

Paris, 5 April 2013

Vivendi launches TheMediaShaker, a cultural and creativity discussion platform

Vivendi is launching today TheMediaShaker (www.themediashaker.com), a wide-ranging discussion platform on culture and creativity in the digital age. The platform is open to all interested parties (artists, professionals, experts, observers, policy makers) and reflects differing opinions on any given issue.

Through this initiative, Vivendi intends to generate active exchanges of views and opinions on the future of the media and content industries.

[TheMediaShaker](http://www.themediashaker.com) aims to promote the most pertinent ideas at European level. Regular feedback will be provided online as well as on Vivendi's Vivoice webradio and through summary reports.

This discussion platform is part of www.cultureswithvivendi.com providing valuable information, resources and original perspectives on artist inspirations, cultural industries and the world of creativity.

TheMediaShaker will be shared on a daily basis on the [@TheMediaShaker](https://twitter.com/TheMediaShaker) Twitter account, launched also today.

About Vivendi

Vivendi is at the hearts of the worlds of content, platforms and 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 2012, Vivendi achieved revenues of €29 billion and adjusted net income of €2.55 billion. The Group has over 58,000 employees.

Vivendi's corporate social responsibility is based on three strategic issues directly related to the group's activities: promoting cultural diversity, protecting and empowering youth, and sharing knowledge.

www.vivendi.com