

[02.06.20] **PRESS RELEASE**

MEDIAPRO Group announces the creation of its channel in France : TELEFOOT

The new Home of French Football is based on an unprecedented partnership with TF1 Group.

As of August 2020, for the long-awaited return of the championship, French football will have its new home: the TELEFOOT channel.



MEDIAPRO Group, a new key player in French football, and TF1 Group announce the signing of an unprecedented agreement. This four-year, renewable partnership is based on three fundamental pillars:

- ✓ A brand license
- ✓ An editorial and production partnership
- ✓ A partnership of talents.

MEDIAPRO is thus giving concrete form to its innovative project of a channel entirely dedicated to football.

TELEFOOT channel will offer live and exclusive coverage of the essentials and the best of French Ligue 1 : more than 80% of matches, including the ten best matches and the Sunday evening game, a comprehensive and unique weekday and weekend offering including the major Sunday evening magazine and the insights of the greatest experts. The channel will also broadcast 8 matches of the French Ligue 2 per day.

This agreement demonstrates MEDIAPRO's ambition for the French championship and enshrines TF1 Group's know-how in covering the biggest sporting competitions and its historical attachment to French football.

A brand license for a new channel called TELEFOOT, the historic brand name of TF1's magazine

Created in 1977, Téléfoot is the longest-running football television program that viewers will find at the start of the school year every Sunday at 11 am on TF1. With an awareness rate of more than 80% among the male public, it is also one of the best known television brands. Téléfoot has already won over three generations of viewers, thanks to the quality of its interviews and reports, as well as its ability to constantly reinvent itself through new formats. The brand conveys positive and unifying values, thanks to its coverage of football news, which is fully in line with MEDIAPRO's project and editorial ambition for its new 100% football channel.

An editorial and content production partnership

This partnership is based on the know-how, high standards and passion of the MEDIAPRO and TF1 teams. Over the years, they have been able to offer quality coverage of sporting events, with recognised production and relevant analysis. It includes :

- The production of the French Ligue 1 magazine broadcasted on Sunday morning from 12 to 1 pm on the TELEFOOT channel, including images of the matches already played on the Day in question,
- The production of several "Téléfoot Vintage" which will make us relive the best moments in the history of French football,
- The broadcast of "La quotidienne - Téléfoot", the daily digital version of TF1's Sunday appointment.

A partnership of talents : Grégoire Margotton and Bixente Lizarazu commenting on 20 French Ligue 1 matches on Sunday evening, including the ten best matches of the season

A duo that has become emblematic since the 2018 World Cup in Russia won by the French team "Les Bleus", Grégoire Margotton and Bixente Lizarazu embody expertise combined with emotion. World champion, European champion, winner of the Champions League with Bayern Munich, 97 caps for the French national team, Bixente Lizarazu comments the matches with hindsight and precision. Recognized by his peers and the public as one of the best football commentators, Grégoire Margotton imposes his voice and his words as a signature. MEDIAPRO is pleased to be able to entrust the comments of the best matches in French Ligue 1 to this duo who has become a reference for football fans and the entire profession.

Jaume Roures, Chairman and Founder of the MEDIAPRO Group and Julien Bergeaud, CEO of Mediapro Sport France said : *"We are very pleased to announce the creation of TELEFOOT, the new Home of French football, 100% dedicated to football, broadcasted 7 days a week. This partnership with TF1, France's leading audiovisual channel, is the natural alliance of two groups recognized in football. Thanks to our editorial know-how and technological expertise at the cutting edge of innovation, we will offer fans a new look at football. TELEFOOT, our channel dedicated to French football, will be the must-see destination to follow everything about French Ligue 1 and Ligue 2 and to know everything about French football. »*

Gilles Pélisson, Chairman and CEO of the TF1 Group and François Pellissier, Director of Sports, added : *"We are delighted with this alliance with MEDIAPRO, an internationally recognised group in football and audiovisual production, and we are happy to support them in their launch in France. The creation of a channel entirely dedicated to football is a further illustration of TF1 Group's commitment alongside French football players to promote the values of one of the most popular sports, which is dear to the TF1 Group. This partnership is an opportunity to showcase one of our finest brands, which has been bringing audiences together for over forty years. We are also pleased to be taking part in this adventure with our best, most cutting-edge and most popular experts, including our commentator duo Grégoire Margotton and Bixente Lizarazu. This partnership is a testament to our expertise in creating high value-added sports content. »*

ABOUT THE MEDIAPRO GROUP

MEDIAPRO Group, which recorded revenues of €1.9 billion in 2019, operates a fleet of more than 88 mobile broadcasting units in high definition and 4K, and produces live coverage of more than 12,000 events worldwide each year. MEDIAPRO is a leading content creation and production group. The Mediapro Studio creates projects (34 projects are in progress) for HBO, Netflix, Amazon Prime Video, Turner, DirectTV, Movistar, FOX, Viacom or Televisa, in collaboration with creators such as Paolo Sorrentino, Woody Allen, Patricio Guzman, Iván Escobar, Diego San José, Àlex Pastor, David Pastor, Manuel Hueriga, Jean Jacques Annaud, Gastón Duprat or Mariano Cohn among others. The Group is also involved in the production of 16 national football leagues around the world, in addition to sporting events for UEFA and FIFA. MEDIAPRO is the official producer of the Spanish La Liga and its international rights sales agency. It manages the rights of the league and the Canadian Cup until 2028 and the rights of federations such as Chile, El Salvador, Guatemala, Honduras or Paraguay. The group produces more than 15 television channels around the world, including several specialty sports channels. UBEAT is a multi-platform eSports and Entertainment platform that distributes competitions (LVP and 55 others) as well as new entertainment formats for new audiences. It is a leading platform in Spanish with 3 million views and more than 1.3 million unique users.

ABOUT THE TF1 GROUP

The TF1 Group is a global player in the production, broadcasting and distribution of content. Our ambition is to use our content to positively inspire society. Our operations are structured into four complementary divisions:

- . Broadcast with 5 free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), 4 theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), 3 on-demand content platforms (MYTF1, MYTF1VOD, TFOU MAX), and the TF1 PUB advertising airtime sales house.
- . Production via Newen, home to 9 studios in France and around the world.

. Digital via Unify, home to our web native activities and to high-powered digital communities including aufeminin, Marmiton, Doctissimo and My Little Paris.
. Music via Muzeek One, home to our music and live shows business.
The TF1 Group has operations in 10 countries and nearly 3,200 employees, and generated revenue of 2,337 M€ in 2019 (Euronext Paris : ISIN FR0000054900).

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