

[05.01.21] **PRESS RELEASE**

A NEW ANTENNA DESIGN FOR TF1

Launch on Wednesday, January 6

Eight years after its last change, on Tuesday, January 5, Xavier Gandon, Head of the networks of the TF1 Group, and Yoann Saillon, Artistic Director of the TF1 Group, unveiled TF1's new look, designed by Naked in collaboration with the channel.

The network's image and brands are now more premium, magnified through an immersive visual experience, Ultra High Definition (UHD & 8K), a major first in France. This new look, inspired by digital codes (slide, swipe), puts transparency at the heart of the graphic system, and is intended to be both more fluid and more dynamic. This fluidity is achieved by accelerating the movement between programs for greater continuity, transitions and integrations are facilitated.

This change of visual identity is accompanied by a more open, more aspirational, more positive, more luminous sound identity realized in collaboration with Start-Rec.

This strong evolution of its visual and sound identity upgrades TF1's overall viewing experience.

[See the clip here](#)

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