



PRESS RELEASE

Boulogne, June 24th, 2019



TF1 AND IP BELGIUM SIGN AN AGREEMENT ON THE MONETIZATION OF TF1 CHANNEL ADVERTISING SPACE IN BELGIUM

Effective 1st September 2019, the IP Belgium advertising agency will handle the marketing and monetisation of the linear and non-linear* advertising space (previously marketed by Transfer) of the TF1 channel, which has been present in Belgium since 2017.

This new collaboration will enable IP Belgium to make a competitive offer representing 13% of the Belgian audience share** to Belgian advertisers. Advertisers will enjoy additional coverage of their advertising targets and the chance to associate their brands with engaging, federating programmes in premium environments.

Gilles Pélisson, Chairman & CEO of the TF1 group, says: *“The TF1 channel has been part of Belgian viewers’ everyday life for over thirty years, and for the last two years it has been part of Belgian advertisers’ daily lives as well. We are delighted today to embark on this new partnership with IP Belgium, whose knowledge of the local market is a real source of added value. IP Belgium’s dynamism and innovation skills, both in data and in terms of technological developments, will strengthen TF1’s presence with Belgian advertisers. We would like to thank the teams at Transfer for enabling TF1 to enter the Belgian advertising market and for their support throughout these last two years”.*

Philippe Delusinne, General Director of IP Belgium, says: *“IP Belgium already operates at a national level, selling advertising space for various companies, including Bel RTL, Nostalgie, NRJ Vlaanderen, Radio Contact and Fun Radio, and will now be able to facilitate advertisers’ access to audiences with a variety of popular brands via a coherent and complementary commercial offer”.*

*Non-linear: TF1 channel’s catch-up service

**Source: CIM / Audience share PRA 18-54 / 17.00-23.00 2018

About the TF1 group

The TF1 Group is the leading private-sector television broadcaster in France, with five unencrypted channels (TF1, TMC, TFX, TF1 Séries Films and LCI) and four pay-TV theme channels (TV Breizh, Histoire, Ushuaïa and Serieclub, the last of which is 50% owned). The Group is adding a highly effective digital dimension to our channels on MYTF1, and video-on-demand offers via MYTF1VOD and TFOU MAX. The TF1 Group is also present in the production and distribution of content, mainly via Newen, through which it aims to accelerate international expansion of its production and distribution activities.

The TF1 Group has extended its digital footprint, in particular through the acquisition of the aufeminin group in April 2018. This led to the creation of its digital division Unify build around well-known brands such as Marmiton, MyLittleParis and Doctissimo, all of which support strong, engaged communities. This has enhanced the Group's offer and its ability to deploy federating, complementary special-interest themes to reach all audiences, especially women and millennials. The TF1 Group has created a large range of businesses in key entertainment and leisure fields, with TF1 Entertainment (board games, music and live show production, licences and publishing) ; the film industry with TF1 Films Production and TF1 Studio. The TF1 Group currently has a presence in 10 countries and employs 3,135 people. The TF1 Group is quoted on the Paris stock exchange (Euronext Paris: ISIN FR0000054900).

About IP Belgium

IP Belgium has been active in Belgium since 1938 and is one of the country's main advertising agencies. It operates in the widest range of media: TV, Radio and Digital. IP Belgium's mission is twofold. On the one hand, the advertising network is working to optimize the advertising investments of advertisers and their media agencies through communication solutions that meet their expectations and a thorough knowledge of each media represented. On the other hand, IP Belgium ensures that media customers' advertising revenues are optimised by regularly analysing their competitive universe in terms of tariffs, audience and profiles and by mastering media planning and media-buying. Thanks to its experience, IP Belgium is particularly distinguished by its creativity and expertise.

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