



# COMMUNIQUÉ DE PRESSE

Boulogne, June 09 2016

## TF1 TO PARTNER VIVA TECHNOLOGY, FRANCE'S FIRST WORLD-SCALE EVENT DEDICATED TO INNOVATION AND TOMORROW'S ECONOMY

In line with its commitment to innovation, TF1 is to represent the Media sector at the first Viva Technology event, showcasing the Group's digital strategy and its collaborations with start-ups.

### THE TF1 MEDIA LAB AND THE START-UP CHALLENGE

On a 500 m<sup>2</sup> stand, TF1 will showcase its latest developments in delivering ever-more immersive viewing experiences such as augmented reality and 4K, alongside multi-screen advertising/programme formats that take interactivity to a new level.

TF1 is also organising a start-up challenge, with the aim of selecting 20 candidates offering innovative solutions of interest to the media sector. Registration is now open on the Viva Technology platform: <http://www.vivatechnologyparis.com/challenges?society=TF1>. In addition to the 20 start-ups selected via this challenge, a further 30 start-ups who are already working with TF1 through the incubation phase will showcase their innovations at the TF1 Media Lab.

This is in line with the policy adopted by TF1 over a year ago to support start-ups through the incubation and acceleration phase, in association with a number of key players in the field of innovation:

- **Epitech**, a specialist innovation and IT graduate school renowned for its disruptive learning methods. TF1 is running a programme that helps students develop projects that fit with the Group's business mix by providing them with the infrastructure needed to create a start-up.

- **Paris&Co** (the Paris economic development and innovation agency) and TF1 joined forces in 2015 to set up a corporate incubator on the theme of "New products and services". Our approach is to support start-ups and to collaborate on novel services and products, with the ultimate aim of forging business alliances with TF1 group entities. The first season of this project saw 8 start-ups selected: (link to the press release announcing this)

- **Orange Lab** gets involved with start-ups in the acceleration phase, helping them develop their markets and industrialise their businesses. This gives TF1 an opportunity to access more mature start-ups whose products or services are a good fit with the group's business mix, in three countries (France, the USA and Israel).

#### **Olivier Abecassis, Vice President, Innovation and Digital at TF1, comments:**

*"Here at TF1 we have put digital at the heart of our development. We are convinced there are novel ways in which we can work with the start-up ecosystem to develop new digital services and new businesses. So we are delighted to be associated with the first Viva Technology event, which aims to bring together the global players in digital. It is an opportunity for us to showcase our partnerships with start-ups, and what we have achieved so far with the projects we have been supporting for nearly a year now."*

**\*About Viva Technology:** Viva Technology is an event organised by Publicis Groupe and Groupe Les Echos, taking place at the Porte de Versailles exhibition centre in Paris. 5,000 start-ups from all around the world will be joined by 200 global opinion-formers and over 30,000 attendees to share their vision of innovation and tomorrow's economy. A forum for cross-fertilisation between the start-up ecosystem and major multinationals, Viva Technology will be a co-working space on an epic scale with 40,000 m<sup>2</sup> split between 20 labs, each representing a business sector.

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