



PRESS RELEASE

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TF1 chooses Transfer to sell its advertising airtime in Belgium.

The TF1 channel has signed an agreement (due to start in September 2017) with the media sales agency Transfer, under which Transfer will sell airtime on the channel.

With an audience share of 19%*, TF1 has been part of the broadcasting landscape in French-speaking Belgium for over 20 years. By introducing ads specifically targeted at Belgian audiences, the agreement will benefit viewers and advertisers alike:

- viewers will see ads that meet their expectations and reflect their buying habits;
- brands selling into the Belgian market can buy premium slots on TF1.

Régis Ravanas, TF1 Group Executive Vice President, Advertising & Diversification, comments: *“We are delighted to have signed this deal with Transfer, who impressed us with their expertise and energy. Thanks to this agreement, TF1 viewers in Belgium will be able to see ads that mean something to them. I am convinced that Transfer’s competence combined with the quality of our programmes will deliver the right solution for advertisers and ad agencies.”*

Birgitta De Smet, CEO and Managing Partner of Transfer, says: *“Flagship programmes and a big following in Belgium make TF1 the dream channel for a media sales agency like Transfer, which from the word go has adopted ‘Premium content for premium campaigns’ as its motto. TF1 is enabling us to develop a powerful and innovative commercial strategy.”*

About TF1:

Every day nearly 1.7 million french-speaking Belgians – 38% of the population – watch TF1. A family channel renowned for must-see programmes and live shows, TF1 offers premium programming in entertainment, drama, sport, movies, children’s TV and documentaries**. As an innovative broadcaster, TF1 has set itself the ambition of offering the most prestigious programmes and delivering what audiences want to see.

About Transfer:

Transfer is Belgium’s only nationwide media sales agency specialising in TV and digital, and represents 34 French-language and Dutch-language channels. It is the fastest-growing media sales agency, and its revenues have overtaken those of long-established players like Sanoma, Metro and L’Avenir***. Transfer and its 17 staff have already received several prestigious awards, including ‘Best TV airtime sales agency’ from United Media Agencies (UMA) and the Gold Annual Master in Media Award (AMMA) for best media sales agency across all media.

Transfer was founded in 2011 by Birgitta De Smet and Koenraad Deridder, alongside Fox Networks Group Europe & Africa.

*Source: CIM TV Sud/Arianna/Transfer, Purchasing Decision Makers aged 18-54, Whole Day, 2016, Live Consolidated, TTVSHR.

** Source: CIM TV Sud / Arianna / Transfer, Individuals aged 4+, Whole Day, 2016, Live Consolidated, RCH.

***Source: Nielsen Adstat, 2016.

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