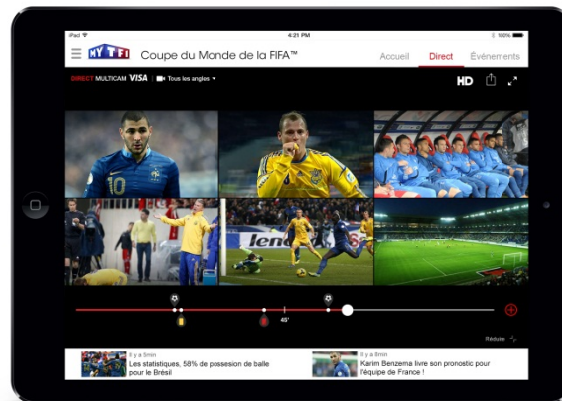


Boulogne-Billancourt, 21 October 2014



MYTF1 WINS PRIZE AT “TROPHEE DES APPS” AWARDS



At the second Trophée des Apps awards organised on an initiative by NPA Conseil on Tuesday October 21, 2014, TF1 won the **Best Second-Screen App prize for MYTF1**. The prize acknowledges the quality of the MYTF1 app, and in particular the support it brings TV viewers on second screens.

With more than 10 million app downloads, MYTF1 is the most innovative app in its field. Together with live and catch-up access to TF1 video content, mobile web users can benefit from extracts and exclusive bonuses from their programmes and interact with shows through voting, synchronised games, Facebook and Twitter. The app also provides access to the Connect timeline, bringing users a real second-screen experience with a unique enhancement of live viewing.

For the 2014 FIFA World Cup, MYTF1 launched “Multicam”, an innovative functionality enabling TV viewers to watch matches from six different angles. Multicam is available for the new season of *Danse avec les stars*.

CONTACTS

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Commenting, **Olivier Abecassis**, Chief Executive Officer of e-TF1, said: “We are proud to receive this distinction, which acknowledges the Group’s policy on innovation. After the launch of Connect two years ago, along with large-scale partnerships with Twitter and Facebook and the rollout of innovative functionalities including multicam, TF1 continues to innovate with a view to strengthening its position as a pioneering media group and digital leader.”

App available for iOS, Android and Windows operating systems for smartphones and tablets.
<http://www.tf1.fr/coupe-du-monde-fifa/multicam/>



“TROPHEE DES APPS” AWARDS METRONEWS WINS THE BEST NEWS APP PRIZE

metronews won the Best News App prize* at the second “Trophée des Apps” mobile and tablet app awards organised on Tuesday October 21 by NPA Conseil. The distinction, awarded by professionals, confirms the acknowledgment of the general public. With 970,000 visitors in July**, metronews confirmed its ranking as the second most used app in France in the news segment.

metronews is once again demonstrating the efficiency of its digital strategy and its ability to stay connected with its readers all day long.

*metronews was co-winner with *L'équipe.fr*

** Médiamétrie MNR-PIM July 2014 – latest known audience data

About metronews

metronews is a free news media distributed in France via a daily newspaper, a website, and mobile and tablet apps. Some 10 million people frequent metronews media every month (Audipresse Brand One global / One 2013-2014 / Médiamétrie MNR-PIM April 2014). metronews is also the second most-read daily in France, available in 30 cities and attracting 2,334,000 readers every day (LNM 15+ - One 2013/2014). Metro France is wholly owned by TF1.

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