

## **Hi-media Group plays the TV/Internet ad formats convergence**

### **Hi-media is part of a consortium that gathered French industrial media players that aims to takeover France Télévision Publicité**

**Paris, October 28, 2009.** Hi-media, the online media group, (Code ISIN FR0000075988 - HIM, HIM.FR) announced its will to bring its Internet experience and know-how into a consortium gathering French industrial media players, among which Philippe Leoni, co-founder of Spir Group or Sud Ouest Group, in order to participate to the takeover of France Télévision Publicité. France Télévision Publicité, the France Télévision Group ad network, represents, among all its activities, the state owned TV channels and their respective websites. This stance shows Hi-media's will to favor and to develop the ad formats convergence between TV and Internet.

The TV and Internet ad network activity fields are getting more and more similar and complementary with cross media opportunities thanks to the online video consumption strong growth (online video consumption+80% in 2009 vs. 2008<sup>1</sup>) in addition with the increasing TV and Internet ad formats convergence (video ad formats should represent at least 22% of the total online ad formats by 2013, multiplying by 6 its current level<sup>2</sup>). By combining television with Internet, advertisers get the opportunity to reach on a larger scale their core target on a wider number of media supports and on longer time frame.

Thus, by being part of the «Media+écrans» Hi-media will bring its online advertising expertise and will help France Télévision Publicité on TV/Internet bundle matters.

On a broader view, the allied competences and their complementarities accurately gathered into the «Media+écrans» consortium will enable France Télévision Publicité, in the best possible conditions, to go through the transition period with respect to the progressive termination of advertising on the national TV channels of France Télévision Group (knowing that sponsorship of shows and advertising on regional programs will remain), to reinforce its third party ad network activity, to develop activities in new markets such as Internet and thus to sustain its activity while preserving its independence and its teams.

Cyril Zimmermann, founder and Chief Executive Officer of Hi-media Group declares: "taking into account the high quality and complementarity of the competences gathered inside the consortium and inside France Télévision Publicité, I am convinced by the accuracy of our industrial project and its positive impact on France Télévision Publicité activity growth and sustainability. Hi-media will make sure to bring all its Internet expertise."

Philippe Leoni, co-founder of Spir Group adds: "Media+écrans is above all based on dynamism and new markets conquest among which the TV/Internet convergence market. This consortium is the most efficient in term of know-how and competencies with respect

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1 Source : IAB Europe

2 Source : IAB Europe

to the markets where France Télévision Publicité will have to develop itself in order to sustain and grow its multi-channels activity following the termination of advertising on the state owned television channels. This is the consortium of audacity and innovation.”

This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-Media shares. If you wish to obtain further information about Hi-Media, please refer to our website [www.hi-media.com](http://www.hi-media.com). This press release may contain some forward-looking statements. Although Hi-Media considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements. Hi-Media operates in a continually changing environment and new risks emerge continually. Hi-Media does not undertake and expressly disclaims any obligation to update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.

#### **About Hi-media Group :**

Hi-media, the online media group, is one of the top Internet publisher in the world with more than 50 million unique visitors per month on its proprietary websites. Hi-media is also the leading European player in online advertising and electronic payment. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Network and online content monetization via its micropayment platform Allopas. The group which operates in 9 European countries, USA and Brazil employs more than 500 people and posted in 2008 135 million euros in sales (excluding AdLINK Media). Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist C) and is included in the SBF 250, CAC IT and CAC Small 90. ISIN code: FR0000075988. Hi-media qualifies for FCPI as it received the OSEO label of “innovating company”.

Site : [www.hi-media.com](http://www.hi-media.com)

#### **Financial communication**

Sales and quarterly information for the third quarter of 2009: On 5 November 2009 after market closure.

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