MAZARS EXPERIENCE IN THE MEDIA INDUSTRY

PROFILE
Google
LOCATION
US & Europe
ASSIGNMENT
Consulting - End a conflict and prepare the future by helping French publishers through the digital transition
SOLUTION
Mazars was appointed by the French government as a mediator to facilitate an agreement between Google and the French press industry. The main challenge was to create a facilitating environment for discussion with two actors with different cultures, opposed visions and divergent projects: on the one hand, the press and its distribution channels, sales houses and economic models; on the other hand, Google’s business model and its technological stacks.

As a result, an agreement was signed with two main themes: a commercial partnership and a fund for digital innovation.

33: NUMBER OF COUNTRIES COORDINATED BY MAZARS IN THE CONTEXT OF THE WORLDWIDE AUDIT OF PUBLICIS GROUPE