



TF1 Publicité is the new advertising space sales provider for Discovery Communications in France



Discovery Communications has chosen TF1 Publicité, France's no.1 multimedia space sales provider, to sell and promote advertising space on its theme channels and digital platforms in France.

Discovery Communications is a major media group in the theme channel universe, so this will be an opportunity for TF1 Publicité clients to associate their brands with premium environments through engaging and targeted programmes.

Building on iconic sport and nonfiction brands such as Eurosport and Discovery, the new commercial partnership will enable TF1 Publicité to enrich its offer on High SPC and male targets.

It will also enhance TF1 Publicité's entertainment offer for female targets via the two new channels launched recently by the Discovery Communications group in France: Discovery Investigation and Discovery Family.

The agreement, effective 1 January 2018, will cover the Eurosport 1 and Eurosport 2 channels, the eurosport.fr website, the Discovery Channel, Discovery Science, Discovery Investigation and Discovery Family channels and their digital versions.



Discovery, the home of intelligent entertainment

Discovery Channel lifts the lid on the incredible challenges that pit humans against nature, against machines or just against themselves, living through out-of-the-ordinary experiences that stimulate your imagination and take you into an extraordinary, action-packed world.

While others just deal with theories, **Discovery Science** pushes the boundaries of our curiosity about the world: robots, explosions, and real-life experiences – making science more accessible, more fun and more relevant.

Nail-biting suspense, passionate and tortured relationships, complex investigations: **Discovery Investigation** opens a window onto true stories that take us into the darkest corners of human nature. Real-life crimes, narrated like a police procedural drama.

Discovery Family offers insight into the daily lives of real people with stories to tell, with a strong dose of emotion and humour. Strands are as varied as animal coaching or family businesses, from pastry chefs to beach house builders, as well as the daily lives of extraordinary families. Discovery Family is not just a channel for families, it's a channel about families.

Eurosport, the go-to channel for sports fans

Europe's no.1 destination for sports fans, **Eurosport** attracts and engages viewers across all platforms with high-profile events like the Coupe de France football tournament, tennis majors (French, US and Australian Opens), the Tour de France and the Vuelta a España, MotoGP, the Le Mans 24-hour race, and the Alpine Ski and Biathlon World Cups.

Sylvia Tassan Toffola, Deputy Chief Executive Officer TF1 Publicité: *"We are very pleased with the partnership deal we have concluded with Discovery Communications to sell its advertising space in France. The agreement is in line with the TF1 Group's expansionist strategy. The new channels will bolster TF1 Publicité's offer and confirm our position as the leading force in multimedia space sales."*

Julien Bergeaud, Senior Vice President, Country Manager France and Sports Rights Southern Europe, Discovery / Eurosport says: *"At a time when our group is expanding fast and 2018 is shaping up to be an exceptional year for sport, we are delighted to be teaming up with TF1 Publicité, France's leading multimedia space sales provider, to accompany us in this expansion."*

About TF1 Publicité :

TF1 Publicité, France's no.1 multimedia space sales provider, sells advertising space on TF1 Group channels (TF1, TMC, NT1, HD1, LCI, TV Breizh, Ushuaïa TV, Histoire) and Discovery Communications channels in France. In the radio market, TF1 Publicité sells space on Indés Radios, the leading commercial offer in radio, and on MFM Radio.

As a major player in digital advertising in France, TF1 Publicité also sells advertising space on MYTF1.fr, TFou.fr, and Bouyguestelecom.fr, Studio71 (the world no. 3 multichannel network) and the Twitch platform. Its digital strategy is deployed via five screens – television, IPTV, PCs, mobiles and tablets – and draws on the TF1 Group's audiovisual rights and brands in various formats: ordinary advertising slots, advertising on Group channel catch-up programmes, event-based advertising (pre home page, pre-site, wrapping, etc), special 360 deals and brand content opportunities.

Through the diversity and attractiveness of its advertising sites, TF1 Publicité is able to offer its advertisers differentiated and targeted modes of expression.

For more information, go to www.tf1pub.fr

About Discovery Communications :

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and captivates superfans around the globe with a portfolio of premium nonfiction, lifestyle, sports and kids content brands including Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velosity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. Available in more than 220 countries and territories, Discovery's programming reaches 3 billion cumulative viewers, who together consume 54 billion hours of Discovery content each year. Discovery's offering extends beyond traditional TV to all screens, including TV Everywhere products such as the GO portfolio and Discovery Kids Play; over-the-top streaming services such as Eurosport Player; digital-first and social video from Group Nine Media; and virtual reality storytelling through Discovery VR. For more information, please visit: www.discoverycommunications.com



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