

TF1, FRANCE TELEVISIONS AND CANAL+ TO BROADCAST IRB RUGBY WORLD CUP 2011



TF1, France Télévisions and CANAL+ are pleased to announce the signature of an agreement on the broadcast rights for the 2011 IRB Rugby World Cup. Under the agreement, the TF1 Group, exclusive owner of the rights for the 2011 Rugby World Cup, is ceding part of its rights to France Télévisions and CANAL+, which will broadcast 28 out of the 48 matches of the competition.

TF1, which broadcasts the biggest sports events, is airing its five Rugby World Cup. The Group will propose enhanced editorial coverage based on an exclusive 360 offering (TV, Internet, mobile telephony, tablets and catch-up TV) that brings viewers comprehensive content on all Group channels and media, including TF1, Eurosport, LCI and tf1.fr.

TF1 will broadcast live 20 World Cup matches, including the key group-phase matches – of which three French team games – and two quarterfinals (between the teams from France's group). TF1 will air exclusively and live the semi-final and third-place matches and the final. It will also broadcast the opening and closing ceremonies and the trophy presentation live.

The TF1 Group is delighted with the agreement, which enables it to cover the event via all of its editorial platforms and thus bring the public total coverage of the Rugby World Cup:

- **On TF1:** along with the matches themselves, the channel will broadcast special reports in its 1 pm and 8 pm news shows, with coverage building up ahead of the event. During the competition, TF1 will air a magazine focusing on the matches.
- **On Eurosport:** TV viewers will get coverage of the entire event with re-broadcasts of all 48 matches and a daily talk show live at 10.30 pm.
- **On LCI:** the event will feature as a common theme in all the channel's programmes and be covered in a weekly magazine airing live on Mondays.
- **On tf1.fr:** the Group will operate a dedicated website grouping the editorial strengths of Eurosport.fr and the tf1.fr platform based on an exclusive offer: 20 matches broadcast on TF1 via video simulcast, 48 matches shown in their entirety on catch-up TV, exclusive video content, and enhanced editorial coverage. The Rugby World Cup will also be available on MYTF1, smartphones and tablets.

France Télévisions (on France 2 and France 3) and **CANAL+** will broadcast 28 matches live and exclusive, including a French team match in the group phase (France-Tonga on Saturday 1 October) and two quarterfinals.

Together with the live broadcast of the 28 matches mentioned above, **France Télévisions** will bring viewers complete Rugby World Cup coverage in its news shows and sports magazines, including Stade 2, Tout le Sport, Rencontres a XV and Couleurs Sport. All the matches airing on the France 2 and France 3 channels will be broadcast simultaneously on the web at sport.francetv.fr and available on catch-up TV in their entirety (notably on pluzz.fr). A long-standing rugby partner, broadcasting the sport's biggest events year long (Five Nations, French team test matches, H-Cup and Amlin Challenge Cup, the final of the Top 14, and Pro D2 action) and 60 live rugby matches a year on its channels, France Télévisions is pleased with the agreement, which fully corresponds with its aim to bring viewers a varied sports offer and access to major sporting events. The 2011 Rugby World Cup adventure will begin on France Télévisions in August with the live and exclusive broadcast on France 2 of two preparatory matches between France and Ireland, on Saturday 13 August in Bordeaux and Saturday 20 August in Dublin.

In addition to the 28 live match broadcasts, **CANAL+** will bring subscribers an in-depth magazine reviewing all the news at the event, as well as re-broadcasts of all 48 World Cup matches, on CANAL+ Sport. The 28 matches broadcast live on CANAL+ will also be available full-length on catch-up TV via the CANAL+ On Demand service. The CANAL+ Group is proud to bring its rugby passion and expertise to the event and to once again bring its viewers an outstanding television experience commensurate with their renowned enthusiasm for sport. Rugby enjoys pride of place on CANAL+, whose channels broadcast leading events including the H Cup, Three Nations Cup, Super 15, Top 14, the English championship league and the major matches played in the southern hemisphere, notably those involving France, along with the autumn tours of the English, Welsh and Irish teams and Pro D2 games.

With the agreement, TF1, France Télévisions and CANAL+ will bring sports fans comprehensive coverage of the event, honouring its status as one of the world's biggest sporting occasions, and enable French TV viewers to watch the entire competition live.

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