

## **YouView TV Press Release (for website)**

*(To be published Wednesday 31<sup>st</sup> August at 11am)*

### **Appointment of CEO at YouView TV Ltd**

YouView is delighted to confirm the appointment of Riccardo Balestiero as its new CEO. Riccardo will be joining YouView in November 2022, having been associated with the venture for 7 years in his current role as Director of Products at BT Consumer and as BT's representative on the YouView board.

Ric joins as YouView continues to shape the British TV landscape, including the launch this month of BT's TV Box Mini and enabling full-IP mode on the existing BT TV Box Pro, as well as a number of other innovative propositions due to go live in the coming months.

#### **Simon Duffy, YouView Chairman said:**

*"I am delighted Ric has accepted our offer to join YouView as CEO. After an extensive process using external search consultants, he emerged as clearly the strongest candidate. As a long-standing director of YouView and representative of one of our shareholders, Ric has a deep and extensive knowledge of the venture. He knows our products and, most importantly, our people extremely well. I am looking forward to continuing our working relationship and am confident he will make an outstanding leader of YouView."*

#### **Riccardo Balestiero, said:**

*"I am thrilled to embrace the opportunity to lead YouView into the All-IP era. In my seven years as BT's representative on the YouView Board I have had the pleasure of working with YouView's brilliant technology and talent. I am very much looking forward to putting my 20-year experience in the telco and media industry, matured at Sky where I launched Now TV in Italy and at BT/EE where I contributed to the turnaround of the BT TV service and to the success of the BT Sport App, at the service of YouView's formidable team"*