

HI-MEDIA and SKYROCK join forces in online advertising

Creating the leading online advertising platform targeting the 15-24 demographic in France¹

On-line media group Hi-Media and the Skyrock group are extending their existing partnership to offer shared online advertising products.

The leading online advertising platform targeting the 15-24 demographic in France

Following on from the 2011 agreement reached on monetizing part of Skyrock's advertising inventory, Skyrock and Hi-Media have now formed a major strategic alliance.

Under the terms of the latest agreement, the two groups will offer shared advertising products targeting the audiences of both www.skyrock.com and www.jeuxvideo.com, representing a deduplicated audience of **8.65 million unique users**², and thereby creating the **leading online advertising platform for the 15-24 demographic** in France. These products will offer advertisers coverage and repetition across all targets.

In music, cinema and video games sectors in particular, the advertising network teams of both groups have developed bespoke tools of unrivalled impact.

Optimized skills distribution

Skyrock, with an audience that grew by over 10% in just one year³ and over a million page views each month⁴, is moving all its display ad inventories over to the Hi-media Group's proprietary Ad eX change, making them accessible via Real Time Bidding.

In parallel, Skyrock's multimedia advertising network will continue to grow via bespoke *Special Campaigns* in the young adult sector, potentially offering a full range of advertising tools (excluding the video game sector) on two Hi-Media Group websites: www.jeuxvideo.com and www.toutlecine.com.

Pierre Bellanger, President and Founder of Skyrock says: *"This partnership will provide our SpringBird agency network, a pioneer in social marketing and a centre of expertise in advertising via social networks, with a wider audience base on which to offer advertisers global solutions."*

Cyril Zimmermann, President and Founder of Hi-Media Group also stated: *"We are delighted that this agreement with Skyrock creates the leading online advertising platform targeting the 15-24 demographic. The partnership also confirms the key position our advertising exchange occupies in the landscape of online advertising in France."*



Skyrock is France's leading radio station among under-25's⁵ and attracts over 3.8 million listeners daily.⁶



Skyrock.com is the leading blog platform in France and Europe with over 32.9 million blogs worldwide.



Over 3 million apps downloaded, and Skyrock mobile services generate close to 301 million page views per month⁷ for 2.3 million unique users⁷. The Skyrock radio app topped the free apps chart on the Apple App Store within 24 hours of its release⁸.

Skyrock Network: skyrock.fm | skyrock.com | tasante.com | kwest.com

- (1) Médiamétrie Netratings France – all connection points – April 2012 – Brand Skyrock & Brand jeuxvideo – target 15-24 age group – Affinity (Base top 20 UU, excluding Vevo)
- (2) Médiamétrie Netratings France – all connection points – April 2012 – Brand Skyrock & Brand jeuxvideo – overall target – unique users
- (3) Comscore Média Metrix – France – April 2012 – Total Audience – Top 1000 Properties – Property: Skyrock – Unique users – percentage change over April 2011
- (4) Médiamétrie E-stat – April 2012 – Skyrock Monde – overall target – Page views
- (5) Médiamétrie 126 000 Radio Jan-March 2012 – Average Mon to Fri 5h-24h/Audience share % - 13-24 age group
- (6) Médiamétrie 126 000 Radio Jan-March 2012 - Average Mon to Fri 5h-24h /Total audience – 13 and over
- (7) Médiamétrie E-stat April 2012 – Page view and UU non deduplicated
- (8) Apple App Store ranking

Press contact:

Yasmine Oudjebour: 01 44 88 81 47 - 06 07 44 82 38 – E-mail: yasmine@skyrock.com.

A propos du Groupe Hi-Media

Hi-Media is one of the largest European digital media Group. Its business model relies on two different revenue streams: online advertising via Hi-Media Advertising and online content monetization via Hi-Media Payments. The group, which operates in 9 European countries, employs more than 500 people and in 2011 posted over 230 million euros in sales. Independent since its creation in 1996, the company is listed on the Euronext Paris and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988.

Website: www.hi-media.com _ Visit our blog: <http://blog.hi-media.com>

-For more information, visit our website www.hi-media.com and blog <http://blog.hi-media.com/>

Press contacts:

Citigate Dewe Rogerson:

Servane Taslé: 01 53 32 78 94 – 06 66 58 84 28 – E-mail: servane.tasle@citigate.fr;

Agnes Villeret: 01 53 32 78 95 – E-mail: agnes.villeret@citigate.fr.

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 <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.