



Press Release

## **Hi-media Advertising and PERFORM MEDIA SALES announce landmark partnership**

**Paris, le 13 July 2011** – **Hi-media Advertising**, the online advertising division of Hi-media group (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, and **Perform Media Sales**, the advertising sales division of leading digital sports media company Perform Group announce a partnership. Collaboration consists of marketing, in France, the inventory of ePlayer, the VOD platform sports content produced by the Perform Group and global leader in its sector.

### **ePlayer: over 90 million of streams per month released in France**

ePlayer, which launched in France in December 2010, has quickly grown into the number one sports VOD broadcaster in the market<sup>1</sup> and streams over 90 million streams per month<sup>2</sup>.

The ePlayer VOD platform is embedded into some of France's top publisher websites including Media 365 (football365.fr, sport365.fr...), sport24.com, footmercato.net, RTL.fr, matchdirect.fr, madeinfoot.com and basketusa.com providing a comprehensive sports news and highlights coverage from in video around the world.

ePlayer currently sits across 400 plus publishers in 14 different territories **reaching 65 million global unique users**<sup>2</sup>.

Perform Group's Managing Director, France, Anthony Grevin said: "We are very excited to announce this partnership with Hi-media Advertising. They are a strong player in the market and have some excellent relationships, as well as great reach in VOD, which ePlayer will add to. In ePlayer we have an extremely powerful VOD network that provides brands with great opportunities to reach millions of French sports fans around some of the best sports content available online".

### **Hi-media Advertising strengthens its Hi-media Video "in-stream" offer**

By integrating and offering advertisers and ad formats video "pre-roll" and "post-roll," Hi-media Advertising strengthens its video advertising, launched in early 2011 in Europe. Hi-media Video shows **over 140 millions videos per month**<sup>3</sup>, on leading websites such as jeuxvideo.com, RTL.fr, universal-music.de, cinemaxx.de, zappinternet.com or football-league.co.uk.

Sources: <sup>1</sup>comScore, Video Metrix, April 2011; <sup>2</sup>OMNITURE, April 2011; <sup>3</sup>Video inventory in Europe, Hi-media, May 2011 (included Perform's video inventory)

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 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 CAC Small and CAC All-Tradable. 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:**

First half of the year 2011 results: Wednesday, August 31, 2011 before market opening.

#### **About PERFORM**

PERFORM is a market leader in the commercialisation of multimedia sports content across internet-enabled digital platforms. Through production, technical and commercial solutions, PERFORM powers digital platforms that distribute content in a number of forms - video, editorial, audio and data - to millions of sport fans around the world

[www.performgroup.com](http://www.performgroup.com)

#### **About PERFORM Media Sales**

PERFORM Media Sales is the advertising sales division of PERFORM, the world leader at broadcasting and commercialising sport in digital media. PERFORM Media Sales represents a number of premium online video and display sports properties that include:

- **Video** - ePlayer one of the world's largest premium sport VOD broadcasters. Owned and operated by PERFORM, ePlayer streams sports highlights across a growing network of 400+ publishers and enables advertisers to reach and engage a global audience in excess of 65m every month.
- **Display** - PERFORM own Goal.com, the largest football website in the world and represent the display advertising sales across a range of official and unofficial sports websites.

[www.performgroup.com/mediasales](http://www.performgroup.com/mediasales)

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