

[27.05.2025] **PRESS RELEASE**

# **TF1 GROUP AND FIBA SIGN EXCLUSIVE AGREEMENT AROUND MATCHES FEATURING FRANCE'S NATIONAL BASKETBALL TEAMS**

**TF1 group is delighted to announce the signature of a major agreement with FIBA to carry exclusive, free-to-air coverage of matches featuring the French national women's and men's basketball teams at future EuroBasket and World Cup tournaments out to 2029.**

The agreement starts on 18 June with the Turkey v. France fixture at the Women's EuroBasket 2025. It will also cover the Men's EuroBasket 2025, the FIBA Women's World Cup 2026, the Women's EuroBasket 2027, the FIBA World Cup 2027, and the Men's and Women's EuroBasket 2029 tournaments.

This deal reflects our ambition to broadcast the biggest sporting events on free-to-air TV, and our ongoing commitment to supporting our national teams and raising the profile of women's sport.

Buoyed by excellent performances and the emergence of a new generation of basketball players, France's national teams have everything it takes to get the nation behind them as these tournaments unfold – beginning with two huge occasions in 2025.

Fresh from their heroic silver medal at last year's Paris Olympics, the French women's team will look to go one better next month. Currently ranked as world no. 3 and Europe's no.1, Les Bleues will strain every sinew to bring home their third European title from Greece – 16 years on from their last victory. And the men's team, also silver medallists in Paris last year, will be shooting for Euro gold in September under head coach Frédéric Fauthoux. Twelve years on from winning their one and only European title with Tony Parker, will the new golden generation rise to the challenge?

**Julien Millereux, Head of Sport at TF1 Group**, says: "We're delighted with our new agreement with FIBA around their flagship tournaments. Following silver-medal successes at the 2024 Paris Olympics, and the emergence of a brilliantly talented new generation of stars in our men's and women's national teams, we are seeing a genuine renaissance in French basketball. Thanks to the unrivalled promotional power and exposure offered by our linear TV channels and our TF1+ streaming platform, we are convinced that we can help raise the profile of basketball in France across the full range of audiences."

**Frank Leenders, CEO of FIBA Media and Marketing Services**, says: "We're so pleased to have signed this new agreement with TF1 group, and it's great that French fans will be able to watch so many matches featuring their national teams at FIBA tournaments. The French men's and women's teams are attracting unprecedented interest following their exploits at Paris 2024, and this partnership will bring them to an even wider audience."



## **ABOUT TF1 GROUP**

TF1 group is a major player in news and in the production, broadcasting and distribution of content, in France and Europe. The Group has two divisions. Our Media division is home to our free-to-air channels (TF1, TMC, LCI, TFX, TF1 Séries Films); our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); TF1+, our free streaming platform for family entertainment and news; our TFOU MAX platform for kids; and TF1 PUB, our advertising airtime sales house. It's a unique ecosystems meeting the needs of all audiences and all advertisers. We also operate in music production and live shows with Muzeek One. Studio TF1, our Production division (formerly Newen Studios), is home to more than 50 French and international creative companies and labels. Boasting unrivalled expertise and a varied portfolio of brands and talents, Studio TF1 creates and distributes programmes across all genres for the full range of media industry players, from public and private sector broadcasters to online platforms. TF1 group has operations in 12 countries, employed 3,115 people as of 31 December 2024, and generated revenues of €2,356 million in 2024 (Euronext Paris, compartment A: ISIN FR0000054900).

## **ABOUT FIBA**

FIBA (fiba.basketball) – the world governing body for basketball – is an independent association made up of 212 national federations worldwide. It is the only body accredited by the International Olympic Committee (IOC) as a competent authority for basketball. For more information about FIBA, go to [fiba.basketball](https://fiba.basketball) and [about.fiba.basketball](https://about.fiba.basketball), or follow us on [facebook.com/fiba](https://facebook.com/fiba), [twitter.com/fiba](https://twitter.com/fiba), [instagram.com/fiba](https://instagram.com/fiba), [linkedin.com/fiba](https://linkedin.com/fiba) or [youtube.com/fiba](https://youtube.com/fiba).

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