



Boulogne-Billancourt, January 12, 2015

## TF1 wins award for best online customer relations

**At the 17<sup>th</sup> Trophées QualiWeb awards\* organised by the market research firm Cotec Conseil, TF1 won first place in the “News and Media” category for the quality of its relations with TV viewers and web users through its platform, “TF1&Vous”.**

Close contact with the public has been a core communication focus at TF1 since 2009. The channel enjoys permanent dialogue with its TV viewers and web users, having created a special B2C service and, in 2014, a social room dedicated to community management and relations with its 30 million fans. TF1 aims to maintain close contact with its public through the social media and a range of grassroots campaigns across France, including the Summer Tour.

Commenting, Frédéric Ivernel, Director of External Communication and Strategic Marketing for the TF1 group, said: “We are very pleased to receive this award. The dialogue we maintain with the public in the social media, on the TF1&Vous platform and through grassroots campaigns organised across France is a vital component of the channel’s communication, one that enables it to further strengthen the affective relationship it enjoys with its audiences.”

(\*) The Trophées QualiWeb are awarded annually to the companies maintaining the best relations with their audiences on the web. 360 websites were assessed in 18 activity sectors.

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Toute l'actualité du Groupe TF1  
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