



**Boulogne 2008, May 6th**

**Agreement between TF1 and Endemol France**

TF1 and Endemol announce the signature of a global partnership agreement between the TF1 and Endemol France groups, for a period of two years with effect from September 1, 2008.

TF1 and the channels in its Group will have the benefit of access to the whole catalogue of rights and formats from the network of Endemol, the leading audiovisual production company in France and worldwide. This is a major agreement for both parties, and relates not only to non-scripted programmes (games, reality TV, entertainment and major events), but also, for the first time, to TV Drama and Daytime TV.

In another innovation, the leading French channel will at the same time acquire exclusive free and paying “new media” rights from Endemol France in relation to the programmes acquired, and may thus exploit them on the internet and via mobile telephones and emerging digital media, and in particular on IPTV.

The TF1 Group will develop its internet, mobile telephone, catch-up TV and VOD offerings in order to increase the exposure and promotion of these programmes.

The conditions of partnership in relation to merchandising activities will also be strengthened.

TF1 is pursuing its ambition and intention to apply the strategy reflected in the “Youth” multimedia partnerships, already signed with numerous producers, to all types of programmes.

*“I am very pleased with this agreement. It gives us a very promising future in partnership with Endemol and confirms TF1 as a global media leader, and it will bring in new audiences throughout current and future broadcasting and distribution networks,”* said Nonce Paolini, TF1’s Chief Executive Officer.

For her part, Virginie Calmels, Chief Executive Officer of the Endemol Group in France, was delighted with this agreement and emphasised that it *“will prolong the success of the historic partnership between TF1 and Endemol, while fitting in perfectly with the changes in the French audiovisual landscape and with Endemol France’s strategy of diversification in all programme genres.”*

**Contacts:**

Investor Relations department - + 33 1 41 41 27 32 / e-mail: [comfi@tf1.fr](mailto:comfi@tf1.fr)  
Corporate communication department - + 33 1 41 41 36 08

TF1 is a company listed on Euronext Paris – Eurolist Compartment A – ISIN code:  
FR0000054900