

Boulogne-Billancourt, Thursday September 4, 2014

2015 CB News Grand Prix des Médias awards

The TF1 group received a number of distinctions at the 17th CB News Grand Prix des Médias ceremony, picking up six awards (*) including Best TV Channel for TF1 and Best Advertising Agency for TF1 Publicité. The prizes reward the editorial and digital strategies rolled out by TF1 broadcasting, the editorial choices of the news team and the initiatives of the advertising agency.

Commenting, Nonce Paolini, Chairman and CEO of the TF1 group, said: *"I am delighted by this further professional recognition after obtaining the 2014 CB News Grand Prix des Médias award. I would like to applaud the work of all the broadcasting, news and advertising agency teams, who continue to innovate while successfully addressing day-to-day challenges."*

(*) The TF1 group won the following awards this year:

- Best TV Channel: TF1
- Best Advertising Agency: TF1 Publicité
- Best Entertainment/Non-scripted Programme: L'Emprise (French drama)
- Best TV News/Documentary Programme: Le Petit JT (LCI) presented by Benjamin Cruard
- Best Editorial or Journalistic Achievement: the "Kobane" story by Patrick Fandio and Morgan Doux
- Best Social Media Strategy: Clem (French drama)

CONTACTS