

[17.12.21] **PRESS RELEASE**

TF1 PUB AND SFR SIGN A PARTNERSHIP ON SEGMENTED TV

One year after the first agreements with Orange and then Bouygues Telecom, TF1 PUB has announced the signing of a new partnership on segmented TV with SFR.

Drawing on SFR's technological know-how, TF1 PUB will offer advertisers targeted linear TV advertising to households equipped with an SFR box, subject to their consent and the technical eligibility of their box, from the beginning of 2022.

From now on, advertisers will be able to combine the quality and power of the TF1 group's channel content with the precision and granularity of digital targeting to send SFR, Orange and Bouygues Telecom TV subscribers (i.e. more than 11 million individuals and 18% of French households) relevant and appropriate advertising, in compliance with personal data regulations.

This new opportunity will allow advertisers to reinforce the effectiveness of their TV campaigns on data segmentation issues ranging from geolocation to specific household typologies, including data on small TV consumers, and at the same time to give access to the TV medium to many SMEs and SMIs.

In 2021, the TF1 group's advertising department ran more than 150 segmented advertising campaigns. One year after its deployment, segmented TV is winning over the entire advertising market and is continuing to grow with the gradual increase in available inventory (opening up of prime time, possibility of landing several spots on the same screen) and the development of new purchasing methods such as programmatic.

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

CONTACTS TF1 GROUP

Maylis CARCABAL: + 33 (0) 6 63 59 87 05 - mcarcabal@tf1.fr

Sophie DANIS: + 33 (0)6 22 47 56 52 - sdanis@tf1.fr

Jonathan MOYSAN: + 33(0) 6 67 83 46 44 - jmoysan@tf1.fr