

# COMMUNIQUÉ DE PRESSE

---



## M6 GROUP AND BOUYGUES TELECOM SIGN A DISTRIBUTION AGREEMENT

**M6 Group announces the signing of an agreement for the distribution of its channels and related services to Bouygues Télécom subscribers.**

This agreement covers the distribution of all M6 Group channels and related on-demand services. It will also provide all Bouygues Télécom customers with access to enhanced services and features related to M6 Group programmes:

- extended broadcast windows for catch-up services as well as many additional on-demand programmes;
- preview of programmes ahead of their TV broadcast;
- innovative and advanced features that will enable Bouygues Télécom to launch new services in partnership with M6 Group channels, such as start-over<sup>(1)</sup>, cast<sup>(2)</sup> and many more.

M6 Group and Bouygues Télécom have also agreed to collaborate on the development of targeted and enhanced advertising solutions in relation to M6 services.

*(1) Option to restart a programme during its live broadcast*

*(2) Option to display programmes on the TV screen via a mobile phone or a tablet*

*Neuilly-sur-Seine, 13 February 2018*

### **PRESS CONTACTS**

**M6 GROUP Corporate: Anne-Sophie Aubrée / +33 1 41 92 66 22 / [asaubree@m6.fr](mailto:asaubree@m6.fr)**



**CONTINUONS DE GRANDIR ENSEMBLE**