

Hi-media Spain and PHD Spain launch a mobile campaign with innovative HTML5 formats for iPad

- The campaign, that will be active on October and November, has the goal of reaching the most similar target for HP E-print in the premium sites on Hi-media mobile network, for new advertising platform such as iPad.
- These expandable formats, planned for the first time, allow the integration between video and click to action and to take position as the new rich media formats in tablets.

Madrid – 7th November, 2011 – Online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, announced today that it signed a partnership with HP@OMG, PHD Spain division, through its Mobile Marketing Unit to launch a mobile campaign for HP E-Print with innovative advertising mobile formats HTML 5 in iPad devices.

The campaign has been planned on Hi-Media premium mobile sites with a high segmentation, with the goal of impacting potential HP E-print users, highlighting the model capacities which allows to print anywhere via mobile.

For this campaign, HP has opted for notorious rich media HTML 5 formats that enhance a wide range of creative and interactive possibilities with expandable functionalities, such as advertising video integration and click to action.

These formats also provide more exhaustive information about the user's interaction with the creativity, offering metrics like video visualizing time as well as his behavior towards the creativity, added to some of the standard ones such as CTR, impressions, etc.

Hi-media Mobile has mobile sites like eBay, Entradas.com, Cinesa, Autoscout24, Fotolog, Gizmodo, Forocoches, Via Michelin and more than 500 mobile applications for iPhone, Android and Nokia platforms. It provides multiple advertising possibilities to reach a qualified audience, using stunning advertising formats that include, among others: interactive video, display formats, to increase the brand or outcome recognition, either CPC, CPD or CPL

For Pedro Menendez, Product Manager Mobile at Hi-media Spain: "We are very excited that a brand like HP has trust in Hi-media mobile network for its HP E-print marketing campaign. More advertisers are beginning to explore the multi device advertising possibilities every day. The target matches with an advanced technology user that spends more time with internet access devices like smart phones or tablets. To join a highly related and segmented audience with an advanced advertising technology allow us to shock with notorious actions, that also can be measured with more precise metrics like video visualization time, brand exposure or click to action."

For María Gil, Mobile Senior at PHD Mobile: "Tablets are beginning to expand and, for us, to pledge for these devices enhances to enrich our campaigns and get closer to the user from a different channel. We are also in front of a new format

generation with which we have a lot of possibilities and where we work from the point of view of the experience that the user will obtain. HP is an advertiser always willing to innovate on its communication; we are sure this will be the start of many more campaigns in which rich media formats will play a leading role"

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

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

About PHD:

PHD is integrated in OMNICO M MEDIA GROUP, Agency Media Division at Omnicom Group. It was born with the pioneer spirit of the fourth generation media agencies, formed by multidisciplinary teams capable of facing the communication challenges of XXI Century. With 72 offices in 62 countries, PHD WW represents a growing dinamism network, where more tan 2.500 professionals work.

In just five years activity in Spain, PHD has positioned itself in the Spanish market as a media strategic communication agency.

Its division HP@OMG provides specific media service for all HP (Hewlett Packard) divisions.

For more information:

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