



Press Release – For Immediate Release

January 12, 2026



Luc Quétel Appointed CEO of Adstanding

Montreal, January 12, 2026 — Luc Quétel is joining Adstanding and will assume the role of Chief Executive Officer effective today. Adstanding, a privately held Montreal-based company, offers DSP and SSP solutions marketed under the client's brand (white label) to media agencies, media suppliers/operators, and display technology providers. Adstanding is also a transactional platform enabling advertisers to launch campaigns in just a few clicks across more than 1.2 million screens spanning over 200 types of environments (highways, shopping centres, medical clinics, etc.) worldwide.

Luc brings an outstanding track record, with more than 30 years of experience in the media industry, particularly in out-of-home advertising. In recent years, he served as a strategic advisor to NEO Out-of-Home, with the goal of helping the NEO team recover from the pandemic and, above all, reach new heights over the course of a three-year collaboration. NEO was acquired by Québecor Média in October 2024.

From 2016 to 2021, Luc was Chief Operating Officer of PBSC Urban Solutions. Alongside the leadership team, this Longueuil-based SME became the global leader in bike-sharing, building numerous networks starting in Montreal, Toronto, Dubai, Rio, Monaco, Barcelona, London, and many other cities.

Luc Quétel also held several strategic roles at Astral Out-of-Home following Astral's acquisition of his company, Passeport Média, in 2005. What was initially planned as a three-year transition became 11 exciting years. From 2005 to 2016, Luc served as General Manager of Airports and Vice President, Business Development, before ultimately becoming President from 2013 to 2016 following Astral's acquisition by Bell Media.

“With Luc’s arrival and his innate talent for strategic development, Adstanding is embracing a new level of ambition for its programmatic advertising DSP and SSP platform. Luc will also be responsible for supporting our advertising sales agency, Adbionic. He will also act as a strategic advisor as we continue developing the Journal Métro websites, relaunched in October 2025. Naturally, given his out-of-home experience, we are confident that new partnerships and opportunities will emerge with existing or future out-of-home networks,” said Pierre-Antoine Fradet, President and Founder of Adstanding and Adbionic, and President of Journal Métro.

“After completing the successful transition of NEO’s sale to Québecor Out-of-Home in 2025, I was looking for a new challenge that would meet my expectations. I found it! I thank Pierre-Antoine for his trust, but also for his vision in creating and delivering the quality of the Adstanding platforms,



as well as the relaunch of Journal Métro in a digital-only format. I'm really looking forward to working with Yan Moreau to grow Adbionic. I also want to thank Mathieu Desjardins for helping make this very promising partnership possible. It is with great enthusiasm that I'm taking on this multidimensional challenge, working day to day in close collaboration with Pierre-Antoine, Mathieu, Yan, and the current team," said Luc Quétel.

About

Adstanding has developed a state-of-the-art technology platform for programmatic advertising placements, serving both buyers—advertising agencies and advertisers—and operators of out-of-home networks or web publishers. Adstanding (www.adstanding.com) is connected to more than 1.2 million digital screens in the United States, Canada, and Mexico across roughly thirty DOOH environments, including 12,000 screens in Canada, 5,600 in Ontario, and 1,700 in Quebec.

Adbionic is a specialized 360 advertising sales and operations agency, covering web, mobile, connected TV, DOOH, and audio. Adbionic (www.adbionic.com) markets, in particular, all networks connected through Adstanding, the Journal Métro websites in Montreal and Quebec City, as well as the Metro grocery group—over 1,000 grocery stores and 600 pharmacies.

Journal Métro was relaunched on October 1, 2025, as a digital-only publication, prioritizing coverage of the Montreal (www.journalmetro.com) and Quebec City (www.metroquebec.com) markets, and has already doubled its web traffic since relaunching. Métro has successfully carved out a place in the media landscape by reaffirming the relevance of its local and hyperlocal mission, while preparing for growth in 2026 with new hires, newsletters, a mobile app, and a subscription model. Journal Métro has launched the Métro AI Agent and has become the first newsroom in Canada to officially incorporate the use of artificial intelligence in a transparent and ethical manner.



Contacts

Pierre-Antoine Fradet
Président et fondateur
Adstanding
pafradet@adstanding.com
(514) 267-8075

Luc Quétel
CEO
Adstanding
lquetel@adstanding.com
(514) 772-2694