



British Pathé Appoints New CEO

Historic London-based media company [British Pathé](#) today announces the appointment of **James Hoyle** as its new Chief Executive Officer.

Hoyle replaces **Alastair White**, who headed British Pathé (first as General Manager and, from 2017, as CEO) since its independence from the Daily Mail and General Trust 15 years ago. Although stepping down as CEO, White will remain on the Board of Directors.

Under White's stewardship, British Pathé built a reputation as an unparalleled source of archive footage for the documentary markets, as well as for museums, schools, and the general public alike. It twice won Footage Library of the Year at the FOCAL International Awards, co-produced a number of well-received documentaries (including 2011's 'The Story of British Pathé' with the BBC), signed lucrative representation deals, and revived the company's fortunes after decades of near-dormancy.

Hoyle will now be tasked with protecting the long-term future of the prestigious British Pathé brand and the priceless newsreel archive in its care, as well as maintaining revenue growth during a difficult time for the industry.

An internal hire, Hoyle first joined British Pathé in 2011 as a recent graduate from the University of Cambridge, from which he holds First Class Honours in History. As he worked his way up the ranks, Hoyle played a major part in the company's successes, such as achieving 3 million YouTube subscribers, the inclusion of Reuters' historical collection in the company's archive offering, the launching of a new website, and the closing of historic deals in emerging markets. He has served as Chief Operating Officer since June 2023.

Outgoing CEO Alastair White said, "I am very happy to hand over the reins to James Hoyle. He understands and loves British Pathé better than anyone else and the archive could not be in safer hands."

James Hoyle said of his appointment, “I’ve spent my entire working life so far at British Pathé and I wouldn’t have it any other way. I love the company, its history, and its unrivalled content. I couldn’t be happier to have been appointed to the role or more appreciative of the trust placed in me by Alastair White and the Board. I’m excited by the task ahead of me.”



James Hoyle (Credit: British Pathé)

About British Pathé

British Pathé was originally founded in 1910 by renowned French filmmaker Charles Pathé. For the next 60 years, British Pathé was at the forefront of cinematic journalism, bringing ‘Pathé News’ to screens across the country.

Now considered to be the finest newsreel archive in the world, it is a treasure trove of 220,000 films unmatched in their historical significance. Spanning the years 1896 to 1984, the collection includes footage from around the globe of major events, famous faces, fashion trends, travel, science and culture. It is an invaluable resource for broadcasters, documentary producers and archive researchers worldwide.

The entire archive is available to view at <https://www.britishpathe.com/>.