

# TRACE



TV | RADIO | MOBILE | MAGAZINE | WEB | EVENTS | STUDIO

**PRESS RELEASE**

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## TRACE ADOPTS A NEW VISUAL IDENTITY

TRACE, the leading brand and urban media group, commissioned the Award winning agency "360 Creative" with a very clear brief: reinforce TRACE brand and make each TRACE branded media and service instantly identifiable, clearly positioned and meaningful for viewers, listeners, subscribers and partner.

As a matter of fact, after launching TRACE Mobile and TRACE FM in 2005, TRACE Digital Radio and TRACE Tropical channel in 2009, the TRACE family will continue growing in 2011 with the launch of a new global channel, TRACE SPORTS HD, proposing lifestyle and factual entertainment content related to the sports celebrities (05 2011).

TRACE will also launch several HD versions of its musical channels and a new version of its website [www.TRACE.tv](http://www.TRACE.tv).

360 Creative has therefore rethought the global brand and visual identity of the TRACE group and media. In January 2011, all TRACE branded properties will adopt new logos. TRACE, the « original » urban channel, will be renamed "TRACE Urban". The addition of the identifier « Urban » further asserts the channel's existing position as a leader in the area of urban music and culture. The 3 TRACE channels will propose new baselines.



## ABOUT TRACE

Founded in 2003, TRACE channels are available in 150 countries through a constellation of 28 satellites and are distributed by more than 200 pay TV operators. TRACE Urban is the leading international urban music channel with over 60 millions viewers in the world. TRACE further develops its brand and content proposition through license deals with leading mobile and radio operators. TRACE belongs to its management (51%) and 2 investment funds: Entrepreneur Venture (24,5%) and Citizen Capital (24,5%).

## ABOUT 360 CREATIVE (360)

Created in 1995 by Thibaut de Longeville, 360 Creative is a multidisciplinary communications agency specialised in music, sports and urban culture. Over the past 15 years, the agency has grown in several areas (graphic creation studio, media publication, street marketing, consulting, PR and events) and is now focussing on the production of film and media content, the creation of visual identities, as well as on consulting and events for prestigious clients and partners like Nike, Jordan Brand, Moët-Hennessy, Universal, EMI Music, Warner Bros. and Canal +.

More info [www.trace.tv](http://www.trace.tv)

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