

Paris, April 7, 2016

Vivendi founding member of The Cargo, Europe's largest start-up incubator

Vivendi joins Paris&Co, the economic development and innovation agency of Paris, to launch The Cargo platform dedicated to the cultural, creative and digital content industries.

As a founding member, Vivendi will share its approach to Corporate Social Responsibility with the start-up. The group will pay particular attention to the ability of young companies to promote diversity of content and artistic expression in their projects, and to encourage more women into digital entrepreneurship.

The call for applications to integrate the platform is launched today. On this occasion, a round table discussion with the founding members, including Vivendi, was organized on the subject: "Can investing in digital culture, save culture?"

The Cargo is the largest European start-up incubator. It was recently inaugurated by Anne Hidalgo, Mayor of Paris, and Valérie Pécresse, President of the Ile-de-France region.

About Vivendi

Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. The main subsidiaries of Vivendi comprise Canal+ Group and Universal Music Group. Canal+ is the leading pay-TV operator in France, and also serves markets in Africa, Poland and Vietnam. Canal+ operations include Studiocanal, a leading European player in production, sales and distribution of film and TV series. Universal Music Group is the world leader in recorded music, music publishing and merchandising, with more than 50 labels covering all genres. A separate division, Vivendi Village, brings together Vivendi Ticketing (ticketing in the UK, the U.S and France), MyBestPro (experts counseling), Watchever (subscription video-on-demand), Radionomy (digital radio), the Paris-based concert venue L'Olympia, the future CanalOlympia venues in Africa and the Theatre de l'Oeuvre in Paris. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world. www.vivendi.com, www.cultureswithvivendi.com