

Boulogne, 28 January 2020

TF1 THE HIGHEST-RANKED FRENCH BRAND IN THE TOP 50 BEST CONNECTED BRANDS IN FRANCE¹

In the 2019 BAV TOP 50 awards for France’s most powerful and connected brands, announced on Thursday 23 January 2020, TF1 was the highest-ranked French brand.

The TF1 group is very proud of its flagship channel TF1’s excellent position in the rankings: further proof of the channel’s very strong bond with its public, born of an in-depth knowledge of audiences and an ability to listen to them, understand them, and respond to their expectations.



For more than 30 years the TF1 group has been at the heart of French life. Every day its TF1 channel reaches over 25 million people in France. Its digital offshoot MYTF1 attracts 23 million users, and the TF1 brand alone brings together 35 million subscribers² on social networks.

TF1 speaks to everyone, creating shared, talked-about moments. Audiences and engaged communities enjoy unique experiences around a varied content offer, available in all consumer universes. The TF1 channel is a must-watch space where social cohesion happens.

The BAV Consulting survey, undertaken with the VMLY&R agency internationally for the last 25 years, evaluates the power of brands and their ability to connect with their public. The objective is to interpret how brands intervene in our lives, the impact we have on them, and they on us.

The reason TF1 stands out as the most powerful and connected French brand is its ability to create events and assemble mass audiences for big ticket occasions, while maintaining a privileged personal relationship with its public. Our ambition is to go on feeding and strengthening this relationship, uniting our channels, platforms and sites with their audiences.

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¹ BAV survey of 1200 brands involving a panel of 12,000 French people (May-July 2019 - Kantar), based on a representative sample of the French population.

² Aggregate number of subscribers as at 31 December 2019 on Facebook, Instagram, Twitter on the TF1 channel pages, its MYTF1 platform and its programme brands.