

Boulogne, 22 February 2017

## THE TF1 GROUP WILL BE A VIVA TECHNOLOGY PARTNER AT THE WORLD RENDEZVOUS FOR GAME CHANGERS, 15-17 JUNE

THE STARTUP CHALLENGES PLATFORM IS NOW OPEN



Partnering Viva Technology again, the TF1 group will represent the Media industry at the show. With more than 45,000 visitors, 5,000 startups and 106 countries represented, the event has become the global rendezvous for game changers. Already the challenges platform is taking registrations from startups bidding to appear on the TF1 Media Lab.

### MEDIA LAB TF1 AND THE OPENING OF THE CHALLENGES PLATFORM

On a 400m<sup>2</sup> stand, the TF1 group's Media Lab will present its latest technology in new TV experiences, including virtual reality, eSport and new multi-screen advertising and programming formats, which are even more interactive and responsive to new ways of consuming content. The stand will also offer 32 young businesses the opportunity to make their pitch and drum up new business.

Chosen for their innovative solutions, these startups will be assessed on the basis of challenges which are already unfolding on the platform:

<https://challenges.vivatechnology.com/en?>

## **NEW THEMES, NEW MARKETS**

Among the 32 startups present on TF1 Media Lab, some will be graduates of the 2nd season of the Group's incubation programme, launched in autumn 2016. This new collaboration, part of the Group's open innovation initiative, aims to explore new markets around new themes such as data, new content, VR, AdTech, automation and new distribution services.

### ***About Viva Technology***

*Viva Technology Paris, held between 15th and 17th June, is an international event organised jointly by Groupe Publicis and Groupe Les Echos which is dedicated to the growth of startups, digital transformation and innovation. The event provides a time and a space for startups and big companies to connect in order to facilitate encounters, set up collaborations and present the latest innovations.*

**GROUPE TF1**

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