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Havas announces new global content-at-scale network – Prose on Pixels

Worldwide launch of Prose on Pixels consolidates production capabilities across Havas' global networks, focusing on an AI powered "Audience First" model.

Today, Havas announced the launch of Prose on Pixels – an exciting, unified offer uniquely equipped to elevate the impact content delivers to brands, businesses and their audiences. Launching with an AI powered, engagement-centric "Audience First" model, Prose on Pixels will work with agencies, their clients, and, increasingly, direct-to-clients, to break through and connect with audiences by creating, scaling, and personalizing impactful, meaningful content that delivers the best possible business outcomes.

Led by Steve Netzley, who assumes the role of Global CEO, and Paul Ward as Global President, the new, standalone network further unifies the various production practices that exist across Havas' global networks, bringing creative, BETC, health, and media studios together to operate as one unified global content creation offering. When abbreviated, Prose on Pixels becomes "POP" – a respectful nod, and an added opportunity to leverage the name of the latest asset within this exciting network: BETC's General POP.

Comprising over 550 talents, across 13 locations, Prose on Pixels integrates Havas' network of expertise and maximizes the affiliation with the wider Vivendi Group through technology, tools, and, of course, talent.

"As the most integrated communications group in the industry, Havas is incredibly well positioned to leverage its wide network of expertise and unique position within Vivendi to deliver meaningful content at scale to brands, business and audiences. AI's potential to accelerate the impact of the "Audience First" model is truly exciting and presents a unique opportunity to deliver unprecedented business outcomes for our clients," commented **Yannick Bolloré, Chairman and CEO of Havas**.

"'Audience First' enables us to meaningfully engage in the creative process by representing the voices the content is intended to reach. It also allows us to reuse, recycle, and optimize assets through our scale and personalize offerings with a high degree of confidence and realistic expectation of success that we wouldn't have

otherwise. With 'Audience First', we've reimagined content creation through the data informed lens of the audiences we've been charged with reaching, and I'm very excited about the promise this strategy brings to our clients' and their brands," commented **Steve Netzley, Global CEO of Prose on Pixels**.

"We're ambitious, hungry and have a unique model. The idea of reducing volume, but increasing the impact of the content we make, is a strong differentiator to the competition," added **Paul Ward, Global President of Prose on Pixels**.

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About Havas
Founded in 1835 in Paris, Havas is one of the world's largest global communications networks, with more than 22,000 people in over 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people. Havas has developed a fully integrated model through its 70+ Havas Villages around the world, covering all communication activities. The teams of the three business units, Havas Creative Network, Havas Media Network and Havas Health & You, work together with agility and in perfect synergy to offer tailor-made, innovative solutions to clients that support them in their positive transformation. Havas is committed to building a diverse culture where everybody feels they belong and can be themselves and thrive. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017. Further information about Havas is available at www.havas.com.

About Prose on Pixels
Prose on Pixels is a global content at scale agency built to address the marketing challenges of today and deliver meaningful content into the future. With our unique AI powered Audience-First production model, we Create, Scale and Personalize content to captivate audiences and achieve desired brand and business outcomes. We deliver production with a performance mindset - resulting in harder working content, reduced waste, and stronger ROI. To find out more, please visit: www.proseonpixels.com.