

## PRESS RELEASE

### TVN and Discovery Poland

Wiertnicza 166  
02-952 Warsaw  
T: +48 22 856 60 60  
F: +48 22 856 66 66  
[www.prasa.tvn.pl](http://www.prasa.tvn.pl)



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## MARCIN BARCZ TO HEAD THE NEWLY CREATED CORPORATE COMMUNICATIONS DIVISION AT TVN AND DISCOVERY POLAND

Warsaw, February 18<sup>th</sup>, 2019

**On February 18<sup>th</sup> Marcin Barcz has joined the TVN and Discovery Poland's Management Board. As Management Board Member, he will oversee the Corporate Communications Division. This is a newly created position within TVN and Discovery Poland's structures.**

Marcin Barcz will be responsible for coordinating activities related to corporate communications, internal communications and government affairs at TVN and Discovery Poland. He will also manage CSR projects.

*"Our company's dynamic development and Poland's growing role within Discovery's structures have been leading to an increasing number of challenges appearing also on the international market. Establishing the Corporate Communications Division within the TVN and Discovery Poland structures is aa part of our strategy, allowing us to efficiently manage communication processes also in the global perspective" - said **Kasia Kieli, President & Managing Director, Discovery EMEA.***

**Piotr Korycki, President of TVN and Discovery Poland:** *"I am very glad that Marcin Barcz has joined our team and will be heading the Corporate Communications Division. Ever since the merger of TVN and Discovery, we have been analyzing our structures both in the Polish market as well as in the entire region. Acting in line with our strategy, we have been introducing solutions that create the largest number of synergies. I am sure that Marcin's many years of experience in the area of communications will provide valuable support to our business."*

Marcin Barcz has 25 years of experience in marketing, advertising and public relations. His past positions include Member of the Management Board of Coca-Cola in charge of corporate communications, Vice-President of the Burson-Marsteller PR agency, and Managing Director of the Leo Burnett group of advertising agencies. Marcin graduated from the Faculty of Electronics at the Warsaw University of Technology. He completed a high-level managers training at the Institute for Management Development (IMD) in Switzerland.

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**Media contacts:**

**Joanna Górska**

PR Department Director  
TVN and Discovery Poland  
T: +48 502 555 054  
E: [j.gorska@tvn.pl](mailto:j.gorska@tvn.pl)

**Marta Jerzykowska**

Senior Corporate Communications Specialist  
TVN and Discovery Poland  
T: +48 516 444 406  
E: [m.jerzykowska@tvn.pl](mailto:m.jerzykowska@tvn.pl)

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**TVN & Discovery Poland** is the leading broadcaster in Poland which belongs to the American media company Discovery, Inc. – the global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains.

**TVN & Discovery Poland** currently operate 26 channel brands, including free-to-air networks and a variety of factual, lifestyle, news, sports and film pay-TV brands. The company also provides an extensive range of online products, including player.pl – Poland’s most-engaging OTT service with live TV and video on-demand offer – as well as Eurosport Player, offering best live sporting events on-line. The broadcaster’s portfolio encompasses TVN Agency, offering a comprehensive variety of news production and distribution services in Central and Eastern Europe, as well as TVN Media – the largest advertising brokerage office in Poland. TVN together with Canal+ Group, jointly operates nc+, the leading Polish premium direct-to-home (“DTH”) digital satellite platform.

For more information, please visit [corporate.discovery.com](http://corporate.discovery.com) and follow @DiscoveryInc across social platforms.

For more information on TVN, please visit: <http://prasa.tvn.pl/about-tvn>

TVN’s press resources are available on: <http://prasa.tvn.pl/>