

July 2014

## SENSACINE CHOOSES HIMEDIA FOR THE MONETIZATION OF ITS DIGITAL AUDIENCE IN SPAIN

### With this new agreement, HiMedia reinforces its leadership in Spain

Paris, July 22th, 17h45 – HiMedia, leading European advertising network, announces a partnership with Sensacine ([www.sensacine.com](http://www.sensacine.com)) in Spain to manage its web and mobile advertising spaces.

**Sensacine.com, the Spanish version of AlloCine.fr, is part of Webedia Group**, online Entertainment leader with over 19 million unique visitors per month in France reaching 42.8% of the French Internet audience.

Sensacine.com began to operate in Spain in 2008 and, since then, they work to make available to the Spanish user, information on movies and series: full film files, series, actors, directors, trailers, photos, data and anecdotes; the latest news on movies and series; and an information system of the national movie listing and ticketing.

**Sensacine, with over 2 million unique visitors and 8 million page views**, joins the Entertainment channel of HiMedia Spain, along with brands like *3DJuegos*, *Entradas.com*, *Yelmo Cine*, *Kinépolis* or *Sony Music* among others, exceeding the 6.5 million unique users deduplicated (Source : comScore, May 2014). It also has a profile with a wide representation in both the youngest and the older audience, focusing on the 15-44 years age bracket (58% Total Internet vs. 78% Sensacine, according to comScore May 2014).

For Israel Navas Malpartida, Sensacine Marketing & Sales Director: *"HiMedia is one of the international leading players for online marketing and not only for its extensive experience in the countries where HiMedia is present, but for its constant evolution in finding the best technology and advertising solutions in a constantly changing market."*

**HiMedia will manage its web and mobile advertising inventories**, including both standard IAB ads formats and the most creative and impactful ads formats, special operations and customized solutions, representing a wide range of ad formats under the most innovative technology.

Gonzalo Figares, HiMedia's Country Manager in Spain, added that *"the quality of the contents of Sensacine and its careful design, matches with our policy to reinforce HiMedia's network with brands which provide more confidence for our advertisers and offer added value to their digital campaigns"*. *"Once again our work and effort are aimed at strengthening*



digital advertising experts

Press release

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*our network to become a leading reference for the market with the largest portfolio of exclusive websites and the most advanced advertising solutions."*

### **About Sensacine**

Sensacine is part of Webedia Group, leader in online entertainment with over 19 million unique visitors per month in France and 42.8% coverage of Internet users.

Sensacine.com is part of Webedia's Film and TV Network > France ([www.allocine.fr](http://www.allocine.fr)), Spain ([www.sensacine.com](http://www.sensacine.com)), Germany ([www.filmstarts.de](http://www.filmstarts.de)), Turkey ([www.beyazperde.com](http://www.beyazperde.com)) and Brazil ([www.adorocinema.com](http://www.adorocinema.com)).

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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. Established in 8 European countries, the Group employs approximately 470 people and generated sales of €185 million in 2013. Independent since its creation in 1996, the company is listed on the Euronext Paris Compartment C and is included in the CAC Small, CAC-All Tradable and CAC-PME indices.

Code ISIN: FR 0000075988 / Mnémo: HIM.

More information on [www.himediagroup.com/himedia](http://www.himediagroup.com/himedia)

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**Next financial communication:** First-Half year results 2014 published on the 30th of July before market opening.

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This press release may contain some forward-looking statements. Although HiMedia Group considers that these statements are based on reasonable hypotheses on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements.

HiMedia Group operates in a continually changing environment and new risks could potentially emerge. HiMedia Group assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.