ETX Majelan becomes majelan X and accelerates in Audio AI

🎧 **_Listen to the audio version of the press release_** 🇺🇸

Paris - February 11, 2025 - On the occasion of the Summit for Action on Artificial Intelligence in Paris, ETX Majelan announces three major developments at its "Audio AI Summit" event at the Maison Elysée: new branding, new platform evolutions and new leadership.

New branding: ETX Majelan becomes majelan X

Majelan X becomes the **official name of the company as well as that of the product**, formerly known as Majelan Pro. Majelan X is an audio AI content platform designed to simplify the **creation, orchestration and distribution** of smart audio content.

As time becomes an increasingly precious resource, and in the face of information overload, the platform makes it possible to listen to what we don't have time to read, whether on public transport, driving or exercising, thereby improving personal and professional efficiency thanks to AI and bringing us into the "industrial revoluSOUND" era.

What's behind the X of majelan X:

X to capture the ETX DNA, which stands for "Editorial Transformative Xperience",

X to highlight the immersive "Xperience" dimension, made possible today by conversational audio AI,

X to acknowledge the École polytechnique de Paris, also known as "l'X", a decisive element in the adventure, as the project was an Executive Master "team project".

Majelan X unveils a new logo with a shortened "mX" version, symbolizing the "mix" concept reflected in its new brand signature: "The Best Audio AI Content mX". <u>Discover the new brand.</u>

The platform is aimed at three main target groups: **the media, companies and automakers.**

New evolutions of the sovereign European AI audio platform

With the current V1 release of its MVP (Minimum Valuable Product), majelan X has recorded an increase in usage on its media customers' websites. In just one year, the number of users of its text-to-speech solutions has tripled, from **800,000 to 2.4 million unique users.** Within the same time period, the completion rate (full playback of content) for audio articles rose from **25% to 49%.** As a result, gross revenues per month from advertising **monetization on audio content increased 5-fold in one year.**

On the corporate customer side, majelan X observes an average daily platform usage of 15 minutes by the employees of a large company of 80,000 who use the service. Their consumption breaks down as follows: 35% listen to corporate content and 65% to majelan X content.

Drawing on the very best in audio technology and the solid journalism expertise of our teams, **V2 of the platform** aims to offer **conversational content** that is enriched by listener feedback and interaction, generating more engaging content. This **personalized editorial mX** evolves as the conversation with the user progresses, offering an immersive experience tailored to the listener's preferences and needs.

Users will be able to browse an enriched editorial stream, ask questions to personalize or delve deeper into topics while on the move. In a context saturated with content and reduced moderation efforts by technology giants, majelan X goes beyond simple distribution.

The platform transforms every listening moment by meeting **three major challenges:**
. Contribute to **European technological sovereignty** in the audio AI sector,
. Develop **ethical and responsible AI**, enhancing the user experience while guaranteeing reliable content,
. Meet **new digital needs**, particularly in the automotive industry, by transforming travel time into moments of content consumption.

Majelan X plans to launch V2 of the platform in the **second quarter of 2025**. This V2 will begin to benefit from the advances of the "Audiomobility 2030" project, of which majelan X is the laureate, in partnership with Continental, the ANITI AI laboratory and the École polytechnique de Paris.

New leadership

After successfully completing the integration of Majelan and ETX initiated two years ago, **Mathieu Gallet is stepping down as Chairman of the Board** to focus on new operational responsibilities, **while remaining a shareholder.**

Jérôme Doncieux takes over as Chairman, retains his role as CEO and appoints Franck Louis-Victor (current VP Product & Tech) as Co-CEO. Trained as an engineer, Franck Louis-Victor is an experienced entrepreneur and world-renowned expert in connected services for the automotive industry. Previously CEO of Ford Next, the automaker's Detroit-based startup studio, he also headed up connected services for the Renault-Nissan-Mitsubishi Alliance. His background includes product and technical management at Coyote.

For Franck Louis-Victor, Co-CEO of majelan X: *"This evolution marks a break with traditional digital radio standards and social network feeds, positioning majelan X as a platform for conversational AI audio content to capture audience attention, facilitate relationships within the company and increase employee efficiency and engagement. This is the beginning of a new audio experience."*

Jérôme Doncieux, Chairman, founder and CEO of majelan X: *"I'd like to extend my warmest appreciation to Mathieu Gallet for his support over the past two years, and wish him all the best for the future. I'm proud to take over as Chairman of the Board, and delighted that Franck Louis-Victor has accepted my offer to join me as Co-CEO, as it confirms our shared ambition to make majelan X "The Best Audio AI Content mX.""*

About majelan X :
Positioned as "The Best Audio AI Content mX", majelan X is an audio AI content platform that simplifies the creation, orchestration and distribution of audio content using Artificial Intelligence.

Franck Louis-Victor & Jérôme Doncieux