

## Hi-media Advertising rolls out Hi-media Video in Europe

**Paris, February 16, 2011** – Online media group Hi-media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, announces the launch of Hi-media Video in Europe.

### Hi-media Video: exclusive online advertising video format

Following the launch of Hi-media Mobile last June, Hi-media Advertising continues to develop new services, the latest being Hi-media Video. This new offering gives European advertisers access to a wide range of high-impact formats geared to all types of communication:

- **"In-Stream" (pre-roll, post-roll and overlay) functions to insert ad spots into website video content:**  
with **over 60 million videos viewed** each month in Europe<sup>1</sup>, Hi-media offers its advertisers a video network on websites concentrated mainly in the Entertainment and News verticals, including jeuxvideo.com, sbs6.nl, RTL.fr, universal-music.de, cinemaxx.de, zappinginternet.com or football-league.co.uk.
- **"In-Ad" functions programmable on IAB standard formats:**  
Hi-media network attracts **138 million unique users<sup>2</sup> per month** in Europe including audiences of leading websites such as LeBonCoin.fr, Meetic, Fun Radio or Auto Plus in France, The Independent in the United Kingdom, erdbeerlounge.de and Qype in Germany, alfemminile.com in Italy or Autoscout24 in Spain.
- **Dedicated mobile video features** ("in-banner" or "in-app") offer, with an advertising inventory of **over 100 million ad impressions<sup>3</sup> a month**. The Hi-media Mobile network encompasses a range of exclusive mobile Internet sites including RTL2, Rue89 and Foot365 in France, Shazam and Nimbuzz in Italy, DeTelegraaf and Vodafone Live in the Netherlands, or Netlog and Qype in Spain.

### Internet video: a fast-growing market

More than 80% of Internet users<sup>4</sup> currently watch at least one online video per month, and the numbers are steadily increasing. At the same time, advertisers are optimizing their communication by running their TV advertising campaigns simultaneously on Internet.

The Hi-media Video offer taps into this massive development in online video, providing a single solution to satisfy the aspirations of Internet users and the needs of advertisers.

Hi-media Video is available in all nine European countries in which the Hi-media Group operates: Germany, Belgium, Spain, France, Italy, the Netherlands, Portugal, the United Kingdom and Sweden.

Sources: <sup>1</sup>Hi-media, June 2010; <sup>2</sup>comScore, January 2010; <sup>3</sup>Smart Adserver and publishers, September 2010; <sup>4</sup>comScore, Video Metric, EU4, October 2010

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) under the Corporate Information heading.

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 publishers in the world. Hi-media is also the leading European player in interactive advertising and electronic payments. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Advertising and online content monetization via Hi-media Payments. The group which operates in 9 European countries, USA and Brazil employs more than 500 people and in 2010 posted 220 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) 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".

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

Blog: <http://blog.hi-media.com>

### **Financial communication**

Full year 2010 results: Wednesday, March 23, 2011 after market closure.

#### **Press contact**

##### **Hopscotch**

Audrey Bizet

Phone: (33) 1 58 65 00 47

Email: [abizet@hopscotch.fr](mailto:abizet@hopscotch.fr)

Aurélie Horner

Phone: (33) 1 58 65 00 97

Email: [ahorner@hopscotch.fr](mailto:ahorner@hopscotch.fr)

#### **Investor contacts**

##### **Cyril Zimmermann**

President and CEO

##### **David Bernard**

Chief Operating Officer

Phone: (33) 1 73 03 89 00

Fax: (33) 1 73 03 42 36

Email: [infofin@hi-media.com](mailto:infofin@hi-media.com)

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