

15 May 2017

**RNS REACH ANNOUNCEMENT (NON-REGULATORY):**

**IMMEDIA GROUP PLC**

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

**Non-regulatory - AVC Immedia at FIFA Under 20 World Cup in South Korea**

Aberdeen based AVC Immedia, acquired in September 2016 by Immedia Group Plc, is delighted to announce its participation at the FIFA Under 20 World Cup in South Korea later this month as part of the FIFA working party to capture content from the tournament. AVC Immedia will also be involved in post event work to create video learning tools aimed at encouraging the development of the "beautiful game" at youth level.

AVC Immedia has also licensed its proprietary software Matchviewer to FIFA for capturing game analysis and key incidents during tournaments, predominantly video clips that are logged securely and then accessed by FIFA delegates regardless of proximity to the tournament.

AVC Immedia Managing Director Spencer Buchan commented:

"This is fantastic news; AVC first attended the Mexico 86 FIFA World Cup and we have worked consistently with FIFA as a global partner on many projects since then. The remit for what we do has changed from tournament to tournament; in Korea we will be filming at the games to create content for post tournament development purposes. AVC Immedia was selected from other partners across the world to attend so we are very proud to continue our long standing relationship with FIFA.

Our recent visit to India as part of the UK Trade and Industry delegation to promote UK sports businesses' involvement in the development of football in India is further evidence that AVC Immedia is in the digital vanguard of global sport."

~ENDS~

For further information, please contact:

**Immedia Group Plc**

Bruno Brookes - Chief Executive

Tel: +44 (0) 1635 556200

Spencer Buchan - MD (AVC Immedia)

Tel: +44 (0) 1224 392803

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

**SPARK Advisory Partners Limited (NOMAD)**

Tel: +44 (0) 203 368 3550

Mark Brady/Neil Baldwin

**SI Capital Ltd (Broker)**

Tel: +44 (0) 1483 413 500

Nick Emerson/Andy Thacker

### **Note for Editors**

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 interactive audio channels deliver original and relevant content, via Immedia's Dreamstream platform, to a client's workforce and its customer base. Each channel is supported with powerful data analytics tools, which monitor audience activity and provide data to enable us to enhance audience engagement.

The Group also creates original video content, 3D & 4D animation, app and web development, as well as supplying and installing Audio Visual equipment. Immedia's clients include, amongst others, HSBC, Subway Europe, Superdrug, JD Sports Fashion plc, O2, FIFA, Shell and BP.

The 2017 FIFA U-20 World Cup will be the 21st edition of the tournament, which is the biennial international men's youth [football](#) championship contested by the under-20 national teams of the member associations of [FIFA](#) since its inception in 1977 as the FIFA World Youth Championship. The tournament will be hosted by [South Korea](#) between 20 May and 11 June 2017.

This information is provided by RNS  
The company news service from the London Stock Exchange