

[30.11.21] **PRESS RELEASE**

LAUNCH OF MYTF1 MAX

The TF1 group is launching MYTF1 MAX, the first ad-free extended catch-up offer available on PCs, mobiles and tablets, and on TV sets via the cast function.

In an innovative addition to its range of online services, the TF1 group is now offering internet users a choice between the free **MYTF1** service (25 million log-ins), which is funded by advertising and carries catch-up programmes plus live TV feeds and AVOD, and the new **MYTF1 MAX** platform.

MYTF1 MAX gives consumers direct access to TF1 group channels plus thousands of hours of ad-free catch-up programmes in superior quality (HD), giving an enhanced viewing experience – including through TV sets, via the cast function.

Consumers can subscribe to the new service for €2.99 a month (including VAT) for the first year, and thereafter for €3.99 per month (including VAT).

About the TF1 group

The TF1 group is a global player in the production, publication and distribution of content. Our ambition is to use our content to positively inspire society. Our operations comprise:

- 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, TFOU MAX and Salto), and the TF1 Pub advertising airtime sales house.
- Production via Newen, home to more than 30 labels in France and around the world.
- Digital via our web natives activities and high-powered digital communities including Aufeminin, Marmiton, Doctissimo and Little Paris.
- Music and live shows.

The TF1 group has operations in around 10 countries and nearly 3,700 employees, and generated revenue of €2,081.7m in 2020. (Euronext Paris : ISIN FR000054900).

www.groupe-tf1.fr

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