated animation series. In 1999, he joined AGENCY.COM:Paris as VP, Project Management. Before joining Eyeka, François Pétavy was a Director at eBay, which he had joined in 2004, and was in charge of developing the French marketplace on new areas of business. Aged 36, François Pétavy graduated from Ecole Polytechnique and l'Ecole Nationale Supérieure des Télécommunications, and holds an MBA from INSEAD.

About EYEKA

Eyeka.com is an online platform that enable Media, Brands and Mobile Operators to create their own **Web and Mobile TV 2.0** with a privileged access to an author community and quality content of videos and photos. Eyeka also allows video and photo authors, both amateur and professional, to display, promote and sell their works on all channels. More info on : www.eyeka.com or <http://www.eyeka.com/corporate>

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