

[02.04.20] **PRESS RELEASE**

TF1 GROUP MOBILISES TO SUPPORT THE PEOPLE OF FRANCE AND SHOWCASE EVERYDAY HEROES

With the nation in lockdown, it's more important than ever to maintain social cohesion and mutual support. As a media group, our mission to inform is critical, and our mission to continue to entertain is indispensable.

Now more than ever we need to provide our fellow-citizens with **high-quality, fact-checked, practical and educational news coverage**, thanks in particular to our editorial and technical teams, who are on the front line covering this **unprecedented crisis**.

In parallel, we are adapting our schedules daily to reflect changing circumstances, so that we can **offer interludes of high-quality entertainment and escapist family viewing**. The same applies to our online content.

The TF1 group's priorities today are to inform people about the evolving health crisis, support the amazing efforts of key workers, warn about risks, raise awareness about social distancing, **encourage mutual support and share positive vibes**.



Spotlight on charities:

In solidarity with hospitals, care homes, patients and their families, we are working alongside charities to broaden access to ad slots for good causes. All of our channels carry daily awareness ads and appeals for donations to:

- Fondation de France (in association with the Institut Pasteur and the Paris Hospitals Trust)
- The French Red Cross
- The campaign against child abuse, led by the Ministry for Social Affairs

In parallel, we are supporting the Paris and French Hospitals Foundations through a unique initiative. TF1 Factory has produced, free of charge, a video appeal for donations that is being rolled out on a massive scale across all media:

- **On TV**, with appeals broadcast in TF1 and LCI news bulletins, and across all of our channels (TF1, TMC, TFX, TF1 Séries Films, LCI, TV Breizh, Ushuaïa TV and Histoire TV).
- **Online**, with repeats of the TV ad and banners appealing for donations on MYTF1 and LCI.fr, backed up by articles on LCI.fr.
- **On social networks**, with repeats of the TV ad and daily posts from the #TheVoiceALaMaison fund-raiser.



Supporting everyday heroes and encouraging mutual support:

- **Listening to the people of France in *Sept à Huit, la quotidienne***: every Monday to Friday, Harry Roselmack anchors *Sept à huit, la quotidienne*, a new current affairs show featuring original reportage. Teams of reporters are out and about listening to people – especially front-line health workers – as they share their life experiences, challenges and initiatives in this extraordinary situation.
- **Slices of life in #13hMaison**: The lunchtime news bulletin is offering viewers the chance to share scenes and anecdotes from their daily life by uploading funny, moving, astonishing or touching clips or images to a dedicated e-mail address (13hmaison@tf1.fr). Many of them are later posted on LCI.fr and social networks, and Jean-Pierre Pernaut's team selects a few to be screened at the end of the TF1 lunchtime news bulletin.
- **Sharing experiences with the "My New Life" strand on the evening news bulletin**: Gilles Bouleau's evening news bulletin now includes a new strand: *Ma nouvelle vie* (My New Life).

Fifteen people from all parts of France share their experiences of daily life under the pandemic and lockdown. They talk about work and home life, their activities and how they are helping others, keeping a daily video diary of their experiences and staying in constant touch with the TF1 editorial team.

Giving clear answers to the questions people are asking:

- Launch of a chatbot in association with Doctissimo on LCI.fr:** LCI has put a virtual assistant online to answer questions people are asking during the crisis. Developed by TF1 group editorial teams with expert advice from A&E doctor and TF1/LCI health expert Dr G erald Kiezerk, alongside teams from Doctissimo.fr and French start-up Clustaar, the chatbot is available free of charge 24/7 on lci.fr. It aims to provide real-time answers to people’s questions about the crisis, and to combat fake news.
- LCI lets the viewers speak, with Christophe Beaugrand:** From Monday 30 March to Friday 17 April, Christophe Beaugrand will be at the helm of *LCI vous donne la parole*, supporting viewers day by day through this unprecedented crisis. Combining the serious and the good-humoured, the show aims to inform people about the crisis as it develops, provide answers and practical solutions to cope with lockdown, and shine a light on solidarity campaigns both on the ground and on social networks.



Sharing positive vibes:

Our social networks are mobilising too, with advice on social distancing and the need to stay at home, and sharing positive vibes across the online community. Presenters and comedians are sharing daily motivational messages, especially for frontline health workers and everyone who is helping to keep daily life going, while encouraging internet users to stay at home. Not forgetting tips and anecdotes to make self-isolation fun, including video challenges like the *Danse avec les Stars* challenge (#DALS), with stars from the TV show leading online group choreography sessions! All these messages are spread widely across the TF1 group's social networks.

Marmiton is encouraging people to share their favourite recipes with the #EnsembleEnCuisine campaign, including recipes kids can help with, 100% home-cooking recipes, and feel-good food. Marmiton also offers a daily live feed hosted by a chef, showing viewers an original, easy-to-cook recipe. All that's needed to carry on eating well – without putting on weight – even in lockdown!

Aufeminin also has a special section on its website with a host of articles to optimise self-isolation: things to do with your kids, DIY tips, health tips, fitness advice ... Aufeminin is mobilising to share positive vibes!

TF1 Publicité

Contacts:

Jonathan Moysan, Head of Communication – jmoysan@tf1.fr

Sophie Danis, Director of Communication – sdanis@tf1.fr