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## **MIPCube: Vivendi awards its “Coup de Coeur” Prize to SublimeVideo by Jilion**

Vivendi awarded its MIPCube “Coup de Coeur” prize to SublimeVideo by Jilion, a Swiss start-up offering a universal and easy to use HTML5 cloud based video player for web publishers and video distributors.

This award is an excellent example of Vivendi’s willingness to work actively with young innovative digital economy companies. Innovation is an engine for profitable growth and a key pillar of Vivendi’s strategy.

Members of the Vivendi jury, which also included representatives from Canal+ Group, particularly appreciated the very innovative cloud-based solution that answers a pressing market need for easy to use multi-screen, multi-device and multi-browser video content delivery.

The “Coup de Coeur” award was distributed this weekend as part of the MIPCube competitions. MIPCube is the innovation lab for the future of TV, a two-day high-level live learning and networking event sponsored by Vivendi.

### **About Vivendi**

**The best emotions, digitally** Vivendi is at the heart of the worlds of content, platforms and interactive networks. Vivendi combines the world leader in video games (Activision Blizzard), the world leader in music (Universal Music Group), the French leader in alternative telecoms (SFR), the Moroccan leader in telecoms (Maroc Telecom Group), the leading alternative broadband operator in Brazil (GVT) and the French leader in pay-TV (Canal+ Group).

In 2011, Vivendi achieved revenues of €28.8 billion and adjusted net income of €2.95 billion. The Group has over 58,300 employees.

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