

[04.09.20] **PRESS RELEASE**

TF1 GROUP IS A WINNER AT 2020 CB NEWS MEDIA AWARDS

At the 22nd CB News Media Awards ceremony, held on Wednesday at the Salle Wagram in Paris, the TF1 group carried off two awards.

The TF1 group is proud to feature among the 2020 winners of the annual awards organised by CB News in recognition of innovation by media groups and advertising sales houses. The two awards won this year were:

- **“Best strategic move by a media company”**, for the ambitious partnership with Mediapro to create the new Téléfoot channel.
- **“Best advertising sales house”** for TF1 PUB, based on votes cast by ad agencies.

For many years, the TF1 group has been at the forefront of innovation across the full range of media industry activities: editorial, digital, marketing and sales. These awards acknowledge the hard work of our teams, and mark the success of our bold strategic moves.

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