

HIMEDIA SIGNS EXCLUSIVE MARKETING CONTRACT WITH INA.FR

Paris – Thursday, 13 February 2014, 8h00 – To monetize its entire video and display inventory, the INA (Institut national de l'audiovisuel - French National Audiovisual Institute) has chosen HiMedia, European leader in online advertising networks, to handle its site advertising.

The INA, a public cultural corporation tasked with the storage, promotion and transmission of audiovisual archives, with a catalog of more than 350,000 documents, announced that it had exceeded 100 million videos views in 2013. Its audience, showing strong year-on-year progression, should continue to grow in 2014 with promising new digital innovations and developments (mobility, personalization, etc.).

For HiMedia, the objective of this latest collaboration is to maximize and optimize the revenues from digital advertising spots for the public website and support the INA in the monetization of its growing video and display inventory.

Thanks to its **Fullscreen** (video ad network) and **Adexchange.com** (real-time display marketplace) experts, HiMedia has established itself as the best-equipped advertising network for deploying complete, high-performance, affinity advertising.

INA joins an already rich video portfolio: Auféminin.tv, Marmiton.org, SeLogger, Skyrock, Jeuxvideo.com, etc. This newly-signed contract enables HiMedia and its video advertising network, Fullscreen, to expand its offering by proposing a quality audience to its advertisers. The Fullscreen offering today reaches a video audience of 8.7 million, making it the number two exclusive video advertising network on the market (*Médiamétrie, December 2013*).

The INA is the latest addition to the HiMedia portfolio, reinforcing its leadership, and that of its Fullscreen ad network, on the online video advertising market.

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 NYSE Euronext Paris Compartment C.

More information on www.hi-media.com/regie

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About Ina

Since 1974, Ina's prime mission has been to gather and preserve the images and sounds that form the basis of our collective memory, to highlight their significance, and to share them with the widest possible audience. The world's number one audiovisual media center for digital archiving and archive commercialisation, Ina has become a benchmark for technological innovation in both fields. Today its expertise is widely acknowledged on every continent. (www.institut-national-audiovisuel.fr).

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