TF1 MEDIA LAB TF1 - STATION F
ACCELERATOR PROGRAM – 2020 EDITION

Through our open innovation strategy and a variety of different structures, the TF1 group has already supported over a hundred start-ups. We have created a collaborative, win-win ecosystem, epitomising our strong engagement with the next generation of entrepreneurs. Our accelerator program at Station F, launched in 2018, is welcoming its fifth intake of start-ups. The objective: to spark synergies between innovative solutions and the know-how of industry specialists from within the TF1 group.

- **THE SIX NEW START-UPS**

#DATA #GDPR
Agnostik has developed a solution to monitor data capture on websites, evaluate the technological solutions used to capture data, and identify the data sources they use. The solution can also be used to audit compliance with data protection rules.

Sponsor: Direction Data
Objectives of the collaboration: The TF1 group Data department is looking to embed the Agnostik solution in order to industrialise audit, monitoring and mapping processes around digital data on its websites, giving greater control over the basis on which data are captured.

#UX #VIDEO

Heraw offers a collaborative online project management and content validation solution, for use across all production and post-production activities. Their platform can be used to centralise, annotate, compare and validate any type of content, from video to images and photos to PDF files. The aim: speed up communication between teams working on a project, and streamline decision-making.

Sponsor: TF1 Production

Objectives of the collaboration: Heraw's solution will optimise programme production processes within TF1 Production, from viewing, comparison and content validation to annotation and broadcast.

#AI #MUSIC

Mewo has developed an SaaS solution for audio content owners including publishers, labels and producers. In particular, the start-up has developed "Maia", a specialist audio content AI that can detect, classify and make recommendations based on music samples.

Sponsor: Kaptain Music

Objectives of the collaboration: Kaptain Music, the TF1 group's music library, intends to use Mewo's solution to offer customers a new user experience. Mewo's proprietary AI can sort millions of audio samples, enhance automatic tagging of those samples, and recommend even better matches.

#AI #NEWS

BusterAI has developed automated Media Intelligence software that detects fake news and thereby limits the risk of its being propagated. By applying AI algorithms to natural language comprehension and news visuals, their technology can audit, analyse and fact-check vast quantities of multimedia content (video, images, audio, and text).

Sponsor: TF1 editorial teams

Objectives of the collaboration: BusterAI's solution will give TF1's editorial teams an audit tool to detect fake news across large volumes of content. The aim: develop a quasi real-time fact-checker prototype that will alert journalists as to whether a news item is true or false as soon as it's entered into the system.

#STORIES #VERTICAL
Join is a start-up offering a solution to create, broadcast and monetise Web Stories (immersive content adapted for viewing on mobile phones). Web Stories can be embedded on any web page, reproducing the social media experience.

Sponsor: MYTF1
Objectives of the collaboration: MYTF1 will use the Join Stories solution to build a prototype that can create Web Stories to promote the digital format of its programmes.

#UX #FOOD
FlyMenu connects recipe sites to mass retailers to help consumers fill their shopping carts. Marmiton will be able to use FlyMenu to offer users an option to choose their recipes in just a few clicks, and generate a shopping list and cart with their preferred retailer.

Sponsor: Marmiton
Objectives of the collaboration: the FlyMenu tool will enable Marmiton users to fill their shopping carts based on the site's recipes.

▪ **TF1 MEDIA LAB AT STATION F**

The TF1 group is on site at the Station F campus, with an accelerator program aimed at start-ups with solutions focused on media content.

Start-ups accepted onto the program enjoy six months' access to:
• the Station F facilities and ecosystem;
• operational sponsors to help develop a collaboration roadmap, with the aim of embedding and industrialising the start-up's solution within the TF1 group;
• support from consulting firm Roland Berger in areas such as growth strategy and funding;
• in-house expertise from TF1 staff, including media specialists and journalists.

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