

Boulogne-Billancourt, october 12, 2015



TF1 International becomes distributor for *Barbapapa*



TF1 Licences and TF1 International are pleased to announce that the series *Barbapapa* has joined the lineup of programs they represent for release on television channels, video publishers and platforms abroad.

Sabine Chemaly, EVP International Sales for TF1 International, says, “We’re tremendously proud to be adding the *Barbapapa* series to our portfolio. It’s an iconic and very successful program, loved by children for 45 years, sharing a universal, transgenerational message and positive values. We look forward to working synergistically with TF1 Licences to strengthen the *Barbapapa* name and expand its presence in new territories.”

Barbapapa

Barbapapa was created in Paris in May 1970 and is celebrating its 45th anniversary this year. The series has already entertained three generations of viewers with its universal, timeless themes appealing to all ages. *Barbapapa* brings families together through creative ideas that help them find solutions to every problem. Environmentally conscious, respectful of the well-being of animals, each episode is very optimistic and conveys positive values.

The series primarily targets children ages 2 to 5. In France, *Barbapapa* has a 49% audience share of ages 4 to 10 on TF1’s TFOU*. The series is also broadcast in many other countries, including Germany, Italy, Russia, and China.

CONTACTS

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Barbapapa has 150 episodes spanning three seasons.

TF1 Licences, the agent for this transgenerational brand for more than a decade, helps promote *Barbapapa* in the major sectors in France and abroad through prestigious partnerships with names like Zara, Panini, H&M, Les Livres du Dragon d'Or, Ravensburger, Vilac, Plastoy, TF1 Games, TF1 Vidéo, MLP, and many others. More than 100 licensees develop “barbastic” products around the world!

The print books are also very popular and have been translated into over 30 languages, demonstrating the immense international potential to be found in the world of *Barbapapa*.

About TF1 International: *The TF1 Droits Audiovisuels subsidiary, founded in 1995, acquires and distributes audiovisual rights in France and abroad. Its subsidiary, TF1 International, is one of France’s leading sellers of rights worldwide, present in every key marketplace, including Los Angeles, Cannes, Berlin, Venice, and Toronto.*

About TF1 Licences: *For nearly 25 years, TF1 Licences, an entity of TF1 Entreprises, has been a leading force in the licensing market. Specializing in brand development and promotion, it markets forty powerful brands, including well-known names like The Voice, Ushuaïa, All Blacks, Hello Kitty, and Calimero.*

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*Source: Médiamétrie – Médiamat – January to August 2015 – average

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