

PRESS RELEASE

Boulogne, July 26 2016



TF1 GROUP TO PARTNER WITH WIBBITZ TO ENHANCE ITS VIDEO OFFERING

Premium online video is the core digital offer of the TF1 Group.

With a view to the upcoming launch of the new digital news platform under the LCI brand, the Group has chosen Wibbitz's text-to-video technology solution. The platform which can be used to produce a video based on text content in just a few seconds, will also be implemented this summer on Metronews.

With the solution, we will be able to supplement each article with a supporting video, in addition to the videos produced by the LCI and TF1 news teams that are central to the proposal of our future news platform. Wibbitz will enable the Group to considerably extend its video inventory.

Commenting, Olivier Abecassis, Vice President, Innovation and Digital, said: *"We are delighted to support the development of Wibbitz in France through a minor stake. The Innovation and Digital department is always looking for innovative solutions that meet the expectations of our viewers and enhance our products and services. We are particularly impressed by Wibbitz's text-to-video solution, which will allow us to significantly extend our video inventory while complying with our quality standards."*

Jean-Francois Mulliez, Chief Operating Officer of LCI, added: *"Our ambition with LCI is to propose a 24-hour dual-media news offer bringing together all the skills of our broadcast, online and print teams. As part of that drive, integrating Wibbitz's solution will enable us to complete our video offering through a substantial news image stock."*

Yotam Cohen, COO & Co-founder of Wibbitz. *"TF1 is a leader in the French media market and we're proud to be part of their advancement in digital innovation. Video consumption and advertising budgets are becoming more and more distributed across devices. We're excited to partner with TF1 and to support their video strategy as they expand their digital properties and audiences."*

About Wibbitz

Wibbitz provides publishers with a text-to-video creation platform that automatically repackages text content into short, engaging video summaries in seconds. Publishers produce thousands of videos every month for their websites, mobile apps, the social media and OTT using the Wibbitz platform.

Wibbitz's current network includes over 150 international publishing brands, including Hearst, USA Today Sports and Bonnier. The videos created by Wibbitz's partners attract over 200 million views each month on their websites alone. On average, Wibbitz partners see a 60% increase in video views and 90% increase in videos published every month.

Wibbitz has offices in both New York and Tel-Aviv.

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