

**IMMEDIATE RELEASE**

**RNS Reach - non-regulatory**

**IMMEDIA GROUP PLC**

(Immedia or the Company or the Group)

**Immedia launches DreamStream X  
a technology platform to convert brand owned media channels  
into music and entertainment channels**

*“DreamStream X provides brands a global platform to launch interactive music and video entertainment experiences to customers and fans. Our expansion into video and animation has broadened Immedia’s offer to excite the end-user experience across our four pillars in consumer, sport, education and workforce.”*

**Immedia’s CEO Bruno Brookes**

**London, Wednesday, 22 November 2017:** Immedia has announced its latest DreamStream X content platform, offering brand owned interactive entertainment channels to global fan bases to mobile and web. Functionality will include high quality music streaming, interactive video content, purchasing and live information streams.

While Immedia continues to build and develop its brand owned music and entertainment channels to in-store, the launch of DreamStream X presents a platform for brands to become de facto media owners in the digital entertainment space. The platform extends brand communications to relevant ‘out of store’ audiences using digital channels and mobile devices.

Immedia can also provide premium live content and interactive communications to employees wherever they are. DreamStream X also encourages users to create and post user generated content, via its in-bound management system, including text, audio and video.

Immedia provides a wide range of live branded channels specifically to retail locations across the UK and Europe with an estimated listening audience of eight and a half million listeners a week. Encrypted Dreamstream technology is deployed in each location to provide a mixture of ‘on brand’ national and localised content. Clients contracted to Immedia include HSBC, Subway, Superdrug, JD Sports, O2, Burberry, BMW, IKEA.

Commenting, Bruno Brookes, CEO of Immedia said:

*“DreamStream X provides a global platform which enables brands to launch and develop custom music and entertainment channels, amplifying cultural values and other interactive communications. The new platform provides brands the opportunity to take owned media channels and to convert them into entertainment and engagement channels that can deliver increased commercial return our expansion into video and animation has broadened Immedia’s offer to excite the end-user experience across our four pillars in consumer, sport, education and workforce.”*

The new platform features intelligent analytics capabilities that provide actionable insight to help businesses identify better ways to improve content and capture audience attention.

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## **Notes to Editors**

### **About Immedia Group plc**

[www.immediapl.com](http://www.immediapl.com)

**Immedia Group plc** (AIM: IME) enhances audience engagement by delivering marketing and communication services through the provision of interactive digital channels products and services using music, radio and screen-based media to provide brand conversation, engaging entertainment and innovative technical solutions. The Group acquired AVC Media in 2016 to enhance its service offering within video and 3D animation, app and web development.

**Immedia** has provided multi-media content and digital solutions supported with powerful data analytics to global retailers and brands including HSBC, Shell, FIFA, Superdrug, O2, BP and IKEA. Other clients in the Immedia portfolio are JD Sports Fashion and Subway Europe.