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## PRESS RELEASE

# TF1 MEDIA LAB INVITES APPLICATIONS FOR SEASON 6 OF ITS ACCELERATOR PROGRAM AT STATION F



At the TF1 group, we are continuing to engage with the next generation of entrepreneurs through our open innovation vehicles: our One Innovation investment fund, and our accelerator program that has already supported over fifty start-ups.

Our Innovation Department, which has been on site at the Station F innovation hub in Paris since 2018, has used TF1 Media Lab to build a fertile accelerator model: 95% of our start-ups have moved on to operational collaborations with TF1, and over half are now recurring service-providers to one or more of our businesses.

Now, for the first time, TF1 Media Lab is inviting applications from start-ups to join Season 6, our next intake at Station F, in January 2021. A key feature of our program is the strong level of support provided by specialist sponsors from within the TF1 group (TF1, Unify and Newen), giving entrepreneurs access to the strategic expertise and environment needed to experiment and to industrialise their services.

**From 21 September to 18 October 2020**, start-ups can apply online at: <http://startup-link.fr/tf1>

The TF1 group is looking for applications from start-ups offering solutions aimed at the media industry, and in particular solutions that address the following issues:

### **AI/DATA**

Our Media Lab is looking for IA/DATA solutions applicable to the media industry. We are open to any solution that applies to any part of our business. This could include data processing (analysis, prediction, targeting, monetisation); media processing (such as automated multi-lingual subtitling and gender balance metrics); support for creative processes (such as automating selected steps in animation); or news sourcing and processing. We are also looking for blockchain-based solutions, for example to measure exposure and consumption of our content on online platforms.

### **MARKETING AND USER EXPERIENCE**

We are particularly interested in technologies that can help us understand and further enhance the user experience. This applies to all our services, from our MyTF1 and TFOU MAX online platforms to those run by Unify (like Aufeminin, Marmiton, Doctissimo and Studio71 France) and our news services. We are also open to Growth Hacking solutions to help us attract new users and cement audience loyalty for big events, further consolidating the go-to status of our platforms.

### **ADTECH AND MONETISATION**

Ad performance optimisation is a key issue for us, along with any other new form of monetisation. To help underpin the rise of segmented TV, we are particularly keen to hear from start-ups with innovative solutions (in areas like Dynamic Creative Optimization) or performance-boosting technology (such as using Open Data to deliver enhanced ad offer segmentation). We're also very interested in technologies around Live Shopping and Social Shopping.

### **TECHFORGOOD**

The TF1 group is a champion of corporate social and environmental responsibility. That's why our Media Lab is interested in solutions that will help us attain sustainability goals, such as reducing media industry carbon emissions, or responsible advertising.

### **TF1 MEDIA LAB AT STATION F**

The TF1 group has a dedicated workspace at the Station F campus for start-ups offering innovative solutions and services that dovetail with new trends in the media industry and in our businesses.

Start-ups accepted onto the program enjoy six months' free access to:

- **Committed operational sponsors to help deliver project success**, with technical experts on hand so that solutions can be tested, integrated and industrialised
- **Coaching from Roland Berger Digital Ventures**, supporting start-ups through development challenges including business strategy, funding and product roadmaps
- **On-site workspace at Station F** including access to technical resources, data, and opportunities for networking with TF1 group customers and partners

### **TF1 GROUP – CORPORATE COMMUNICATIONS**

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