

Paris, October 17, 2016

**Vivendi launches Studio+,
first global premium short series offer for mobiles,
in Latin America**

Vivendi launched today Studio+, a global premium short series offer for mobiles, in Brazil. Vivendi Content, a wholly-owned Vivendi business aimed at developing new content formats, initiated this new service based on an original app developed by Watchever, a Vivendi Village subsidiary.

The launch took place in partnership with Vivo, a trademark of Telefónica Brasil, leader in telecommunications in the country with about 100 million subscribers. The service will be deployed in additional Latin American countries with Telefónica in the coming weeks. In partnership with major telecom providers, the service will also shortly be available in Europe, primarily in France, Italy and Russia, followed by the US and in Asia.

Studio+ is a response to rapidly-rising demand for short-form content among smartphone users. With mobile-devices becoming the most commonly used screens for video consumption, Studio+ fills the gap of high-quality scripted content offered in this format.

Dominique Delport, Chairman of Vivendi Content, said: *"Smartphones are the number one device for consuming content. We have a great opportunity to create high-quality, mobile-ready entertainment largely not available today on the market and that is more compelling and attractive to new audiences. Studio+, which we showcase today in Brazil, is a strongly immersive and addictive experience that we intend to roll out globally in the next few months."*

Studio+ offers a completely new series experience with typically ten episodes by ten minutes. Subscribers will enjoy a new series every week (with an interval of just a few months between seasons). The series cover a variety of genres and topics for all users and were filmed specifically for a mobile screen.

Studio+ has already created more than 20 gripping, original short series, some of which have received awards at several film, television and web festivals. The series have been produced in five languages across 18 countries, giving the content a more authentic quality and making it more attractive to international audiences. The line-up of original productions will be supplemented by international content acquisitions, for the most part previously unseen.

Studio+ has an ambitious editorial strategy with high-quality productions being created by young talent in cinema and advertising as well as recognized industry experts from the world of television and film. It will benefit from the expertise of Vivendi's businesses, in particular Canal+, Studiocanal, Universal Music Group and Gameloft.

The Studio+ app provides smooth and intuitive browsing through all series and episodes available and offers additional useful features such as an offline mode. The app was developed by Watchever, a Vivendi Village company.

Watchever also designed and developed WatchMusic, a premium video music service for mobiles launched in Brazil on October 6, and which will shortly be launched in Latin America and other parts of the world.

About Vivendi

Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. The main subsidiaries of Vivendi comprise Canal+ Group and Universal Music Group. Canal+ is the leading pay-TV operator in France, and also serves markets in Africa, Poland and Vietnam. Canal+ operations include Studiocanal, a leading European player in production, sales and distribution of film and TV series. Universal Music Group is the world leader in recorded music, music publishing and merchandising, with more than 50 labels covering all genres. A separate division, Vivendi Village, brings together Vivendi Ticketing (ticketing in the UK, the U.S and France), MyBestPro (experts counseling), Watchever (subscription video-on-demand), Radionomy (digital radio), Olympia Production, the L'Olympia and the Théâtre de L'Oeuvre venues in Paris and the CanalOlympia venues in Africa. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world. Gameloft is a worldwide leading video games on mobile, with 2 million games downloaded per day.

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