

**PRESS RELEASE - Le Figaro Joins OPA Europe**



**Paris, 21 March 2012** – The Online Publishers Association Europe today announced that Le Figaro has joined the association. OPA Europe members in France, Spain, Italy, Germany, Greece, Poland and Turkey, representing hundreds of the top news and information websites across Europe, can now share best practices with their colleagues from Le Figaro.

Le Figaro, the oldest news group in France, is one of France's leading media brands. As well as the daily newspaper, the group is active in other areas of the digital domain, notably in e-commerce.

Bertrand Gié, New Media Director with Le Figaro announced that "We are very pleased to have joined OPA Europe. Through our participation in this unique association, which brings together the leading online publishers from across the region, and through ties to the OPA in the U.S., we now have access to the worldwide online publishing community. OPA Europe membership is important for our business strategy and we look forward to participating actively in the group."

Current OPA Europe President Nikos Gouraros of Lambrakis Press in Greece commented: "We are very happy to welcome such a prestigious member as Le Figaro Group to OPA Europe. Their unique market insights will bring innovative new ideas to all of our members, and allow OPA Europe to be even more influential in leading industry discussions with advertisers and policy makers about the future of online publishing in Europe."

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**About OPA Europe :**

Founded in 2003 by some of the European Internet's leading content brands, OPA Europe represents the interests of first-rate online publishers before the advertising community, the press, governmental and European institutions and the public at large. OPA Europe seeks to establish and promote the Internet as an effective advertising medium for marketers and a sustainable media business for publishers, thereby ensuring the continued availability of quality content to serve the public good. Members of OPA Europe are: 24 Media (Greece), Agora (Poland), Gruppo Espresso (Italy), International Herald Tribune/New York Times Media Group (Europe), Lambrakis Press (Greece), Le Figaro (France), Le Monde Interactif (France), Il Sole 24 Ore (Italy), Prisacom/El País (Spain), RCS Mediagroup (Italy), Turkuvaz Media group (Turkey), Unidad Editorial/El Mundo (Spain) and Spiegel Online (Germany).

**OPA Europe members represent, collectively, more than**

- 23 million unique visits daily
- 27 million sessions daily
- 200 million page views daily