



myTF1 ► DEBUTS ON FREEBOXTV

Freebox customers now have access to exclusive MyTF1 services on their TV. TF1's enhanced television portal features:

- over 70 hours of free catch-up programming every week;
- the best in video on demand with TF1 Vision, including first showings of the channel's leading TV series and today's biggest movies;
- current events at TF1, notably behind-the-scenes footage from TV shows, exclusive interviews and all-new programming;
- the latest news shows, TF1 news bulletins, sports results and weather;
- and, soon, innovative functionalities including live voting and interactive programmes.

The TF1 group said: « *With this new agreement, 6.5 million French households now have access to MyTF1, our offer of rich television. This key step expands our digital distribution of audiovisual services and offers to new viewers an innovative service television.* »

Maxime Lombardini, Chief Executive Officer of Iliad, the parent company of Free, said: « *We are happy to welcome MyTF1 on Freebox replay, our catch-up TV offer. MyTF1 is joining the number-one catch-up TV platform in France, with more than 30 channels, and Free users can now access leading TF1 content and corresponding services.* »

MyTF1 is accessed directly from TF1 or via the main menu at Freebox Replay.

Find out more at <http://www.mytf1.fr/>

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About TF1

The purpose of the TF1 Group is to use all its channels to inform and entertain. While continuing to build on its core business – television – with free and pay channels, the Group has diversified into many other areas, such as the Web, audiovisual rights, production, home shopping, e-tailing and licences.

France's leading mainstream television channel, TF1 obtained a 24.5% audience share of individuals aged 4 and over in 2010. It is the leader in all time slots and with all audience demographics, including the prime advertising target, women under 50 who make the household's purchasing decisions, with a 28.1% share of the audience. Focused on creating social bonds and covering major events, TF1 scored 97 out of the top 100 audience figures in 2010.

The TF1 Group reported revenue of €2,622 million in 2010. Advertising revenue for the TF1 channel came to €1,550 million.

TF1 (Isin: FR0000054900) is listed on Euronext Paris, Compartment A.

About Free

Free est une filiale d'Iliad. Le Groupe Iliad est un acteur majeur sur le marché français de l'accès à Internet et des télécommunications avec Free et Alice (4 534 000 abonnés Haut Débit au 31/12/2010), One.Tel (opérateur de téléphonie fixe) ainsi que Free Mobile. Le Groupe Iliad est coté sur l'Eurolist d'Euronext Paris sous le symbole ILD.

Offre accessible sous réserve d'éligibilité et de souscription à l'option Freebox TV.