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Otx Motion Picture Group Spins Off From Ipsos

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Feature film market researcher Ipsos Otx Motion Picture Group has been spun off as an independent company from Paris-based parent Ipsos.

Vincent Bruzzese will continue to oversee the renamed Motion Picture Group LLC as CEO. The company, which has 30 full time employees and 100 part-timers, will continue to operate in Culver City for now but is in the process of seeking a larger office space.

The buyout was executed by a group of private investors, led by financier David Lugliani. Media Finance Group provided support to the new investor group and [Bernd Stephan](#) of Mfg will serve as interim CFO.

Bruzzese told Variety that he's been seeking to re-invent the tracking model for films.

"The level of awareness among consumers is much higher so it's important that decision-makers have content analysis at an earlier stage," he noted. "This has to be one of the few businesses where people make »

- Dave McNary

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