



La régie publicitaire
du groupe Le Monde



Press release

September 2014

M PUBLICITE FORGES A STRATEGIC PARTNERSHIP WITH MOBVIOUS TO MONETIZE PART OF ITS MOBILE INVENTORY (SITES AND APP.)

Paris, 23 September 2014, 7:30 AM: Following a Request For Proposal, M Publicité has, since the 1st of September, entrusted Mobvious with monetizing part of its inventory on the sites and applications of the brands Le Monde, Télérama, Courrier international, and Le Huffington Post (mobile and tablet, iOS and Android, banners and interstitials).

In 2014, the innovations launched by Le Monde Group regarding mobility, and in particular for the brands Le Monde and Télérama, have contributed to consolidate a historical leadership on these mediums, by building an audience ever-increasing in numbers (4,5 million unique visitors on mobile in June 2014* et 3,4 million unique visitors in the 2nd quarter of 2014**).

In this context, the commitment to revenue growth derived from mobility emerges as a necessary challenge for M Publicité. The Mobvious teams, the mobile sales house of HiMedia, leading European digital advertising network, aim to contribute to the optimization of this considerable rise in revenues, in close co-operation with the dedicated teams of M Publicité.

The mobile sites and applications of the brands Le Monde, Télérama, Courrier international and Le Huffington Post, further strengthen Mobvious portfolio alongside La Tribune, BBC News, L'Opinion, Jeuxvideo.com, SeLogger, etc.

With more than 10,3 million exclusive mobile users per month, Mobvious consolidates its positioning as a reference in the mobile ad market, particularly targeting affluent audiences.

Sources :

*Médiamétrie//NetRatings, Internet Mobile, June 2014.

**Médiamétrie//NetRatings, Panel Tablettes, Q2 2014.

About M Publicité :

As the advertising network of Le Monde Group, M Publicité runs the commercialization of the brands Le Monde, Télérama, Courrier international, Le Monde Diplomatique, La Vie and Le Huffington Post, in their print and/or digital versions.

This media offer is notable for its strength, with 17,7 million readers, visitors, and mobile users⁽¹⁾ served each month and its referential standing with Premium audiences, per its coverage of 48% of upper middle-class audiences*.

With 10,6 million of unique visitors⁽²⁾ each month, M Publicité provides advertisers with digital communication solutions combining quantity, quality, and innovation. The power of the Le Monde Group on mobile internet (4,5 million unique visitors⁽³⁾) and social media (a digital community of 7,6 million users⁽⁴⁾) reveals the dynamism and the success ingrained in this digital strategy.

M Publicité and RégieObs jointly market the premium brands Le Monde, Télérama, Courrier international, La Vie, Le Monde Diplomatique, Le Huffington Post, Le Nouvel Observateur, Obsession, Challenges and Rue 89, representing 22,3 readers, visitors, and mobile users each month, including 58% of upper middle-class audiences⁽⁵⁾.

⁽¹⁾ AudiPresse One Global 2013 V2 – Indicateur Brand One Global - individus dédoublés des marques Le Monde, Télérama, Courrier international – Audience DDL 30jours de La Vie.

⁽²⁾ Médiamétrie //NetRatings - Audience de l'Internet fixe, juin 2014.

⁽³⁾ Médiamétrie //NetRatings - Audience de l'Internet mobile, juin 2014.

⁽⁴⁾ Followers Twitter, Fans Facebook, Membres Google +, Abonnés Instagram et Pinterest au 4 septembre 2014.

⁽⁵⁾ AudiPresse One Global 2013 V2 – Indicateur Brand One Global - individus dédoublés des marques Le Monde, Télérama, Le Nouvel Observateur, Courrier international, Challenges – Audience DDL 30jours de La Vie.

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About HiMedia :

Pioneer in its field, HiMedia is the leading European advertising network. The company offers its clients a wide range of advertising solutions to leverage and optimize their digital strategy. It relies on dedicated teams in four areas of expertise:

- Real time marketplace, Adexchange.com.
- Mobile advertising, Mobvious.
- Online video advertising, Fullscreen.
- Creative solutions and brand content, Magic.

HiMedia is a company of HiMedia Group. The Group acts as a global partner supporting its clients in their online strategy optimization operating in two business areas, digital advertising - HiMedia - and online payment - HiPay. The Group employs approximately 420 people worldwide and generated sales of €185 million in 2013. Independent since its creation, the company is listed on the Euronext Paris Compartment C and is included in the CAC Small, CAC-All Tradable indices and CAC PME.

More information on www.himediagroup.com/himedia

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Next financial disclosure : Quarterly results (3rd quarter 2014) published the 4th of November 2014 after market closure.

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