

Boulogne-Billancourt, 17 march 2015



One Data: the data revolution arrives on TV!

TF1 Publicité is revolutionising TV advertising purchasing with One Data, a new platform harnessing extensive data and bringing advertisers a wealth of new features. In a commitment to its customers, TF1 Publicité offers pinpointed targeting, guarantees the effectiveness of its systems and identifies all the data opportunities of the future.

Efficient and precisely targeted data. A world first.

In television, TF1 Publicité is revolutionising its offering with One Data and including purchaser and decision-maker targets in 44 markets in media-planning resources through a partnership with Kantar Worldpanel. To effectively address all the communication strategies of advertisers, TF1 Publicité has developed three new and adapted sales offers:

- with MPI DATA, advertisers schedule their campaign with a “purchaser” target at a guaranteed GRP Data price,
- DATAREACH guarantees that advertisers will reach 60% of the buyers in a given market in one week on TF1,
- DATAFOCUS ensures media planning as close as possible to targets in affinity with the products of each brand. The offer features a basket of 40 screens over three weeks among the screens most closely corresponding to a market or decision-making target, such as yogurt buyers or automotive purchase decision-makers.

In digital, One Data is also revolutionising sales of advertising spaces. To more closely address the strategies and data of partners, CUSTOM DATA is the ideal solution for pinpointed digital targeting. TF1 Publicité is able to draw up an extremely detailed profile of the website visitors of each brand, enabling its customers to benefit from maximum affinity by targeting this same public across its digital inventories.

CONTACTS

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Powerful and reassuring data

TF1 Publicité is the first media company to join forces with the Nielsen panel and roll out a wide-ranging econometric study with the 50 leading French brands and several thousand sales outlets. The research, carried out over a two-year history, enables the sales agency to control all the components (including media investments) that contribute to the sales of its customers.

With One Data, TF1 Publicité affords a broader vision of advertising impact. By using the best tracking tools on the market, it is able to measure the impact of each ad on website traffic, right down to physical visits to stores. This brings advertisers efficient KPIs for orchestrating their TV campaigns. And because television is essential in any hard-hitting communication and in the quest to boost awareness, TF1 Publicité also focuses its expertise on branding effects in the medium and long term.

Each advertiser can benefit from this reliable and long-term information to adapt their communication in an even more effective manner.

Tomorrow's data

Data constitutes a major development opportunity in all sectors. To anticipate future needs, identify the next big advertising opportunities and propose them to its customers, TF1 Publicité is contributing to a range of research initiatives.

- By joining Orange's DataVenue platform alongside manufacturing and institutional partners, TF1 Publicité is exploring the considerable future opportunities offered by connected objects.

- By joining forces with the Data Chair at ESSEC, TF1 Publicité will propose research work to students to encourage data experimentation in advertising.

Commenting, Laurent Eric Le Lay, Chairman of TF1 Publicité, said: "Our aim is to bring our advertisers even more relevant TV campaigns, and DATA is a fantastic opportunity for making TV purchases even more effective. With DATA, we can now establish the GRP of each product."

With a committed public and pinpointed targeting for extra efficiency, TF1 Publicité continues to support its partners in the success of their campaigns.

Find out more about One Data at the [TF1 Publicité](#) website

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