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Press release

Amaury Médias, FigaroMédias, Lagardère Publicité and TF1 Publicité join forces to create the first private media-dedicated marketplace in France: AdMediaPremium

Amaury Médias, FigaroMédias, Lagardère Publicité and TF1 Publicité today announced the signature of a strategic partnership to launch a private advertising marketplace for selling, by auction and in real-time, their qualified digital audience in a premium media brand environment.

The marketplace, called AdMediaPremium, brings agencies and advertisers access via a technological platform to **qualified and target-enhanced audience segments** based on the premium content of major brands and on display formats.

The partnership underlines the four partners' ambition to:

- **create an attractive marketplace** based on their media brands by proposing innovative purchasing procedures that meet the digital advertising market's needs on targeting and efficiency.
- **rapidly extend** the platform **to other premium media sites**.

Launch of the platform remains subject to prior approval from the competent authorities.

Press Contact

Lagardère Publicité

Valérie Blondeau-01 41 34 81 00

valerie.blondeau@lagardere-pub.com