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TF1 signs a partnership with five operators to broadcast the TF1 3D channel



For the 2010 FIFA World Cup starting on 11 June in South Africa, TF1 has signed an agreement with Bouygues Telecom (1), Canalsat, Fransat, Free and Orange to broadcast the TF1 3D channel.

The events-based 3D channel will be available to partner operator subscribers (2), who will be able to watch five matches in exclusive live broadcasts on TF1 3D. These will include the opening match between South Africa and Mexico, the best semi-final encounter, and the final, together with the highest-profile matches in the round of 16 and quarterfinals.

The simultaneous live broadcasts on TF1 3D on the fibre, satellite and ADSL networks in partnership with these operators constitute a world first.



(1) Bouygues Telecom will broadcast the semi-final on July 7th to FTTH Bbox customers already selected within the framework of a pre-commercial phase.

(2) TF1 3D may be received on all the latest-generation routers of the HD operators installed at subscribers' homes.

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