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Skema opens its capital to reinforce its position as the market leader

Skema, a French pioneer in technologies and systems for audiovisual self-production, opens its capital to new investors : SACDE, a business development company from the Principality of Monaco, and Alain Chagneau, a businessman and former CEO of Univers Informatique, now known as Micropole-Univers. This new investment will reinforce Skema's leading position on an expanding market, in France as well as internationally.

New investors enter Skema's capital

SACDE and Alain Chagneau entered Skema's capital for a share of 7% each, for a confidential amount. They are joining Skema's historical shareholders, of which UTC+ (valorisation's holding of Université de Technologie de Compiègne), and the associate founders.

Franck Biancheri, Minister of Finance and Economy of the Principality of Monaco and President of SACDE, states: *« this investment shows our will to privilege innovation and to reinforce the pole of excellence that the Principality of Monaco already constitutes in the field of CIT (Communication and Information Technologies) ».*

To Alain Chagneau, IT expert, *« Skema's technology authorizes the development of audiovisual self-production practices in many fields, more particularly media, tourism, training as well as real estate. I believe it is a decisive addition for those who expect audiovisual writing to convey their messages on modern platforms such as mobile phones, video blogs, Internet, digital TV. »*

This capital investment was complemented by OSEO-ANVAR and OSEO-BDPME, both historical partners of Skema for R&D, which represents 30% of its profits this year.

A leader's strategy...

Skema, edits the sole platform for audiovisual self-production on the market. Skema profits not only from a genuine technological advancement in this field, but also from a strong expertise on the use of video to develop products and services, and to animate the communities present on the Web.

The trend is on content quality and *« that's precisely Skema's positioning »* says Steny Solitude, CTO at Skema. *« We help our customers to produce quality videos in a simple way, from any terminal (digital camcorders and webcams, web, mobile phones) ».* A solid argument, which enables to reconsider the video media and to accelerate the appearance of new uses, for professionals as well as for private individuals, and this in France and internationally.

Skema has been profitable since its creation, 3 years ago, and benefits from a rapid growth of its sales turnover, which has enabled it to self-finance its research and development up until now. *« We are already present in France, Spain and Brazil with major references. It is time for us to enter a more industrial development and this new investment will allow us to do so. We will reinforce our distribution internationally and will continue to surprise the market with new solutions for self-production video »*, specifies Olivier Dufour, CEO at Skema.

... on a growing market

Analysts agree on the emergence of new practices related to the production of video online. These are drawn, at the same time, by the generalisation of capture devices (mobile phone, webcams and digital cameras), of broadband connectivity, and by the simultaneous development of services related to video, of which in particular video blog platforms. France is ranked 4th world wide in producing blogs, with nearly 9 million blogs and a monthly growth of more than 25%*!

In addition to this, we also see the democratization of digital cameras, the fad for films shot with mobile phones which price keeps decreasing, the multiplying of TV diffusion channels, such as TNT and, tomorrow, TV on mobiles, or the diffusion of high definition content over the Internet.

For Mathias Gerard, COO at Skema : *« it is not only a trend, but a durable phenomenon, even irreversible, of which today we perceive only the first few steps... »"*

* Source : Blog Herald Tribune, Technocrati, JNET march 2006 : 9 million blogs in France, among which 2,5 active ones



About Skema

Skema (www.skema.fr), European leader in audiovisual self-production technologies and systems, allows service providers in the media and content management fields to enrich their interactive services with video content. Skema's platform facilitates the rapid deployment, at a low cost, of many interactive audio-visual services.

Thanks to our editing wizards and audiovisual forms[®], end-users can create quality videos in a few minutes, automatically edited and uploaded, enriched and indexed; this by using a simple web cam or a mobile phone.

Services providers can manage huge amounts of audiovisual content in an industrialized way: the secured back office administration platform allows media search, retrieval, maintenance and multi-format publishing of users' clips (TV, DVD, web, mobiles, video blogs).

The Skema platform makes it possible to create, manage, and publish quality video contents on the Internet and opens amazing prospects for the creation of new forms of interactivity.

About SACDE

SACDE, "*Société d'Aide à la Création et au Développement d'Entreprise*" is a capital risk company, which capital is 100% held by the Government of the Principality of Monaco.

The company's vocation is to concretely help the establishment and the development of innovating companies with a strong added value in the Principality and their financing, in particular through investments in capital, help in the search of offices and contacts with local investors and entrepreneurs, etc.

SACDE also assists bearers of innovating projects in their establishment in order to show concretely the dynamism and the modernity of the Principality in the new technologies field.

About Alain Chagneau

Founder and former CEO of Univers Informatique, now known as Micropole-Univers, Alain Chagneau is an informed private investor. Today, he is mainly devoted to the safeguarding of some great pieces of our architectural heritage and to some selected investments.