

Boulogne-Billancourt, 15 October 2014

Partnership between ProSiebenSat.1 and the TF1 group

The TF1 group is announcing its participation in the pan-European media-for-equity alliance alongside the German group ProSiebenSat.1.

The aims of the partnership are to:

- lead a strategic watch on innovation and research into new concepts in the digital sector;
- attract new advertising customers, particularly start-ups looking to set up business in Europe and France.

Through the partnership, the TF1 group will have the opportunity to be presented with international-scale media-for-equity projects, benefit from the experience of a European pioneer in the field, and organise a strategic watch on research and development.

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