

June 2014

REORLD MEDIA CHOOSES MOBVIOUS FOR THE EXCLUSIVE MONETIZATION OF ITS APPLICATION TÉLÉ MAGAZINE

Paris, June 18th, 17h45 – Mobvious, mobile sales house of HiMedia, leading European advertising network, has been appointed by Reworld Media Factory as the exclusive sales house for the monetization of its mobile and tablet application TÉLÉ Magazine.

TÉLÉ Magazine, mobile and tablet application of Reworld Media Group, informs TV Viewers in real time of program time schedule. Integrating the latest ways of consuming Télévision, this new application offers exclusive services, such as time schedule personalization, a social dimension with Twitter and Facebook feeds, and a unique M-shopping experience without even having to exit the application.

A dual objective partnership

For Mobvious, this cooperation has two objectives: optimize revenues from mobile and tablet application digital inventories, but also guide TÉLÉ Magazine in the growth of its audience.

This partnership emphasizes on Mobvious choice to offer a complete range of services to its publishers.

Vladimir Chou, Mobvious France Director comments: “We are more than happy to close this partnership with Reworld Media Factory for the monetization of TÉLÉ Magazine mobile and tablet application. But above all, this collaboration reflects Mobvious vision in its relationships with publishers, which consists in going beyond inventory commercialization and especially supporting them in their audience development.”

Thanks to its team of experts, Mobvious was the most relevant partner to deploy 360° solutions and offer all means to achieve an efficient and performing advertising strategy.

Cécile Béziat, Associate Managing Director Reworld Media Factory adds: “Reworld Media objective consists in positioning TÉLÉ Magazine application as one of the leading applications dedicated to program time schedules. Mobvious managed to understand the challenges linked to our ambitions, and its answer creates a global and constructive partnership that goes beyond traditional publisher/sales house relationship.”

TÉLÉ Magazine joins an already consistent portfolio of mobile websites and applications: Media365, Skyrock, Jeuxvideo.com, SeLogger, La Tribune, BBC, Mondain, etc. This new contract enables Mobvious to expand its offer and deliver advertisers with a qualitative audience.

About TÉLÉ Magazine

The only TV Magazine to be sold in GMS, TÉLÉ magazine is edited by Publications Grand Public, a Reworld Media group company. Distributed in 230 822 copies (ONE 2012-13), TÉLÉ magazine has integrated PlanningTV since its acquisition by Reworld Media group in December 2013.

From now on, the brand Télé Magazine is on all contact points to be as closely as possible to its audience: print title, website and mobile/tablet application.

Press contact

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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 470 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.

Code ISIN: FR 0000075988 / Mnémo: HIM.

More information on www.himediagroup.com/regie

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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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