

Paris, February 3rd, 2014

**Vivendi awards its Midem "Coup de Coeur"
to cubic.fm**

Vivendi awarded its "Coup de Coeur" prize to cubic.fm today at Midem, the International Music Trade Fair in Cannes. In the era of music streaming, this company has developed an innovative music recommendation service, enabling music discovery based on the tastes of the consumer, his or her state of mind and interests.

The Vivendi "Coup de Coeur" award is part of Midemlab, an international competition for start-ups and application developers helping musicians and artists to develop their audiences and fans. A special jury composed of Vivendi and Universal Music Group senior executives chose cubic.fm from 30 finalists.

About Vivendi

Vivendi groups together leaders in content, media and telecommunications. Canal+ Group is the French leader in pay-TV, also operating in French-speaking Africa, Poland and Vietnam; its subsidiary Studiocanal is a leading European player in production, acquisition, distribution and international film sales. Universal Music Group is the world leader in music; it recently strengthened and diversified its position with the acquisition of EMI Recorded Music. GVT is a telecoms and media/content distribution in Brazil. In addition, Vivendi owns SFR, a French leader in alternative telecoms.

www.vivendi.com