



“Gravity” Launch Data & Media alliance

Le Centre France la Montagne, Condé Nast, FNAC DARTY, L'ÉQUIPE, La Dépêche, La Nouvelle République, Lagardère Active, Le Télégramme, Les Echos-Le Parisien, Marie-Claire, M6, NextRadio TV, Prisma Media, SFR, SoLocal and Sud-Ouest decided to join forces in order **to share and commercialise their DATA** using an innovative platform, whose exclusive value proposition aims to become a reference on the market.

This platform, code-named “Gravity” will allow all types of advertisers and agencies to **benefit from diverse DATA segments** to carry out their digital programmatic campaigns in all formats and on all devices, **guaranteeing a premium secure and transparent media environment**.

“Gravity” embodies the commitment of strong French brands, creating a dynamic community to strengthen their positions within the advertising market:

- › an extremely rich and diversified DATA value proposition with socio-demographic, socio-professional, living spaces, life moments, types of habitat, interests, intentions, purchases, travel and other segments.
- › a Media value proposition, transparently gathering together a set of digital formats amongst the groups websites and applications that make up this alliance.

Together, these groups reach critical size regarding DATA and audience: 44% of daily reach, 10 billion of DATA processed each month and almost 100 media brands all together.

The platform will be available in beta in September 2017.

“Gravity” is an **independent company** completely open to new media partners, operators, vendors and pure players **to strengthen** its DATA and MEDIA offering as well as to finance its development. **New leading groups** will be joining the project in **September 2017**.



From left to right: Olivier Gerolami (Groupe Sud Ouest), Michel Paulin (SFR), Alain Weill (NextRadioTV), Arnaud de Contades (Groupe Marie-Claire), Xavier Romatet (Condé Nast), Rolf Heinz (Prisma Média), Francis Morel (Groupe Les Échos), Marie-Odile Amaury (L'Équipe), Christophe Pingard (SoLocal Group), Nicolas de Tavernost (M6 Group), Denis Olivennes (Lagardère Active), Jean-Nicolas Baylet (Groupe La Dépêche).

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