

SEASON 2 OF THE TF1 GROUP START-UP BOOSTER PROGRAM AT STATION F

As part of its transformation strategy, the TF1 group decided more than three years ago to give a boost to open innovation by engaging with the start-up ecosystem. Through the Station F booster program, the TF1 MediaLab aims to test-bed and industrialise services that push the boundaries in addressing new market trends. With the first four start-ups now showing very positive progress reports, the program is welcoming another six fledgling enterprises offering technological solutions to meet some of the strategic challenges facing the TF1 group.

SEASON 2: 6 NEW START-UPS

#new #machinlearning #videonewsbridge

Newsbridge is a platform that uses cognitive technologies and artificial intelligence to rank videos automatically. By cross-matching face recognition, objects, backgrounds, and audio transcriptions with their semantic context, Newsbridge offers unprecedented access to content for archiving, searches or clip selection.

#data #audiences #performances

Daily D'initiés is a tool that broadcasters can use to analyse multi-device audiences. Daily D'initiés applications draw upon multiple data sources – including Médiamétrie ratings and scheduling data – to offer tailored, high-powered visuals to specialist teams.

#Bot #reach#messenger

Sently is a simplified chatbot design tool that enables consumer brands to interact automatically with their community through new and more effective channels, using chat interfaces such as Facebook Messenger, WhatsApp, voice assistants and the web.

#web #techforgood #accessibilité

FACIL'iti makes websites accessible for people with visual, motor or cognitive impairments. The platform is embedded directly into a consumer brand website to make it easier for people with a disability to navigate.

#debat #civitech #nouveau media

Le Drenche is a news outlet with digital and paper versions. The paper version has an 80,000 monthly print run, distributed monthly on university and higher education campuses. Le Drenche aims to turn its readers into engaged citizens, and helps them form opinions on topical issues by offering two opposing points of view: For and Against.

#kidtech #ar #culture

Little Globe-Trotter develops digital travel and heritage guides for kids. It uses 360° integrated cartoons and games to help 4-10 year-olds discover the cultural heritage of France and the rest of the world. Fun but educational, these apps will intrigue kids – and get them hooked on culture trips.

PROGRESS REPORT – SEASON 1 OF THE BOOSTER PROGRAM

NOMALAB

TF1 Sponsor: Media Factory

Nomalab is a start-up that offers audiovisual industry players a full-service web interface to manage the daily content flows exchanged by producers and distributors.

During its six months on the program, Nomalab collaborated on:

- Improving the client service offer at TF1 Studio. Nomalab's solution has already improved the process for delivering content to TF1 Studio clients. With just a few clicks on the Nomalab web platform, rights buyers can get the content they want quickly, directly, and in the right format. This saves them time and transformation costs, and gives them better visibility on delivery tracking.
- Adding a new delivery service to the TF1 Media Factory. TF1 media management teams worked with Nomalab to fine-tune a service on the platform so that independent producers can deliver content to the Group's channels in a format that complies with TF1 group standards.

PLAYPLAY

TF1 Sponsor: Programmes Division

PlayPlay is a tech solution for producing high-quality video very simply. Intended for media outlets and consumer brands that run social network communities, PlayPlay helps community managers to post – in just a few seconds – content with high potential for engagement on Facebook, Twitter, Instagram or Snapchat.

During its six months on the program, PlayPlay:

- Enhanced the production of social video formats through multiple collaborations with various players within TF1. The booster program led to the signature of a contract for TF1, LCI and Téléshopping, who now use PlayPlay's social video production service.

SYNCHRONIZED

TF1 Sponsor: Programmes Division

Synchronized is a Franco-British company that devises new ways to interact with audiovisual content. Synchronized's "Smart Video" platform can transform any programme into an enhanced, personalised experience. A video's linear pathway becomes interactive as content, functionalities and online services are added.

During its six months on the program, Synchronized rolled out its technology in the MYTF1 website ecosystem. The aim:

- To offer a new service to MYTF1 users. Thanks to the smart player, users can personalise their playback experience by selecting which sequences of a show they want to watch. After a successful pilot on the “50Mn Inside” show, in early September the team went live on MYTF1 with an all-new user experience around the “Quotidien” current affairs show.

ZENWESHARE

TF1 Sponsor: Digital – Data Division

ZenWeShare uses innovative technology to deliver real-time analysis of over 3,500 indicators of the browsing behaviour of digital platform users. This data generates new segments based on the psychological profiles of web users (e.g. extravert, emotional, ambitious, etc).

During its six months on the program, ZenWeShare rolled out its technology within the MYTF1 ecosystem, with two objectives:

- Devising a new advertising offer for TF1 Publicité that enables advertisers to target ads at the various categories identified by the ZenWeShare solution.
- Send MYTF1 users personalised content (such as newsletters) that fits their profile.

Christine Bellin, TF1 group Vice President, Strategy, Development and Transformation, says:

“The TF1 group has a responsibility to roll out across its environment solutions and services that keep pushing the boundaries and address the strategic challenges we face – from enhancing the customer experience to artificial intelligence and innovative news formats. Our TF1 MediaLabTF1 program at Station F helps us to accelerate innovation, and to work with the start-up ecosystem on a very practical level to build the future of our businesses.”

About the TF1 MediaLab booster program: As the media industry representative at the Station F innovation hub in Paris, the TF1 group launched its booster program in January 2018. The program aims to test-bed and industrialise solutions and services that push the boundaries in addressing new trends in the market and developments in the audiovisual industry. During the six-month program, start-ups receive support from experts and their sponsor divisions within the TF1 group, plus extra support from the BNP Workshop on business strategy issues.

TF1 GROUP – CORPORATE COMMUNICATIONS DIVISION

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