

Boulogne-Billancourt, september 18, 2015



## TF1 and Epitech announce the “Prépa” preparatory program

As part of its innovative approach to start-ups and young entrepreneurs, TF1 has formed a partnership with [Epitech](#), the Paris graduate school of digital innovation **renowned for its disruptive pedagogy. The objective of this guidance and education program is to help students nurture and develop projects, thereby being present at the very genesis of their ideas.** This initiative supplements that begun by Bouygues SA in 2014, the incubation of Le Spot Bouygues\* on the school’s Paris-Sud technology campus.

**On September 24, 2015, this partnership forged between TF1’s Innovation Division and Epitech will introduce a “Prépa”, a preparatory program to support the entrepreneurial projects from Epitech’s fifth-year students relating to TF1’s business sectors, thereby cocreating the television of tomorrow.**

### TF1 hosts and guides the entrepreneurs of the future

Following a call for applications scheduled for **September 24-October 23, 2015, the TF1 Innovation Division will select the best entrepreneurial ideas** from among the submissions. It will then host, at its own facilities, **five teams of two to four Epitech students for a 12-month period**, the time designated for the *Prépa*, which will take the place of the fifth-year internship.

The future entrepreneurs will be assisted by TF1 Group teams, who will lend their guidance and expertise in a number of domains, including marketing, design, finance, legal, and coaching. **The TF1 Group intends to pinpoint budding entrepreneurs** from the moment they emerge, while fast-tracking their innovations and advancement.

For Epitech, this partnership with France’s leading television channel is a natural extension of the school’s broader mission of **catalyzing the emergence of entrepreneurial vocations among its students, as done through the [Epitech Innovative Project](#).**

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“This partnership with the TF1 Group dovetails perfectly with the school’s strategy of encouraging and supporting our students’ entrepreneurial ambitions. It also provides new perspectives for the fruitful partnership we established with Bouygues a year and a half ago,” states Epitech Director Emmanuel Carli.

Olivier Abecassis, General Manager of eTF1, adds, “Following the partnership we formed with Paris&Co to promote start-up incubation, our work with Epitech is a way for us to establish ties with the younger entrepreneurial generations, a chance to collaborate on developing products related to the TF1 Group’s business domains. We’re delighted to be joining forces with Epitech to discover the entrepreneurs of tomorrow.”

*\*Le Spot Bouygues, overseen by Lionel Laské, Director of Innovation at C2S (the Bouygues IT services subsidiary)*

#### **About Epitech**

Epitech is recognized as one of the leading educational institutions for transforming a passion for computer science into expertise, opening doors to high-potential employment opportunities (100% of students find employment after graduation). This specialized training, much sought-after by companies, is based on an innovative model focusing on three qualities that are increasingly required in the workplace: adaptability, self-development, and a sense of project management. The school has facilities in twelve French cities.

[www.epitech.eu](http://www.epitech.eu)

#### **About TF1:**

TF1 is an integrated communications group with the mission of providing information and entertainment. In addition to operating France’s leading free television channel, the TF1 Group produces a range of content tailored to all media platforms. TF1 is the leading private audiovisual group in the freeview market in France. It controls four complementary, free channels (TF1, TMC, NT1, and HD1) having an average combined audience share in 2014 of 28.7%. This leadership position is bolstered by the Group’s ability to keep pace with the new content-consumption modes adopted by television viewers. To remain cutting-edge, TF1 has developed powerful digital options for its television programming to reach all audiences across all platforms, whether fixed or mobile. The TF1 Group draws more Internet users to its MYTF1 online video platform than any other entity on the French television market. The Group also operates high-quality, specialized pay-TV channels, including LCI, TV Breizh, Histoire, and Ushuaïa, to satisfy viewers’ more specific needs. This top-flight offer means the TF1 Advertising Department can give advertisers the option of combining the broad audiences of its television channels with the advantages of personal digital media. It also markets advertising space on Metronews, the Indés Radios stations, various television channels outside the TF1 Group, and a number of websites. More broadly, the Group’s business activities span the entire audiovisual value chain, from broadcasting and film production to DVD launches, on-demand video, and music CDs. The TF1 Group has also generated a broad range of spin-off activities from its main channel, such as home shopping, licensing, and stage productions. Lastly, the Group believes that a commitment to corporate social responsibility gives it a competitive edge: Its CSR initiatives arise from, and are driven by, dialogue with stakeholders, ensuring the actions have lasting impact and inspire public trust.

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