

Boulogne-Billancourt, friday 5 septembre 2014

## TF1 group widely recognised by media professionals at 2014 CB News Grand Prix des Médias awards

The Group won a total six awards at the 16<sup>th</sup> CB News Grand Prix des Médias (\*), including the prestigious 2014 Trophée Grand Prix des Médias and Best TV Channel. The TF1 group won the awards on the strength of its strategy on programming, the editorial choices of its news teams, the initiatives of its advertising department, and the rollout of a communication strategy on the brand.

Commenting, Nonce Paolini, Chairman and Chief Executive Officer of the TF1 group, said: "I am delighted by this recognition on the part of professionals, following the channel's consecration as 'France's favourite channel' in June. These distinctions pay tribute to the innovative abilities of the people at TF1 and the quality and diversity of our news offering, which is a big success with viewers".

(\*) TF1 won the following prizes this year:

- Best TV Channel
- Best Entertainment Show for season 3 of *The Voice*
- Best Media Ad Campaign for "Positive Energy"
- Best News or Journalistic Scoop for the exclusive interview with Vladimir Putin on the 8 o'clock news show (in partnership with Europe 1?)
- Best Ad/Special Campaign Performance for the Multicam VISA campaign during the 2014 FIFA World Cup
- 2014 Trophée Grand Prix des Médias award

### CONTACTS

Virginie DUVAL : 01 41 41 29 59 - [vduval@tf1.fr](mailto:vduval@tf1.fr)  
Maylis CARCABAL : 01 41 41 49 23 - [mcarcabal@tf1.fr](mailto:mcarcabal@tf1.fr)

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### CONTACTS

<http://www.groupe-tf1.fr/>

TF1 - Direction de la Communication / Corporate Communication – Courriel / email : [vduval@tf1.fr](mailto:vduval@tf1.fr)

TF1 - Direction des Relations Investisseurs / Investor Relations – Courriel / email : [comfi@tf1.fr](mailto:comfi@tf1.fr)