

Paris, June 13, 2016

Vivendi: Record audience for the Paris Grand Chess Tour thanks to an immersive and interactive experience delivered by Dailymotion

Vivendi is very pleased with the resounding success of the Paris Grand Chess Tour, the new leg of the most prestigious chess tournament which took place in the French capital from June 9 to 12. Ten of the world's best players attended this Vivendi sponsored event, including world champion Magnus Carlsen and seven other top ten players.

The entire tournament was broadcast live on Dailymotion Games and attracted a record audience for this kind of event. Viewers watched a total of 10.2 million minutes of the tournament online, 460,000 views and an average of 15,000 viewers connected simultaneously.

Dailymotion, one of the world's leading video sharing platforms and the largest in Europe, succeeded in capturing and keeping the attention for eight hours a day of a new generation of connected people looking for innovate content and entertainment. It developed an original approach to covering this type of event appealing to a larger audience with exciting new features including interviews, live commentary in multiple languages, instructional videos and live chats. Using a multi-camera presentation, online spectators were able to choose which games they wanted to follow.

Vivendi mobilized its entire group for this exciting event. Almira Skripchenko, international chess grandmaster, and Magnus Carlsen were guests on Canal+'s live show, Le Grand Journal. Legendary world champion Garry Kasparov, who gave an exclusive interview to Clique.TV (Canal+), kicked off a ProAm tournament at Vivendi's headquarter bringing together eight professional and eight amateur players, including popular moderators of Canal+ shows, a movie director and comedians. Several young members of the French Chess Federation also attended this competition.

For Vivendi, this transversal project is evidence that a thousand-year old game for chess aficionados can attract a much larger audience and that niche content can generate wider interest when delivered through a dedicated environment (games.dailymotion.com/parisgrandchesstour) offering a highly immersive and interactive experience.

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