

Boulogne-Billancourt, April 9, 2015



TF1 VIDEO launches eCinema label EXCLUSIVELY AT YOUR HOME



THE HEADLINING MEETING BETWEEN CINEMA AND VOD

The French love film. They enjoy going to the cinema, and, more and more, with high-speed internet and increasingly advanced Home Cinema technology, they also like watching films at home. Cinema has well and truly entered the household and watching a film at home has become a real event.

Connected viewers constitute new opportunities for large-scale HD broadcasts of a range of top-quality films that fail to benefit, or benefit too discreetly, from the media exposure they deserve.

In step with these trends, TF1 Vidéo has decided to launch its eCinema label, bringing all French households major films on an exclusive basis. The initiative extends the Premium-VOD offering created by MYTF1VOD for US series.

TF1 to launch eCinema label on May 1 with a top-billing line-up

The idea of the new label is simple, consisting in bringing viewers on the main VOD platforms the chance to watch major cinema films hot on the heels of theatre release in their original country (in original language with French subtitles or dubbed in French) at home and on their favourite screen.

The eCinema label is an exclusive, high-end digital service in tune with new viewer behaviour and supplementing the cinema offering available in theatres.

The first films to be launched under the label:

May 1, 2015: ***Son of a Gun*** by Julius Avery with Ewan McGregor and Brenton Thwaites

May 22, 2015: ***The Age of Adaline*** by Lee Toland Krieger with Blake Lively et Harrison Ford

July 3, 2015 : ***Everly*** by Joe Lynch with Salma Hayek

In second-half 2015:

Momentum by Stephen S. Campanelli with Olga Kurylenko, Morgan Freeman and James Purefoy

Spooks, The Greater Good based on the *Spooks* series, by Bharat Nalluri with Kit Harrington

How to Make Love Like an Englishman by Tom Vaughan with Pierce Brosnan, Jessica Alba and Salma Hayek

Each film will be available in HD:

- for rent, at a recommended price of €6.99 (incl. VAT) in SD and HD (special launch offer)
- for a period of 45 days
- accompanied by complete bonuses (new presentation of the film by a French specialist, making of, interviews with the artists involved, short films, etc.)
- for sale (definitive download), at a recommended price of €12.99 (incl. VAT)
- available simultaneously on the main VOD platforms (ISP routers, computers, tablets, smartphones, TV and connected consoles)
- accessible on all screens.

Powerful promotional campaigns, similar in scale to those for theatre releases, will be organised to help the public find out more about the films.

eCinema: a new and irresistible experience

- Major films available simultaneously across France
- Hot on the heels of theatre release in their original country
- Premium viewer experience in HD, 5.1 sound, etc.*
- Enhanced with all-new bonuses
- Direct on all the household's screens
- Underpinned by large-scale promotional campaigns
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**Subject to the quality of your bandwidth and the technical configuration of your screen.*