



# Aol.

09/29/2014  
PRESS RELEASE



## AOL AND PUBLICIS GROUPE TO EXPAND GLOBAL ADVERTISING PARTNERSHIP INTO PROGRAMMATIC VIDEO AND LINEAR TV

*Publicis Groupe's VivaKi to sync with AOL Platforms as a preferred partner for programmatic video, including private video marketplaces*

**AOL and Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** today announced an expansion of their multi-faceted six-year relationship into programmatic video and linear TV.

The move will provide VivaKi, and effectively all agencies inside Publicis Groupe, greater access to premium reserved – including private marketplaces – and non-reserved video environments through AOL Platforms.

According to eMarketer, digital video is growing 30 to 40 percent year-on-year, and is expected to reach \$7.77 billion in 2015, up from \$5.96 billion in 2014. Publicis Groupe video spend is increasing accordingly as audiences continue their migration to digitally connected devices. VivaKi anticipates an equally significant increase in programmatic spend for 2015.

*"Video is fundamentally changing the Internet into sight, sound, and motion and the Publicis Groupe / AOL partnership is the start of enabling global video advertising to scale to global consumers – offline or online,"* said Tim Armstrong, Chairman and CEO, AOL. *"AOL is transforming as a company and as a partner into a programmatic advertising platform, and today's announcement is another big step in our strategy. Publicis is a global leader in digital advertising and we are excited to advance our global partnership into video and linear TV on the ONE by AOL platform."*

Maurice Lévy, Chairman and CEO, Publicis Groupe, added: *"We have developed a very strong partnership with AOL under the leadership of Tim Armstrong and are extremely pleased with the outcomes for our clients. This new step will further enhance our ability to better serve our clients in the very important growth area of video. Our clients will benefit first hand from the innovations created by AOL."*

“Just two years ago, there were 54.7 million connected TV users, and that number will more than double in 2014,” Stephan Beringer, CEO of VivaKi and global president of Audience on Demand. “The numbers prove the dramatic change in consumers’ video consumption habits, and our escalation of video content has to be just as dramatic. That’s why our partnership with AOL is so valuable: it requires true collaboration to deliver value for consumers and advertisers by creating a video marketplace that wins the attention and engagement of the consumer.”

The announcement was made at the onset of Advertising Week in New York City and before AOL’s second annual Programmatic Upfront. Tim Armstrong, AOL’s Chairman and CEO, and Maurice Lévy, Chairman and CEO of Publicis Groupe, will hold a one-on-one live conversation on October 2 at 9am EDT at the Times Center Stage. More information and registration can be found here:

<http://www.advertisingweek.com/calendar/-tim-maurice-2014-10-02-0900>

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world’s leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 63,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe) | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | Viva la Difference!

## About AOL

AOL Inc. (NYSE: AOL) is a brand company, committed to continuously innovating, growing, and investing in brands and experiences that inform, entertain, and connect the world. The home of a world-class collection of premium brands, AOL creates original content that engages audiences on a local and global scale. We help marketers connect with these audiences through effective and engaging digital advertising solutions.

## About VivaKi

Part of Publicis Groupe (Euronext Paris Exchange: FR0000130577; CAC 40 index), the world’s third largest communications group, VivaKi was established in 2008 to propel the digital transformation and expertise of the Groupe and its agencies. Today we are the global leader in digital advertising solutions, working with the world’s leading organizations to help them navigate the evolving and chaotic media landscape. Across the globe, VivaKi employs more than 400 engineers, technology experts, product designers, analysts and digital marketing professionals.

Visit us online at [www.vivaki.com](http://www.vivaki.com) or follow us on Twitter @VivaKi.

## Contacts

### Publicis Groupe

Peggy Nahmany	Corporate Communications	+ 33 (0)1 44 43 72 83
Martine Hue	Investor Relations	+ 33 (0)1 44 43 65 00
Stéphanie Constand	Investor Relations	+ 33 (0)1 44 43 74 44

### AOL

Caroline Campbell	SVP, Communications	<a href="mailto:c.campbell@teamaol.com">c.campbell@teamaol.com</a> +1 404-444-7970
Gerry Manolatos	Director of Communications	<a href="mailto:Gerry.Manolatos@teamaol.com">Gerry.Manolatos@teamaol.com</a> +1 646-367-7050

### VivaKi

Cheri Carpenter	Chief Communications Officer	<a href="mailto:cheri.carpenter@vivaki.com">cheri.carpenter@vivaki.com</a> +1 312-253-5296 +1 312-446-9276
-----------------	------------------------------	--