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**PRESS RELEASE**

**TF1 PUBLICITÉ: NEW ORGANISATION**

To respond to new customer expectations and market trends, Laurent-Éric Le Lay, Chairman of TF1 Publicité, has reorganised the sales and marketing structure into four departments:

- Cross-media sales department
- Sales department responsible for press, radio and development
- Marketing, strategy and innovation department
- Economic and cross-media revenue department

The teams at these four entities will provide needs-adapted commercial offers and global solutions in line with the cross-media strategies of their customers. The strategic development is embodied in the appointment of Myriam Lévy and Laurent Bliaut, Jérôme Dessaux, Fabrice Mollier and Emmanuel Guyot at the head of these departments.

- **Cross-media sales department responsible for TV, digital, 361 and advertiser relations**

Headed by Myriam Lévy and Laurent Bliaut, this department is organised into two parts:

- the first consists of three commercial hubs organised by media agency grouping the TV, digital and 361 solutions and advertiser teams. TF1 Publicité customers now have a single contact point for managing their communication needs. Sales directors Virginie Bordet and Guilaine Leboeuf will each head one of the three hubs; the other will be headed by a third sales director soon to join TF1 Publicité.
- the second comprises two cross-functional expertise units, headed by Bertrand Nadeau, deputy director of 361, and Jean-François Ruhlmann, deputy director of digital, tasked with managing the teams at the 361 and digital units.

- **Sales department responsible for press, radio and development**

With Jérôme Dessaux at the helm, this department handles radio and press sales and national and international development. Each activity has a dedicated team responsible for gaining the loyalty of new advertisers by bringing them the most effective solutions ideally adapted to their sales and marketing needs.

- **Marketing, strategy and innovation department**

Under the responsibility of Fabrice Mollier, this department is tasked with devising the best-adapted offers for customers by highlighting each medium's effectiveness and advantages in terms of quality. It is also responsible for identifying new performance indicators for the market and developing innovation for customers.

- **Economic and cross-media revenue department**

Headed by Emmanuel Guyot, this technical and market expertise unit supports the sales teams in their business and negotiation strategies.

Commenting, Laurent-Éric Le Lay said: "I am convinced that our new, customer-centric organisation structure will enable us to even better meet our customers' needs and take on the challenges of the future in a fast-changing market."

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**About TF1 Publicité**

TF1 Publicité, Europe's leading cross-media advertising company, sells advertising space for the TF1 Group channels – TF1 HD1, LCI, Eurosport, TV Breizh, Styliia, Ushuaïa TV and Histoire – the Disney and Turner groups, and the TF6, beIN Sport and Numéro 23 channels. It also manages advertising for the [MYTF1.fr](http://MYTF1.fr), MYTF1 News, [WAT.tv](http://WAT.tv), [Eurosport.fr](http://Eurosport.fr), [TFou.fr](http://TFou.fr), [Automoto.fr](http://Automoto.fr), [Disney.fr](http://Disney.fr) and [Bouyguetelecom.fr](http://Bouyguetelecom.fr) websites. TF1 Publicité continues to roll out a digital strategy based on the five screens of television, IPTV, web, mobile and tablets, relying on the brands and audiovisual rights of the TF1 Group. The company sells advertising space for Les Indés Radios and MFM Radio and also for the free press publication Metronews. TF1 Publicité brings its advertisers differentiated and tailored solutions fully adapted to their advertising needs through the diversity and appeal of the advertising media it sells.

TF1: ±32 million TV viewers a day

MYTF1 (site and IPTV): number-one in catch-up TV

MYTF1 (mobile and tablet app): 5.4 million downloads

Les Indés Radios: ±8.5 million listeners a day

Metronews: ±3 million readers a day

Find out more at [www.tf1pub.fr](http://www.tf1pub.fr) and follow us on Twitter: @tf1pub