

COMMUNIQUÉ DE PRESSE

Boulogne – November 8, 2016

TF1 GROUP BUSINESS INCUBATOR PROGRAMME

AFTER A FRUITFUL FIRST YEAR,
YEAR TWO KICKS OFF IN ASSOCIATION WITH NUMA



EXCELLENT OUTCOMES FROM YEAR ONE: 13 EXPERIMENTS AND 7 PARTNERSHIPS

Year one involved eight start-ups, selected to develop interesting solutions with business potential in the fields where the TF1 group operates. The start-ups received support over a 12-month period, with more than 50 group employees helping them build fruitful synergies in a variety of fields of interest to the Group.

Over the period of the programme, TF1 piloted no fewer than 13 experiments with the selected start-ups. Of these, 7 developed into partnerships, including 3 in the following fields:

E SPORT:

TF1 is investing in this booming sector with **Glory4Gamers**, an online games tournament platform.

- The **Hearthstone XTRA CUP**, on **MYTF1 XTRA** in June 2016, attracted a record number of gamers.
- A second tournament, **League Of Legends XTRA CUP**, is scheduled for December.
- A third competition is under development for 2017.

DATA:

With **Lucette**, TF1 is developing a solution for cosmetics sector advertisers.

Lucette is a web community that offers tips and recommendations for cosmetics and beauty products.

- Joint advertising solutions involving both **TF1 Publicité** and Lucette.
- Creating a TV advert.
- Partnership with **Téléshopping**, the TF1 group's home shopping business.

INFO 2.0:

Nunki, a social listening start-up, is working with TF1 and LCI on a social media listening and analysis tool to broaden their sources of news stories.

NOVEMBER 7: YEAR TWO KICKS OFF IN ASSOCIATION WITH NUMA WITH A CALL FOR SUBMISSIONS

Year two is being launched in association with Numa, a pioneer start-up accelerator. Founded more than 15 years ago, Numa has supported many industry players through digital transformation. The TF1 business incubator approach, based on collaboration with start-ups, will help them develop their solutions more quickly and create business opportunities in the Group's spheres of interest.

The platform for submissions is available now via the link below, and will close on January 4, 2017:

[GO TO THE PLATFORM](#)

YEAR TWO BUILT AROUND 7 KEY AREAS

The objective of year two is to unlock innovative solutions and explore new markets around 7 key areas:

- **Data**
- **New content and short forms**
- **Disruptive news**
- **AdTech**
- **New distribution methods and new services**
- **Entertainment and new business models**
- **Automation**

[WATCH THE VIDEO ABOUT YEAR ONE OF OUR INCUBATION PROGRAMME](#)

TF1 GROUP

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