

Boulogne-Billancourt, 23th August 2012



## eTF1 becomes distributor of ProSiebenSat.1, boosting MYTF1.fr's powerful range of online games



eTF1, the TF1 group's new-media subsidiary, is signing an broad agreement with ProSiebenSat.1 Games to launch the German leader's online game range free-to-play in France on MYTF1.fr on 10 August.

The blockbuster online games of the Television Group ProSiebenSat.1, including DC Universe Online (Sony Online Entertainment), Maestia, and S4 League, will all be available, with the full catalogue coming up in the following months . These top-of-the-range titles will be accompanied by a board range of further games for all player levels (core and casual), distributed by ProSiebenSat.1 and created by game industry leaders such as Bigpoint,

The exclusive partnership brings MYTF1.fr the most comprehensive online game range in France, for serious enthusiasts and casual players alike.

Commenting Olivier Abecassis, CEO of eTF1, said : « *Online games are a major leisure activity in France. With more than 25 million active players, France ranks second in Europe behind Germany\*\*.* The agreement boost TF1's top-quality positioning in a promising market. On top of the games based on TF1 channel shows, we now have a robust and powerful range enabling us to cover the entire market »

Andreas Heyden, Managing Director at ProSiebenSat.1 Games added : « *We are very proud to be working with TF1, one of the most powerful media groups in Europe. This exclusive partnership initiates our distribution strategy across Europe. The strength of MYTF1.fr will give our games maximum exposure and bring the French public the most comprehensive game portal covering all its needs.* »

\* Free to Play : an online game free in part or entirely. Unlike subscription-based MMOs, they are financed mainly through the sale of merchandising and optional services.

\*\* (source Newzoo, National Gamers Survey 2012)

### Available games include :



**DC Universe Online** (Sony Online Entertainment) a massively multiplayer online game known around the world and heavily action-based. Players enter the skin of a DC Comics-inspired superhero and fight with or against other DC Comics superheroes or supervillains. After customising their hero with a unique look and range of superpowers, players get to stride the dark streets of Gotham City, investigate the mysteries of the futuristic Metropolis and travel to legendary sites including the Arkham Ssylum and the Justice League of America Watchtower.



**Maestia - Maestia - Rise of Keledus** is aimed at casual gamers as well as experienced MMORPG players. The title features two opposing factions, four different player classes with individual skills, mounts, a pet system, PvE and PvP combat, single-player and group adventures, guilds, and more. Further updates are planned.



**S4 league** is the most successful online third-person action game with millions of registered players from North America to Europe. With a wide variety of game modes, massive customization options, powerful weapons, supernatural skills and its unique anime-style graphics, the Stylish eSper Shooting Sports League is as fast-paced and action packed as it gets ! The deep and tactical gameplay offers tons of ways to fight online, including opportunities to upgrade your arsenal or to join up with professional teams and clans. All of this and more for free !

About ProSiebenSat 1 :

The games publisher ProSiebenSat.1 Games is a subsidiary of the ProSiebenSat.1 Group and focuses on the Europe-wide licensing and marketing of online games as well as games partner acquisition. The portfolio includes, among other things, S4 League, Maestia and Florensia. Since early 2012, ProSiebenSat.1 Games has held the Europe-wide licenses to eight games from Sony Online Entertainment, including the blockbuster games DC Universe™ Online, EverQuest® II, Star Wars®: Clone Wars Adventures™, Free Realms®, Magic: The Gathering - Tactics®, Pox Nora®, the upcoming PlanetSide® 2, and the next installment of the EverQuest® franchise.

About eTF1 :

eTF1, the TF1 group's new-media subsidiary, creates and distributes interactive and multimedia products via the web, mobiles, audiotel, SMS, IPTV and interactive TV. eTF1 also develops products based on other key Group topics, including news, community, entertainment, sport, youth and cinema.

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