

## Publicis Media moving to iconic former BBC Television Centre

**London, UK – May 14, 2018** - Publicis Media today announced it is moving its six media agency brands and supporting practices, with more than 2,000 staff, into the BBC's iconic former home in West London.

Following a £1.5billion makeover by the developers Stanhope, Mitsui and AIMCo, Television Centre is at the heart of a revitalised media hub and it is a fitting home for a dynamic media company.

Publicis Media will occupy 212,000 square feet across seven floors with each agency brand – Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics – on separate floors with their own distinct brand personality, culture and secure space. Importantly, each brand will have easy access to the shared services offered by the company's expert practices and support functions.

Neighbours at the development include the BBC who have three working studios on the historic site as well as ITV Studios who broadcast Daytime TV from Television Centre, the headquarters of both The White Company and BBC Worldwide and the newly-opened Soho House club, White City House which includes a 45 bedroom hotel.

Sue Frogley, CEO Publicis Media UK, and Phil Georgiadis, Chairman Publics Media UK, are leading the project with the aim of completing the move into the new office building, 2 Television Centre, by the second quarter of 2019.

Sue Frogley, Chief Executive Office Publicis Media UK, said: "We will become a beacon for best practice in our sector as this location will allow us to nurture the most fertile and dynamic media agency environment.

"The space will provide our people and our clients with the expertise and agility that such a proposition provides by bringing together the brand and practice model in one location.

"We have considered this move long and hard and really believe that in these transformational times we need to make transformational decisions."

David Camp, Chief Executive of Stanhope, said: "We are delighted to welcome Publicis Media to Television Centre alongside the arrival of Soho House and iconic restaurant Bluebird and the broadcast of ITV daytime shows and other flagship BBC programmes from the studios again.

"Together with the owners Mitsui and AIMCo, Stanhope has transformed Television Centre into a new media hub as part of a wider regeneration and transformation of White City which includes a new business district for tech, creative and life sciences companies at White City Place."

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**About Publicis Media:**

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.