



MYTF1 BECOMES THE SINGLE DIGITAL BRAND FOR THE 4 FREEVIEW CHANNELS AND GAINS STILL MORE EXCLUSIVE CONTENT



The new-look MYTF1 will be launched on Tuesday May 26 with a completely revamped offering for web users. The digital platform now features all the premium content of the Group's freeview channels – TF1, TMC, NT1 and HD1 – on all screens. It also offers content not aired on television and brings users access to pay content with MYTF1VOD. Through the power of established major programme brands such as *Danse avec les stars* and *BlackList*, further high-value-added content, including *Got to Dance* and *Downton Abbey*, will benefit from an outstanding audience hub. In addition to its line-up of unscripted programming, the new MYTF1 gains the latest technological innovations to meet the expectations of an increasingly connected public and brings advertisers-partners an ideally adapted showcase for their campaigns.

A COMPREHENSIVE PREMIUM CATALOGUE FEATURING DIGITAL-EXCLUSIVE CONTENT

Boasting **over 1,500 hours of replay and over 160 programmes a month*** (the number of programmes having doubled with the inclusion of the Group's freeview DTT channels), MYTF1 features premium content enjoyed daily by 33 million TV viewers. Within the comprehensive catalogue (including *The Voice*, *Koh-Lanta*, *Confessions Intimes*, *Secret Story*, *Super Nanny*, *The Mentalist*, *The Walking Dead*, *Pep's* and the 1 o'clock and 8 o'clock news shows), programmes are organised by channel as well as by category and programme brand irrespective of the channel. Each programme also benefits from extensive editorial content, including bonus videos, news, photos and information on the stars involved.

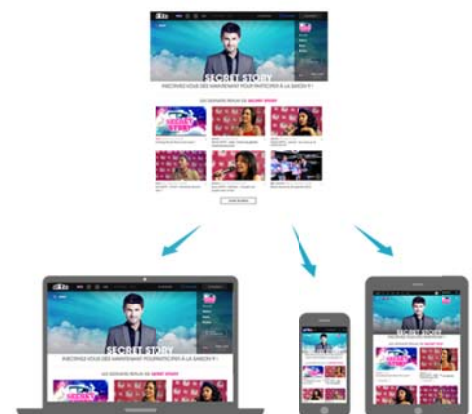
With **continued play**, the videos follow on automatically one from the other. With no input, web users get recommended videos on the same theme or as part of the same programme following the video underway. Like *The Voice*? Then you will surely like *Got to Dance*! MYTF1 brings users **optimised recommendations** for an exclusive, exhaustive and premium offering.

The **Live page** provides one-click access to the live programming of the four channels and lets users interact with the programmes, notably unscripted content such as *MasterChef*, *Secret Story* and the Rugby World Cup.

MYTF1 Xtra will round out the MYTF1 catalogue with **100% digital content** on themes corresponding to the advertising targets of MYTF1 (notably through the catalogue of Finder Studios, the number-one multi-channel network in the beauty sector) and content supplementing that of the MYTF1 offering.

RESPONSIVE TECHNOLOGY FOR A MORE HARMONIOUS AND SIMPLIFIED NOMAD EXPERIENCE

MYTF1 is the first French TV channel platform to provide a **responsive web experience** in which the web page adapts to the screen on which the content is viewed. Responsive technology features the latest tech (including HTML5 and CCS3) to bring visitors the most comfortable viewing and browsing experience. With MYTF1, web users benefit from the same visual comfort on all screens, computer, smartphone or tablet. The design is pure and uncluttered, with a focus on images (photo and video) for total immersion.



ADAPTATION AND PERSONALISATION

Because French people consume media on different screens depending on the circumstances, MYTF1 is innovating with the “mini player” that web users can use to keep browsing on the same platform while continuing to watch a video in a special window. It has never been this easy to watch replay media while enhancing the digital experience with news, biographies and slide shows.

And with **resumed play**, users can resume content started on one screen later on another screen at the exact moment where they left off.

The **add to favourites** function enables users to follow one or several programmes and receive alerts when new content goes online. The new personalisation feature makes it impossible to miss publications of replay programming or exclusive new videos.

MYTF1, A SHOWCASE FOR THE NEW OBJECTIVES OF ADVERTISERS

With its 100% premium and strongly identified content, MYTF1 brings brands a powerful and attractive environment.

With 16 million unique visitors a month through the four screens, MYTF1 boasts an audience hub that corresponds to all targets, while responsive design boosts campaign visibility through new premium ad formats including IPTV graphics, a broader exposure zone and 2.0 brand channels.

In addition to quality, MYTF1 brings advertisers a brand-safe environment, with brands naturally integrated in programme universes compatible with their values. MYTF1 also ensures that they will be seen and offers all its partners the most powerful completion rate** on the market, at 93%. To guarantee that kind of visibility, MYTF1 broadcasts ads only if the tab is active and video visible on screen.

**Watch the presentation films [2 LINK vers WAT](#)
Find out more about the environment [LINK vers PDF](#)
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Commenting, Régis Ravanas, Chairman of eTF1, TF1 Entreprises, TF1 Vidéo and Téléshopping, said: “Digital today is a key growth source and opens up a range of prospects for the coming years. With this new platform and the unification of all Group content, we are taking a new step forward in the rollout of our digital universe. The new MYTF1 is France’s leading premium video hub.”

Olivier Abecassis, CEO of eTF1, said: “With the redesign and the use of the latest technologies, MYTF1 brings its audiences over 1,500 hours of replay* of premium content via a simple and unique experience. A forerunner in online video viewing, social TV and interactivity, MYTF1 is confirming its leadership position in the French media sector.”

Laurent Eric Le Lay, Chairman of TF1 Publicité, said: “Because our advertisers deserve the best possible exposure, the new MYTF1 brings brands unique opportunities. We meet the priority marketing objectives of our partners, bringing them a premium brand-safety environment and ensuring them maximum visibility together with the best completion rate on the market.”

*Average volume.

** The completion rate of a video ad refers to the share of individuals exposed to the ad who watch it all the way to the end.

Key figures for MYTF1 (scope: MYTF1, HD1, TMC, NT1, MYTF1News, Tfou; computers, mobiles, tablets, IPTV):

IPTV: 9.1m UVs a month and over 1 hour spent per day and per user on replay on TV

(*Médiamétrie / Médiamat panel / April 2015 / Ind 4+*).

WEB: 7m UVs a month and 1 hr 45 min spent per month and per individual on replay on computers

(*Médiamétrie NetRatings / fixed panel / March 2015 / Ind 2+*).

MOBILE: 2.7m UVs a month (*Médiamétrie / mobile panel / February 2015 / Ind 11+*).

TABLET: 3.4m UVs a month (*Médiamétrie / tablet panel / January 2015 / Ind 15+*).

Over 3m videos watched per day on average (*Médiamétrie eStat, AT Internet, telecom operators / Q1 2015*).

MYTF1 COMMUNICATION CONTACTS:

Gaëlle Bouvier – +33 (0)1 41 41 32 91 – gbouvier@tf1.fr

Vivien Deparois – +33 (0)1 41 41 43 18 – vdeparois@tf1.fr

TF1 Publicité Communication:

Sophie Danis – +33 (0)1 41 41 17 28 – sdanis@tf1.fr