



17<sup>th</sup> of June 2019

## **Merge NPO Sales with Dutch CORE starting June 1st**

**NPO Sales, the international Sales department of NPO, has continued her sales activities starting June 1st within the new organization Dutch CORE (Corporation for Rights Management and Exploitation).**

Dutch CORE, led by General Manager Michael Spendel and founded in 2017 by all Dutch Public Broadcasters and NPO, takes on the international Sales formerly executed by NPO Sales. Margaret Stanneveld stays on as manager sales as will Mireille van der Laan as sales assistant. Senior sales executive Marit Braun will continue her career elsewhere. The company will add new members to team within the next couple of months.

Dutch CORE represents the content of all Dutch Public Broadcasters, a number of Dutch independent producers and a selection of Documentaries for Flemish Public Broadcaster VRT. The new company will, just like NPO Sales, be specialized in sales and pre-sales of readymade documentaries, drama series and youth programmes (co)produced by the Dutch Public Broadcasters and independent producers.

Next to this Dutch CORE will expand the activities by taking on more content and looking for new opportunities to enhance their reach.

[www.dutch-core.com](http://www.dutch-core.com)

