

## The LSF Network Group

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NEWS RELEASE – For immediate release

### **INTERNATIONAL NEWS TELEVISION BROADCASTER, FRANCE 24, LAUNCHES VIA THE INTERNET.**

On 6<sup>th</sup> December 2006, France 24 was the first major international television station to premiere over the Internet, receiving more than a half a million visitors to its website in the first 24 hours and nearly 3 million in its first month of live operations.

The online launch was conceived and developed by LSF Interactive who won the account in a pitch against advertising giants Zenith Optimedia and Carat. “Our goal was not only to support the launch of the channel with a convergence of online media components, but to also to do so on a performance only basis,” explained Daniel Laury, CEO of the LSF Network Group (which owns LSF interactive).

Besides developing a multi-channel online campaign with a global PPC program, viral marketing, e-mail, a promotional contest, and targeted banner advertising, LSF Interactive organised an exclusive tour of the new France 24 facilities for a dozen of the world’s most influential bloggers. The articles resulting from this visit provided France 24 with ideal exposure to millions of new technologies and information fans.

“Our client was delighted with the campaign” claimed Mr. Laury, “particularly, when the message was then taken up by a targeted sponsorship campaign of world-renowned publications such as The New York Times, Washington Post, Financial Times and Le Monde.”

In total, LSF Interactive delivered over 60 million impressions around the world in the space of four weeks for nearly 3 million visits divided between Europe, North America, Africa, the Middle East and Asia.

#### **About France 24**

France 24 is the first French international news channel that offers a French perspective on world events. Since December 6<sup>th</sup>, 2006, France 24 has been broadcasting on a 24/7 basis on two channels, in French and in English, in Europe, the Middle East, Africa and on the east coast of the U.S. An Arabic version is scheduled for the spring of 2007. FRANCE 24 can be accessed via all media platforms: cable, satellite and DSL media. The website, [www.france24.com](http://www.france24.com), is available in three languages (English, French, Arabic).

#### **About LSF Interactive.**

LSF Interactive is a division of the LSF Network Group which was founded in 1999. The organization is unique with regard to its model of integrating the various components of online marketing and doing it on a pay-only-for-results basis. Headquartered in South San Francisco, California, with offices in Paris and Hyderabad, LSF Network’s worldwide team works with organizations across the globe. It helps its clients use the Internet to attract, find, convert and retain customers. LSF Network also owns its web properties which have over 17 million registered users.

#### **Contact:**

Kalina Misi  
LSF Network Group  
[kmisi@lsfnetwork.com](mailto:kmisi@lsfnetwork.com)  
+1-650-616-3190

USA  
+1.877.616.8226

France  
+33.1.5805.1158

China  
+86.(24).8399.2219

Sales Inquiries  
[leads@lsfnetwork.com](mailto:leads@lsfnetwork.com)

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