

Paris, April 1, 2011

## **Vivendi partners MIPTV's *Connected Creative Party***

Vivendi is the exclusive sponsor of the *Connected Creative Party*, the highlight of MIPTV's *Connected Creativity* forum, which will bring together the leading companies in entertainment, media, television, Internet and telecommunications, in Cannes between April 4 and 7.

Vivendi, at the heart of the worlds of content, platforms and interactive networks, supports digital innovation.

The *Connected Creative Party* will reward the two best innovative start-ups of the *Connected Creativity Venture* (innovations in connected entertainment) and of the *Content 360 Festival* (digital creation and new platform concepts).

### **About Vivendi**

#### ***The Best Emotions, Digitally***

*Vivendi is at the heart of the worlds of content, platforms and interactive networks.*

*Vivendi combines the world leader in video games (Activision Blizzard), the world leader in music (Universal Music Group), the French leader in alternative telecoms (SFR), the Moroccan leader in telecoms (Maroc Telecom Group), the leading alternative telecoms provider in Brazil (GVT) and the French leader in Pay TV (Canal+ Group). In 2010, Vivendi achieved revenues of €28,9 billion and adjusted net income of €2.7 billion. With operations in 77 countries, the Group has about 51,300 employees. [www.vivendi.com](http://www.vivendi.com)*