

Boulogne, monday 11 march 2013

**THE SECOND "TF1 CHALLENGE" :
Design an innovative digital app based on**



For the second consecutive year, TF1 is rallying the student community around the The Voice programme, encouraging students to dream up an original second-screen app to increase TV viewer interactivity during broadcasts of the show.

Sponsored by Nikos Aliagas (@Nikosofficiel), 2012 digital personality of the year*, this year's TF1 CHALLENGE aims to enhance student involvement in social TV during broadcasts of The Voice.

The creators of the five best projects will present their innovations to a jury of personalities from TF1 and SHINE France (producer of The Voice) on 21 April 2013. The three winning teams will get to take part in an outstanding master class at TF1. For two days the champions will enjoy a behind-the-scenes experience of The Voice, attend the final, and meet the directors, hosts and broadcasting heads at the TF1 group - thereby setting up an initial professional network.

Commenting, Olivier Abecassis, chief executive officer of e-TF1, said: *"Innovation is a key component in the TF1 group's digital strategy. The new TF1 Challenge brings today's hyper-connected generation an opportunity to dream up an interactive app that boosts TV-viewer involvement"*.

Cécile Monthiers, Deputy Director, School Relations, said: *"The Challenge is an opportunity for students to work on a real-life business case and for us to detect future talent and share our expertise."*

To take part in the TF1 Challenge, students need to sign up and submit their application before 24 March 2013 at the following address: <http://www.challengef1.fr/>

(*) : 2012 Social Média Awards prize

Nikos video link : http://www.wat.tv/video/the-voice-es-tu-pret-a-creer-5p9ih_5p5d3_.html

*This year the TF1 group took on 400 approved interns and 170 people on work-study contracts in a range of fields, including audiovisual, production, graphic design, journalism, programming, acquisitions, marketing, sales, communication, strategy, web, IT, engineering, finance, HR and purchasing.

<http://www.groupe-tf1.fr/ressources-humaines/les-offres/>

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