



TF1 and Samsung Electronics France invent a new level of interactivity with internet TV

Boulogne, 9 December 2009: France's leading TV channel and its number one consumer electronics company are today announcing a three-year strategic partnership aimed at offering viewers a whole new entertainment experience.

Starting in March 2010, driven by Samsung technology and TF1 editorial know-how, Samsung's internet-enabled televisions will feature interactive services tied to TF1's flagship brands and content, including applications specialised in news, weather, sport and up-to-the-minute programme news. The TF1 Vision video-on-demand service will also be available on the internet TVs and Blu-ray players that Samsung is bringing to market in 2010.

As pioneers in high-definition television, TF1 and Samsung are forging ahead with efforts to enhance viewers' pleasure by letting them extend their TV watching experience smoothly and easily through interactive applications.

TF1 Chairman and CEO Nonce Paolini commented: "The alliance between TF1 and Samsung opens new prospects for distributing content and services to viewers. It reflects our policy of forming strategic partnerships with key players in the consumer electronics industry, while respecting the viewing public and the audiovisual ecosystem".

Jacques Mollet, Executive Vice President of Samsung Electronics France, expressed satisfaction with the agreement, saying "the alliance with TF1 fits with Samsung strategy and will allow us to create a new user experience, delivering interactive multimedia content through innovative technology".

This major innovation will be unveiled at the Consumer Electronics Show in Las Vegas from 7 to 10 January 2010. It will also be extensively publicised when Samsung launches its internet televisions and Blu-ray players.

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About Samsung Electronics Co. Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com

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Selected TF1 applications available on Samsung TV and Blu-Ray players in 2010:

