

Boulogne, 10 April 2017

DIGITAL

A SECOND SEASON FOR THE TF1 GROUP'S START-UP INCUBATION PROGRAMME IN ASSOCIATION WITH NUMA



After a fruitful first season, the TF1 group's start-up incubation programme is beginning a new collaboration with 7 young hopefuls. This second intake, selected on the basis of the opportunities for synergies between their products and services and the group's various businesses, will be supported and mentored by the incubator Numa.

[WATCH A VIDEO PORTRAIT OF THE 7 START-UPS](#)

7 START-UPS TO RECEIVE 12 MONTHS' SUPPORT FROM MORE THAN 50 TF1 GROUP EMPLOYEES

The recruitment platform for the 2nd season of the incubation programme, launched in November 2016, received over one hundred applications from start-ups hoping to win support from the TF1 group and mentoring from our partner Numa. By the end of the selection process, 7 start-ups had been selected to work alongside TF1 employees to create potential innovative partnerships in a variety of businesses.

DEVELOPING BUSINESS OPPORTUNITIES AROUND 6 THEMES

With the objective of exploring new markets, testing innovative new products or services, and creating business opportunities, the 2nd season start-ups address 6 themes which are core to the TF1 group's digital transformation:

#AD TECH

Hivency

Platform automatically linking brands and web micro-influencers.

Swiper

Technology enabling brands to run ad campaigns on smartphone lock screens or via enhanced pushes.

#VR

JYC VR

Virtual reality production studio offering services in 360 video and interactive VR.

#DATA

What the Shop

Solution enabling retailers to measure the performance of marketing and advertising campaigns.

#NEW CONTENT

Wakatoon

Animated colouring concept: colour in a character or background on paper, then photograph it in the Wakatoon application and watch the coloured images come alive.

#eSPORT

Gamers Origin

Live web TV centred on popular video games and production of premium eSport events.

#DISRUPTIVE NEWS

Sidemash

Collaborative livestream solution facilitating the multi-source broadcasting of events using crowdsourcing.

INCUBATION START-UPS TO APPEAR AT VIVATECHNOLOGY 2017

All the start-ups in this new season's incubation programme will be appearing on the Media Lab TF1 stand at the VivaTechnology show. The 400m² stand will showcase the group's achievements in new TV experiences, such as virtual reality, eSport and new multi-screen advertising and editorial formats that are even more interactive.

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