



Téléshopping launches the first TV-commerce app



Téléshopping, a leader in TV shopping, is innovating and upgrading in step with new viewer behaviour and in preparation for the future. Following the advent of e-commerce and m-commerce, consumers can now buy their products directly on television. Téléshopping's new TV-commerce app* provides a further point of direct contact with consumers at the moment when they get their first look at a product. The aim is to help them satisfy their shopping needs by using the simplest resource in hand - their TV remote control.

User-friendly app

On connected TVs*, a pop-up displays on screen informing customers that they can place an order using their remote control. Viewers simply push on OK to get more information about the products they have just seen and buy them. A transparent window is displayed and in just a few seconds the product is ordered. The app provides more than just additional content; in a first in Europe, it features an integrated payment solution. For the launch of the new app, Téléshopping worked with Wiztivi, which harnessed all its expertise in new connected screens to develop and swiftly roll out the innovation.

Click here for a demonstration in images :

http://www.wat.tv/video/teleshopping-application-hbbtv-6t3wz_2hmx1_.html

A developing market

Transactions in complete synchronisation with television are now a reality. TV-commerce is a nascent market in Europe, and one that shows considerable potential. Following the example in the UK, where a channel has proposed this service for several years via satellite, sales generated through this new, user-friendly order system could account for 20% of products sold on television in a few years' time.

Commenting, Jerome Dillard, Chief Executive Officer of Téléshopping, said: "Téléshopping has brought the finest innovations to its viewers for over 20 years. The launch of this new TV-commerce app, one of the very first in Europe, once again highlights the modernity of our service and our ability to adapt to market changes. The app is also part of a range of new services announced by TF1/Téléshopping when applying for a 24/7 TV shopping channel in early 2012. Téléshopping has not waited for the launch of this channel to unveil the new technology, which demonstrates our ability to anticipate and succeed in the challenges of tomorrow's digital sales sector."

* Available on TNT via HbbTV from 2 June 2014

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