



## **TF1+ EXPANDS AGAIN WITH A DEDICATED LE FIGARO TV CORNER, GIVING EVEN MORE NEWS, DOCUMENTARIES AND ARTS COVERAGE**

TF1+ continues to enhance its premium streaming content with a **brand-new corner dedicated to Le Figaro TV, which went live on 26 November.**

Viewers have already been watching Le Figaro TV since last summer, as one of the bundle of channels available on the platform. **Now, they can directly stream a selection of flagship content from Le Figaro TV**, such as "Le Club Le Figaro Idées", "Le Club Le Figaro Politique" and "Le Figaro La Nuit".

Everything from in-depth analysis and historical documentaries to live music and candid celebrity interviews... **In short, the best of Le Figaro TV's politics, economics, international and arts news coverage is now available 24/7 on TF1+.**

This new content offer is accessible directly from the TF1+ homepage, via a dedicated rail and corner. Streamers can now access it on smart TVs, mobiles and the internet.

### **TF1+, a new-generation free streaming service**

The new Le Figaro TV corner is part of the expansion strategy for TF1+. Our ambition is for TF1+ to become France's no.1 free aggregator, with a catalogue of 30,000 hours of content boosted by third-party content in high-added value special-interest areas such as sport (L'Équipe), music (Deezer), and arts and documentaries (Arte).

As well as being a perfect fit with the TF1 group's own news programming – from the regular lunchtime and evening news bulletins, to the "Grands Reportages" series – this new partnership also allows Le Figaro TV to tap into the TF1+ platform's powerful audience reach (up to 35 million streamers a month\*) and mass media presence across all screens.

\* Source: Médiamat / Médiamétrie 2024

**About TF1+:**

TF1+ is the go-to platform for family-friendly premium content, available free of charge 24/7 on all screens. In just a few months, TF1 has become France's leading free streaming platform, and has begun rolling out across the French-speaking world with launches in Belgium, Luxembourg and Switzerland. TF1+ gives users access to a rich offer of more than 30,000 hours of news and entertainment content. Hundreds of films and TV movies sit alongside box sets, including unmissable French drama series like *HPI* and *Cat's Eyes*, and daily soaps from France and abroad such as *Vampire Diaries*. Blockbuster entertainment brands like *The Voice*, *Koh-Lanta* and *Star Academy* are also there, in full and unedited. TF1+ is revolutionising the free streaming with innovative functionalities such as "Top Chrono" (sports highlights tailored to fit viewers' time constraints) and "Synchro" (a recommendation engine for communal viewing). Since it was launched, TF1+ has attracted an average of 35 million unique streamers a month. Users can also benefit from aggregation of attractive, complementary third-party content from Arte, L'Équipe, Le Figaro TV, Deezer and A&E Television Network.

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The logo for TF1+ is displayed in white, bold, sans-serif capital letters on a solid blue rectangular background. The letters 'T', 'F', and '1' are of equal height, while the '+' sign is slightly smaller and positioned to the right of the '1'.