

Caroline Servy**Managing Director, The WIT, France**

Caroline Servy is the managing director of The WIT, World Information Tracking, the leading agency specialized in research and information on TV programs worldwide.

After graduating ESSEC, a major business school in Paris, and studying across Europe via Madrid, Moscow, London, she co-founded a press magazine about the media & culture industry. Before joining The WIT, she has recently spent five years in Switzerland as an operating manager for the Lucien Barrière casino group and consultant for the Online Gambling Federal Commission.

**The WIT**

The Wit – World Information Tracking – is the specialist of information and research on TV programs worldwide.

The Wit provides broadcasters, producers and distributors with information on all the new TV programs and trends around the world through newswires, publications, online database, and on thewit.com website.

The Wit's publications include "The Weekly Wit", a weekly report on projects and formats in the works, and the hottest news in TV programming around the world; "The Fresh TV Report", a monthly extensive survey of all the new shows broadcast in more than 30 countries, "The Cool TV Report", an analysis of the trends and performances of the month's new shows.

The Wit also offers a permanent international watch of IPTV and mobile contents (fiction, animation, magazines, bonus tracks, interviews, etc.) through "The Wit Mobile" online database.

