



## Over 5 million downloads for the MYTF1 app



The MYTF1 app for mobiles and tablets was the leading media app and the twentieth most downloaded free app in 2012 (Source: Appstore). Pursuing that momentum, the app recently topped the mark of five million downloads.

Free and accessible via 3G and WIFI, the MYTF1 app enables users to :

- watch channel programmes in catch-up along with exclusive excerpts and bonus videos. Every week more than 80 hours and 6,000 programmes are available free of charge for at least 7 days ;
- access the new Connect function on MYTF1 for iPhones and iPads (and soon for Android), providing more interaction with programmes and fully synchronised with channel broadcasts ;
- watch live TF1 programming in HD quality ;
- benefit from a range of innovative functionalities, including video sharing (email, Twitter and Facebook), personalised alerts, live voting for TV shows via iPhone and Android ;
- browse an interactive and extended programme selection.

The app has been adapted to French users to consistently bring them more innovative functionalities for a unique experience featuring contemporary design and ergonomics.

The MYTF1 app, rolling out TF1's multi-screen offer for smartphones and tablets, was launched in July 2012 for the Apple OS, in early 2012 for Android and in November 2012 for Windows 8.

**Watch exactly what you want with the MYTF1 app !**

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