

Paris, December 17, 2015

## **Vivendi and Sciences Po award the Media CSR Innovation prizes**

Vivendi and Sciences Po awarded today their Media CSR Innovation prizes at the “*Manufacturing curiosity*” conference organized by the French National Commission to UNESCO, in partnership with UNESCO and with the support of Vivendi.

The awards, presented by Stéphane Roussel, member of the Management Board and Chief Operating Officer of Vivendi, and Frédéric Mion, President of Sciences Po, rewarded the best essays by Sciences Po students (Europe-Africa program) about *Digital supporting cultural diversity in Africa*. The question to be addressed was: “*What initiative would you like to create or tell to promote culture as a lever of economic performance and social cohesion?*”

This contest is part of a partnership between Vivendi and Sciences Po on corporate social responsibility (CSR) issues for media companies and cultural industries. Manuela Boma-Atta and Julie Bourdin were awarded the Media CSR Innovation Grand Prix. Romane Butin, Frédérique Triballeau and Khadim Rassoul Fall received a special jury prize.

The “*Manufacturing curiosity*” conference was organized to mark the tenth anniversary of the UNESCO convention on the Protection and the promotion of the diversity of cultural expressions. It offered a fresh perspective on the impact of digital, recommendation algorithms and social networks on cultural diversity.

Since 2003, promoting cultural diversity in the production and distribution of contents is one of the social responsibility policy priorities of Vivendi. The group shares the vision of UNESCO stating in its 2005 Convention that cultural diversity is “*a mainspring for sustainable development for communities, peoples and nations.*”

Winning essays are available on the website: [cultureswithvivendi.com/en/](http://cultureswithvivendi.com/en/)

### **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) and the Paris-based concert venue L'Olympia. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest aggregation and distribution platforms in the world. [www.vivendi.com](http://www.vivendi.com), [www.cultureswithvivendi.com](http://www.cultureswithvivendi.com)*