

[10.07.24] **PRESS RELEASE**

## **TF1+ BECOMES FRANCE'S FIRST FREE-TO-VIEW AGGREGATION PLATFORM**

**TF1 group is announcing an aggregation strategy by adding to its TF1+ free-to-view streaming platform the audiovisual contents of three iconic brands: L'Équipe, Le Figaro, and Deezer. These first agreements mark a step change in our digital acceleration strategy, with the aggregation of appealing third-party content that complements nicely our current content line up.**

On 8 January 2024, TF1 group successfully launched TF1+, which in just a few months has established itself as the leading French free-to-view streaming platform thus forming the stepping stone of an ambitious digital development strategy.

Starting with an international expansion, with initial inroads in Belgium and Luxembourg in June, aiming at establishing the platform as the leading free-to-view streamer of the francophone geographies.

We are opening up today a new strategic avenue with an affirmed aggregation strategy adding standout and complementary audiovisual brands to TF1+ already very deep content line up.

Our aggregation model enables third-party content providers to generate additional revenue streams by leveraging the dynamic video ad market, to tap into the platform's impressive audiences and even more importantly benefit from the unique commercial strength and capabilities of TF1 internal advertising sales agency.

The strategy also enhances the TF1+ catalogue, bringing standout players on board to offer themed content that complements perfectly with the content commanded by the Group.

Six months after its launch, TF1+ is already pulling in 4 million streamers daily, and 33 million monthly (with a peak of 35.4 million in May). TF1+ is now the most popular platform among younger audiences, attracting on average over 1.3 million 15–34-year-olds a day.

TF1+ is consolidating its position as the no.1 free premium streaming player, and now has more than 20,000 hours of content.

**This new content will be accessible from the TF1+ home page via a separate portal for each theme and via the "Live" option, alongside our own live channels and the fifty or so FAST channels already available on TF1+.**

**• Partnering with L'Équipe, France's leading sport media brand, enhances the TF1+ Sport vertical**

The L'Équipe channel, and its tie-in catch-up content, are joining TF1+. France's no.1 sports channel, which combines regular shows (L'Équipe de Choc, L'Équipe de Greg and L'Équipe du Soir) with a vast array of sports rights (biathlon season, Le Mans 24h race, the Nations League, the Spanish Copa del Rey, the world Alpine Ski championships, French handball team matches, and much more), will complement TF1+'s sports offering, which includes the iconic TELEFOOT magazine and its spin-offs,

AUTOMOTO magazine, as well as the major competitions broadcast on the Group's channels, such as the EURO, which is currently streaming on TF1+!

• **Partnering with Le Figaro, France's leading daily newspaper, enhances the TF1+ News vertical**  
TF1+ will broadcast the Le Figaro TV channel, with its mix of in-depth analysis, current affairs and arts coverage. This new strand will enhance the existing News offer on TF1+ which features numerous strands linked to our news and current affairs programmes, in-depth reports from our journalists, and social-issue documentaries – plus our new daily “Top Info” slot, shedding new light on the three most talked-about news stories of the day!

• **Partnering with Deezer, France's go-to music streaming platform, creates a new Music vertical**  
Starting this summer, alongside the blockbuster gigs already available on the platform (featuring artists like Jul, Mika and Vianney), TF1+ will carry the “Deezer Sessions”: live recordings of gigs by the artists everyone's listening to. Over the next few months, the offer will gradually be built up with exclusive content, generating a “powered by Deezer” music experience around the TF1 group's iconic franchises!

**Rodolphe Belmer, TF1 Chairman & Chief Executive Officer, says:**

*“We have big ambitions for our platform. In just a few months, TF1+ has established itself as the leading free streaming platform in France. And TF1+ has begun the next phase of the rollout with the extension of its services to Belgium and Luxembourg on 18 June, aiming to become the go-to free streaming platform for the French-speaking world. These first aggregation tie-ups mark a step change in our digital acceleration strategy. Aggregating content from trusted providers with extensive audience reach will make our platform even more attractive and expand the range of programmes available to our users 24/7. TF1+ offers formidable exposure to our new partners L'Équipe, Le Figaro and Deezer. I'm delighted with these agreements, which can only increase the power of the popular, high-quality content that lies at the heart of what we do.”*

**ABOUT TF1 GROUP**

TF1 group is a major player in the production, publication and distribution of content, in France and Europe. Our operations are split between two divisions: Our Media division is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI); our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); TF1+, our free streaming platform for family entertainment and news; our TFOU MAX on-demand platform for kids; and the TF1 PUB advertising airtime sales house. It's a unique ecosystem that can deliver for all audiences – and all advertisers. We also operate in music production and live shows with Muzeek One. Our Production division, with Newen Studios, is home to more than 50 creative companies and labels in France and abroad. Unrivalled know-how, and a diverse range of brands and talents, create and distribute programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms. The TF1 group has operations in 11 countries and employed 2,882 people as of 31 December 2023. In 2023, we generated revenue of €2,297m (Euronext Paris, compartment A: ISIN FR0000054900).

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