



## Formula 1® and TF1 agree three year free-to-air broadcast deal

Boulogne, September 13, 2017 - Formula 1®, the pinnacle of motorsport, has today agreed a multi-year media deal with TF1 for the right to broadcast several key Grand Prix races and full highlights throughout the season from next year.

The agreement will commence at the beginning of the 2018 championship and TF1 will show four Formula 1 Grand Prix races free-to-air in their entirety.

The French Grand Prix is making a return to the Formula 1 calendar next year and this will be covered live as part of the arrangement, as well as the Formula 1 Grand Prix De Monaco 2017.

Two additional races that have yet to be confirmed will also form part of the broadcast deal.

Formula 1 coverage will be shown across TF1 Group's portfolio of channels and programmes, including weekly car television show "Automoto" on, hosted by Denis Brogniart, "Rendez-vous Sport", on hosted by Grégoire Margotton, as well as on the news bulletins of TF1 and LCI.

### **Gilles Pélisson, Chairman and CEO, TF1 said:**

"This agreement marks the return of Formula 1 to free-on-air on the TF1 TV channel, a long-standing partner of the sport, and forms part of our strategy to broadcast top-notch international sporting events.

"The whole group will mobilise to ensure that Formula 1 gets the largest exposure. We will be very happy to offer the sport to our audience possible at a time when our country will once again play host to a Grand Prix race on the legendary Le Castellet circuit.

"This partnership highlights the TF1 group's unique ability to turn these Grand Prix races into major events able to reach the widest audience possible.

### **Ian Holmes, Director of Media Rights, Formula 1 said:**

"I am delighted to see Formula 1 return to TF1 who, along with the broadcast arrangements we already have in place in France, will significantly help to further elevate the sport in the market.

"'Automoto' is a very well established and popular show. That, combined with TF1's widely recognised reputation of broadcasting the biggest events in France provides a great platform for us moving forward as we continually endeavour to evolve the Formula 1 World Championship and its broadcast coverage around the world."

## About Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2017 FIA Formula One World Championship™ runs from March to November and spans 20 races in 20 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

Formula 1 is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, BATRA, BATRK, FWONA, FWONK) attributed to the Formula One Group tracking stock.

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## About TF1 group

TF1 is the **leading private-sector free-to-air broadcaster** in France. It broadcasts five complementary free-to-air channels (TF1, TMC, NT1, HD1 and LCI)(3), which together had an average 32.1% share of the key “women under 50 purchasing decision-makers” target audience in 2016.

This positioning is strengthened by the Group’s constant adaptation to new ways of consuming content. So TF1 is adding a high-powered **digital dimension** to its channels. It is also offering exclusive digital content and video-on-demand in order to reach all audiences on all platforms.

The Group screens the following high-quality **theme channels** on pay-TV to meet special interest demand: TV Breizh, Histoire, Ushuaïa and Serieclub (50% holding).

TF1’s **sales house** offers advertisers the combined benefits of access to its massmarket television channels and to personal digital media. It also sells advertising space on independent radio stations and numerous websites.

In conjunction with its core business, the TF1 group is present in the **production and distribution of content** relating to its own channels. The main aim of taking a majority stake in Newen was to accelerate the international expansion of production and distribution.

Finally, the TF1 group has created a large range of **complementary businesses** in key areas such as home shopping, licences, board games, music and entertainment production, etc.

As a media group, TF1 is aware of its responsibilities and is engaged in **high-quality dialogue with all its stakeholders** in order to enhance transparency and continually improve its practices.

*(1) LCI has been free-to-air since 5 April 2016.*

*(2) Médiamétrie – Target: women under 50 purchasing decision-makers (W<50PDM).*

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