



Immedia Group PLC - IME New platform
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The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

Friday, 7 December 2018
For immediate release

Immedia Group plc

("Immedia" or "the Company" or "the Group")

Suppliers of multi-media content and digital solutions to leading brands and global businesses

"New platform"

The Board is pleased to announce that **Immedia** (AIM: symbol: IME) has further extended the reach of its multi-media content offering to smart devices and other audio platforms such as Amazon Alexa, Google Home, Apple Podcasts, Overcast and iHeart.

Immedia has engaged with leading voice aggregator Spoken Layer to offer appropriate services with content ingestion and distribution by Spoken Layer.

Bruno Brookes, CEO of Immedia, commented: "The addition of our agreement with Spoken Layer supports our strategy to deliver Omnichannel entertainment and marketing channels across a wide spectrum, including 'in-home' connectivity. We are very excited to be working with Spoken Layer and together we are already planning our integration of the platform for clients."

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About Immedia Group plc

Immedia Group plc is a multi-media content and digital solutions provider to global businesses and organisations, who are investing in internal and/or brand communications.

Our business provides a wide range of 'live' branded channels specifically to retail locations across the UK and Europe with an estimated listening audience of 8.5 million listeners per week. Immedia's interactive audio channels deliver original and relevant content, via its own DreamStream-X platform with encrypted Dreamstream technology deployed in each location. Dreamstream-X provides a mix of 'on brand' national and localised content to a client's workforce and customer base. Each channel is supported with powerful data analytics tools which monitor audience activity and provide data to enable us to further enhance audience engagement.

Immedia Group also creates original video content, 3D animation, app and web development, as well as supplying and installing Audio Visual equipment.

Immedia clients include: HSBC, Shell, Subway, BP, Superdrug, JD Sports, O2, BMW, IKEA and FIFA.

To read more about our business, visit www.immediapl.com

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