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eTF1 & Outbrain extend long-standing partnership

eTF1, the TF1 group's digital subsidiary, and Outbrain (<http://www.outbrain.com/fr>), the leading content discovery platform in France and worldwide, announce the extension of their partnership.

A partner to Outbrain since its arrival in the French market in 2012, eTF1 is reaffirming its trust in the content discovery platform. eTF1 and Outbrain are today announcing the renewal and extension of their exclusive partnership, which now covers the MYTF1 news platform, MYTF1News. They will benefit from Outbrain recommendation technology in two areas:

Video and news recommendation solutions

In addition to video recommendations, the new agreement also covers the news content developed by eTF1. As such, all eTF1 sites will feature recommendations on personalised content (including articles, videos and photos) adapted to each web user across all screens – computers, mobiles and tablets. With this new development, eTF1 will improve the user experience and increase the number of pages visited and contents seen.

Acquiring traffic and new visitors

Outbrain's traffic acquisition programmes are used by publishers and advertisers to lead new users to specific content with a view to increasing their ratings and meeting their advertising targets. Proposed in news areas in a network of top-tier publishers, the content serves to attract new audiences.

Commenting, Olivier Ou Ramdane, Deputy Chief Executive of eTF1, said he was "satisfied to be able to extend the partnership. We entirely redesigned our digital platforms in May to bring our audience a simple, unique and premium experience. As the leading TV channel digital platform in France, we were duty bound to choose a partner consummate with our ambitions. Outbrain fully corresponds to that determination through the quality of its content recommendation technologies and the powerful analysis tools they provide us with."

Franck Monsauret, Managing Director of Outbrain in France, said "it is a great sign of trust on the part of eTF1, which we consider as our long-standing partner. The TF1 group was the first publisher to place its trust in us when we arrived in the French market. We are happy to continue this shared adventure and contribute to the success of its digital platform by responding to its objectives to generate increased income and new visitors."

About eTF1

eTF1's principal remit is to develop TF1 group business in digital media. As part of its multi-screen strategy, eTF1 disseminates TF1 products in the digital universe through the MYTF1 brand, in particular with an extended range of replay programmes available on the web, via smartphones and tablets, and included in the TV offers of France's main Internet service providers. eTF1 also proposes all-new TV content with MYTF1 XTRA, launched in August 2015 with the Chris Marques digital channel, and numerous exclusive web productions, together with a powerful news line-up with MYTF1News.

With 1.3 billion premium video views in 2014, eTF1 brings the public and advertisers a unique and powerful video offer. eTF1 has also developed a range of games, notably based on those broadcast on the TF1 channel, and through its web agency, which designs bespoke digital products for advertisers.

In addition, eTF1 manages interactive systems used in TV broadcasting (audiotel and SMS) in the shape of games or voting (over 1,500 operations in 2011) as well as second-screen apps.

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About Outbrain

Outbrain (www.outbrain.com/) is the world's largest content discovery platform, bringing personalized, relevant online, mobile and video content to audiences while helping publishers understand their audiences through data. Outbrain serves over 200 billion personalized content recommendations every month and reaches over 557 million unique visitors from across the globe.

Outbrain's expansion to some of the web's largest global properties is a reflection of its rapid growth and its successful innovations in supporting a new era of digital publishing. Top-tier premium publications that currently leverage the Outbrain platform include CNN, Le Monde, Fox News, The Guardian, Slate, The Telegraph, New York Post, Times of India, Sky News and Time Inc.

Founded in 2006, the company is headquartered in New York with a presence in a growing number of locations globally, including the USA, UK, Israel, Singapore, Japan and Australia.

Follow @Outbrain on Twitter: <https://twitter.com/Outbrain>

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