



2010 FIFA WORLD CUP

THE TF1 GROUP UNVEILS AN EXCEPTIONAL GAME PLAN



The 2010 FIFA World Cup is coming up, and the TF1 Group has put together an exceptional game plan to bring all the action and excitement of this major event to its viewers.



The 27 top matches and a team of French and international experts

TF1 will broadcast 27 matches, with, of course, exclusive coverage of France's encounters, the outings of top contenders (England, Argentina, Spain, Algeria, Portugal, etc.), and the final rounds. Three teams of commentators will rotate to announce the matches:

- Christian JEANPIERRE, Jean-Michel LARQUE and Arsène WENGER
- Bixente LIZARAZU and David ASTORGA,
- Christophe JAMMOT and Frank LEBOEUF.

An exciting line-up of magazines, with "Coupe du Monde: Le MAG" and special Téléfoot segments to take a peak behind-the-scenes at the French team.

TF1 will extend its coverage of several encounters with a post-match televised magazine "Coupe du Monde: le MAG", presented by Denis Brogniart and Robert Pires, during which special guests will offer their analyses and insights. The Sports Department will also air some exceptional Téléfoot segments offering a close-up look at the French players and manager broadcast live from their training camp at Knysna.

Prominent guests

With such rich and varied programming planned, TF1 decided to beef up its team of commentators to be able to view the competition from multiple angles.

- Marouane CHAMAKH, the striker leading the attack at Bordeaux this season.
- Fabien BARTHEZ, the goalkeeper on France's 1998 world championship team and a top international player.
- Didier DROGBA the man ready to unlock the secrets of the Ivory Coast team.

Newscasts draped in the colours of South Africa and football

Throughout the competition, newscasts will be sporting World Cup colours, with plenty of live segments and the most exciting images from the competition. After Raymond Domenech joins Laurence Ferrari on the evening newscast to announce his roster on May 11th, Jean-Pierre Pernaut will include a football special during his midday news report on June 11th for the kick-off of the World Cup. Caroline Henry and Pierre-François Lémonnier will follow up Jean-Pierre Pernaut and Claire Chazal's midday news programmes with the "Journal de la Coupe du Monde". Laurence Ferrari will travel to South Africa to film a special segment on this event that will be aired on June 2nd. Claire Chazal will give us the chance to discover South Africa's most beautiful city with a "Zoom" devoted to Cape Town on June 12th.

TF1: the best football in the world

Prior to the June 11th kick-off, TF1 will broadcast the League of Champions final opposing Bayern Munich and Inter Milan live from the Santiago Barnabeu stadium, and then three of the French squad's warm-up matches: France–Costa Rica on Wednesday, May 26th at Lens, Tunisia–France on Sunday, May 30th, at Radès, and France–China, June 4th, at Saint Pierre de la Réunion.

Viewers then have a date to tune in to TF1 at 3 p.m. on June 11th for the thrilling start of the FIFA 2010 World Cup!

PRESS CONTACTS:

Virginie Duval : 0)+33(1 41 41 29 59 - vduval@tf1.fr

Caroline Fournajoux : +33(0)1 41 41 12 93 – cfournajoux@tf1.fr

Florent Nyanga : +33(0)1 41 41 24 03 – fnyanga@tf1.fr



**Exceptional coverage for an exceptional event!
"See everything, know everything, understand everything ..."**

The whole Eurosport editorial staff is gearing up to bring you all the action in the biggest football event of the year with the 19th World Cup. The channel will air **more than 300 hours of programming** between June 11th and July 11th. On the agenda during this solid month of football: **all the matches, news, and three magazines every day.**

All the 2010 World Cup is on Eurosport!

Eurosport will broadcast the 64 matches in the competition, either in their entirety or summarised with highlights. In addition to these broadcasts, Eurosport will air **four segments daily to offer viewers a behind-the-scenes look at the event:**

- 7:30 – 8:30 a.m.: **Le Journal de la Coupe du Monde**

A 15-minute programme presented by **Christophe Pleynet and Wissal Ayadi**, aired multiple times, with all the latest news on the competition, the goals, the highlights, the results, the rankings and the statistics.

- Noon – 1:15 p.m. **Total Coupe du Monde**

Commentary and analysis presented by **Thomas Bihel**, with **Jean-Luc Arribart, Robert Malm**, press and Web journalists and a special guest. Regularly on the agenda: **what's at stake in the day's matches**, what's happening with the French team, images from the previous day's encounters, a review of international press coverage on the Web, surfing, answers to "stupid" questions people are asking...

- 7:00 – 8:30 p.m. **Onze dit tout (Eleven says it all)**

Football and more football on this off-beat, light-hearted talk show hosted by **Lionel Charbonnier** and **Guillaume Di Grazia**, with a **presentation of the evening's match**, recaps of the day's encounters, news about the French team, what's on Twitter, pavement interviews with Olivier Perrin and more. Every evening the two hosts will welcome well-known guests to the programme.

- 11:30 – Midnight: **Soccer City Live**

A live programme presented by **Nicolas Delage**, our special correspondent in Johannesburg. He will give us a recap of the day's matches, take us behind the scenes and get the first impressions and analyses of our international consultants, Roger Milla (Cameroon), Patrick Kluivert (Netherlands), Enzo Francescoli (Uruguay) and others.

Typical day

- 7:30 – 8:30 a.m.: **LE JOURNAL DE LA COUPE DU MONDE**
- 9:00 – Noon: **REBROADCASTS FROM THE 64 MATCHES**
- Noon – 1:30 p.m.: **TOTAL COUPE DU MONDE**
- 7:00 – 8:15 p.m.: **ONZE DIT TOUT**
- 11:30 – Midnight: **SOCCER CITY LIVE**
- Midnight – 1:30 a.m.: Rebroadcast of the day's **FEATURED MATCH**

Patrick Godet, Deputy Managing Director, Eurosport France:

"Since 1994, the FIFA World Cup has been a major event in Eurosport's programming. Our entire staff is mobilised to bring viewers a variety of original programmes to heighten their enjoyment of this extraordinary competition. We will be on hand every day, for all the key moments, broadcasting over 300 hours of programmes dedicated exclusively to the World Cup. See everything, know everything, understand everything. That's our motto."

The **Eurosport Group** is the leading multimedia sports platform in Europe. Eurosport, the No. 1 pan-European television channel broadcasts in 20 languages to 117 million households and is received by 240 million viewers in 59 countries. **Eurosport HD** is Eurosport's high-definition channel. **Eurosport 2**, the "new generation" sports channel that reaches 38 million households is rebroadcast in 14 languages in 46 countries. Launched in 2006, **Eurosport Asia-Pacific** is already available in 12 countries in the region. Eurosport boasts the No. 1 Internet platform for sports in Europe, with more than 8 million unique visitors a month*. It comprises nine websites: four co-branded Yahoo! sites in England, Italy, Germany and Spain, four sites of its own in France, Russia, Sweden and Poland, and a co-branded site in China. In December 2009, **Eurosport Arabia** was launched across 19 countries in the Middle East and North Africa. **Eurosportnews** reports the latest sports news and is distributed throughout the world. **Eurosport Mobile** brings users live streaming, the latest sports news and results in eight languages. **Eurosport Events** is the Group's company that organises, manages and promotes international sports events.

PRESS CONTACTS:

Bertrand Bridon : +33(0)1 40 93 96 02 – bbridon@eurosport.com

Anaïs Dubert : +33(0)1 40 93 81 62 – adubert@eurosport.com



The 2010 FIFA World Cup Kick-off

On LCI, TF1 News and LCI Radio on June 11th

Starting on June 11th and all during the competition, LCI will provide exceptional coverage of the World Cup as it happens, including commentary and analyses of the matches with its own team of personalities with diverse backgrounds.

LCI will program **four main shows** covering every aspect of this global sports event:

- "**LE BUT PAR BUT**" (GOAL BY GOAL) **ONLY ON LCI**

LCI is the only channel that will immediately show every goal during the 64 matches. As soon as a goal is scored, a screen will appear on the programme being aired, and a replay of the goal along with the score of the match will be shown so that viewers have up-to-the-minute information.

"LES SOIREES " BLEUS "

Before and after each match of the French team ("Les Bleus"), Romain Hussenot will host an evening talk show ("**Les Bleus: l'avant-match**" and "**Les Bleus: l'après-match**").

Joining him will be a group of **eleven well-known figures**: politicians, artists, former players, club managers... and whether they are amateurs or professionals, they are all big football fans!

Here's the roster for "**Le 11 de LCI**":

- François HOLLANDE
- Eric BESSON
- Luc CHATEL
- Daniel COHN-BENDIT
- Stéphane DIAGANA
- Bernard LAMA
- Bruno SOLO
- Francis LALANNE
- Jean-Claude DASSIER
- Alain AFFLELOU
- Pascal BONIFACE

The first show: on June 11th, when France faces off against Uruguay, join Romain Hussenot and his gang at 7:40 p.m., then again after the match at 10:40 p.m.

- "**LE 11 DE LCI**" (THE LCI 11)

Every Friday at 7:00 p.m., Romain Hussenot will bring together the same group, the "The LCI 11", for an hour to discuss the week's matches and other World Cup news. It will be a "no-holds-barred" affair, with tackles, red cards, and even plaudits... Each week, the members of "The LCI 11" will offer their

very personal take on the competition.

Kick-off time: Friday, June 18th, at 7:00 p.m.

- **"LE JOURNAL DE LA COUPE DU MONDE"** (WORLD CUP NEWS)

Every morning at 6:40, Dominique Blanchard (Mondays through Thursdays) and Justin Villelongue (weekends) will take a look at the upcoming matches that day and review the highlights of the previous day's action.

On the air: Every day, 6:40, 7:40, 9:10 and 11:10 a.m.

Every evening at 10:40, Christophe Malbranque (Mondays through Thursdays) and Didier Piereschi (weekends) will recap the matches, preview the next day's encounters, and tell views how the competition as a whole is shaping up.

On the air: Monday through Sunday, 10:40 and 11:40 p.m.

Yann Hovine will be our special correspondent in South Africa throughout the competition and will bring the event to life for our audience.

ON TF1 NEWS...

TF1 News will include a World Cup space on its homepage, with the latest TF1/LCI reports, match summaries, the goal-by-goal videos, slideshows, and a direct link to the World Cup on TF1.fr.

All LCI's special shows will be viewable in the catch-up programming at **www.tf1news.fr**.

ON LCI RADIO...

- **" World Cup News "**, every morning at 11 o'clock, from June 11th to July 12th.

- **" Goal by Goal "** for the afternoon matches (1:30 and 4:00), with programmes interrupted to announce the goals the minute they happen.

- **" La Grande Lucarne "**, the "big picture on the little screen" is a late afternoon talk show airing daily from 5:30 to 6:30, hosted by Louis Carzou with the TF1 sports department. The show starts off with the news: scores, statements, reactions, carded or injured players, training sessions and live spots with our special correspondents and experts. Then things heat up with lively debates among the guests and live calls from viewers.

www.lciradio.fr



THE FIRST DIGITAL WORLD CUP



TF1 and Eurosport are making news by uniting forces – the expertise of Europe's No. 1 sports channel and TF1's power to reach a huge audience – to offer the public unprecedented new-media coverage of the 2010 FIFA World Cup.

A shared website, the cornerstone of the multimedia setup.

TF1 and Eurosport will offer unique online video coverage:

- The top 27 matches broadcast by TF1 will also be available live on TF1.fr
- The 64 matches of the competition available a few minutes after they are broadcast, either on the channel or on catch-up TV
- A thread with all the goals, match summaries, highlights and unaired interviews with people involved in the competition

A new video player, with innovative control functions that will enable fans to enjoy "their" match at their pace.

With the community features, they will also be able to share the event on their social networks, in particular with live feeds and online games, thanks to the partnership with Facebook.

A team of digital media specialists will feed content continually to the sites throughout the World Cup.

The Group's sites will also contribute editorial content: all the news from outside the stadiums with TF1 News; the weird and whacky on www.tf1.fr/mytelefoot; celebrity news with www.plurielles.fr; and special coverage for the target age bracket of 15-to-34-year-olds with www.wat.tv.

Innovative services and apps to satisfy people's expectations wherever they are, at any time of day:

Sur MyTF1 (the IPTV portal of TF1 distributed on Bouygues Telecom's Bbox and Orange TV starting June 7th: a space will be dedicated to the 2010 World Cup where viewers can relive the 64 matches and keep up with the news on the teams and the competition in videos directly on their TV (recaps, goals, interviews, reports, etc.).

On mobile phones: In cooperation with FIFA, a special World Cup iPhone app is being offered so that fans can follow the events at any time. Videos can be viewed with this app for €3.99.

Régis Ravanas, president of eTF1, says: "Eurosport's expertise, backed by TF1's power in new media, allows us to offer exceptional digital coverage worthy of the event. A launching ramp for the Group's broadcasters, this coverage will allow sports fans to experience the event as it happens and TV viewers and Web users to prolong the excitement between each transmission. Thanks to myTF1, the IPTV portal of TF1, and an iPhone app developed specifically for the World Cup, we will be able to reach all audiences and satisfy all their expectations, no matter where they are or what the time of day. In short, we will be closely tuned to the desires and needs of our audiences."

Laurent Eric Le Lay, chairman of Eurosport, adds: "The number-one French media group and Europe's number-one multimedia sports entertainment group have joined forces to celebrate the biggest sports event of the year. Our digital platform created for the World Cup will be a regular stop for French sports fans throughout the entire event, providing them with an innovative 360° experience. By combining their expertise and powerful media, the TF1 group and Eurosport will produce multimedia coverage on a scale that will deliver a totally new experience to fans, 24 hours a day, every day."

PRESS CONTACT:

Gaëlle Bouvier: +33(0)1 41 41 32 91 – gbouvier@tf1.fr

(*) For more information, go to the TF1PRO World Cup website

From June 11th to July 11th, the world of football will be turning at top speed. The TF1 group has put online the TF1 Pro website for the 2010 FIFA World Cup. Intended for journalists and media professionals, it will supply exclusive information on the broadcasting and technical arrangements set up by the Group's channels, interviews with journalist and consultants, and information on the 32 teams competing in the event. You can also read articles there on the stadiums in the host country, on the history of the competition, the mascot, the trophy and the ball. Updated every day, this site will keep you informed of World Cup news and the scheduling of the matches broadcast on the Group's channels.