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## **TF1, France Télévisions and CANAL+ to broadcast the FIFA 2010 World Cup**

TF1, France Télévisions and the CANAL+ Group are delighted with the agreement they have just reached on the exploitation of the broadcasting rights to the FIFA 2010 World Cup.

Under this agreement the TF1 Group, exclusive holder of the rights to the 2010 World Cup, will sublicense to France Télévisions and the CANAL+ Group live broadcast rights to 37 of the 64 matches in the competition.

TF1, which will have first choice of matches in each phase of the competition, retains exclusive rights to the opening and closing ceremonies plus live broadcasting rights to 27 matches, in particular the opening match, all matches involving the French national team, the two semi-finals, the third/fourth place play-off, and the final.

In line with its 360 strategy, the TF1 Group will also develop a multimedia offering especially on MyTF1, and offer TV viewers World Cup magazine and talk shows on its various channels (TF1, Eurosport and LCI); these will include special editions of Téléfoot with privileged access to the French team. All the matches in the competition will be re-broadcast in full on Eurosport.

France Télévisions will broadcast 34 matches live on France 2 and France 3 (including 4 matches from the Round of 16 and 2 quarter-finals) filling 29 slots, of which at least 8 will be in prime time, and will provide a full round-up of World Cup news on its TV news bulletins and its sports magazine programmes Stade 2 and Tout le Sport. France Télévisions is happy with the agreement, which is in line with its mission of providing its viewers with a diversified sport offering and free-to-air access to the most prestigious sporting events. France Télévisions will accompany its World Cup coverage with a documentary series about South Africa on its network of channels.

CANAL+ will broadcast the entire competition to its subscribers, including all 64 matches, 37 of which will be shown live, 10 in prime time, and 8 exclusively on CANAL+. Every evening at about 10.30 pm, CANAL+ will screen an exclusive hour-long magazine show with all the latest World Cup news, views and footage. CANAL+ Sport, Infosport and I>télé will also be on the ball in South Africa with a host of dedicated broadcasts. The CANAL+ Group is proud to bring its football passion and expertise to this flagship event.

Through this agreement, the TF1, France Télévisions and CANAL+ groups will provide exhaustive coverage of the competition, worthy of one of the world's greatest sporting events.

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