



STUDIO71 TO LAUNCH IN FRANCE IN SEPTEMBER

“LOLYWOOD” COLLECTIVE JOINS STUDIO 71

Studio71 France is to launch in September as part of the pan-European alliance between the TF1 group and the ProSiebenSat.1 group around Studio71, the no.3 MCN worldwide.

The launch of Studio71 France, which will draw substantially on the content of Finder Studios, marks a step change in the TF1 group’s drive to enhance the premium digital content offering across all of its platforms.

Studio71 France’s ambition is to offer unique, powerful web/TV synergies to brands and creative talents, allowing them to permeate the entire TF1 group ecosystem while achieving international exposure thanks to Studio71’s presence in multiple territories.

Studio71’s brand-safe premium content will bolster TF1 Publicité’s position as the leading content market place, and help it offer innovative packages and solutions to advertisers.

Studio 71 France: a unique proposition

Studio71 will offer access to a rich and diverse seam of content of more than 400 million video views, bringing together under a single banner the premium output of three entities:

- **Studio 71:** already 60 million video views per month in France
- **Finder Studios:** 250 million video views per month
- **Channels carrying the TF1 group’s flagship brands** on YouTube: 80 million video views per month

Studio71’s ambition is to conquer the digital content production market in four key verticals with high audience and engagement potential:

- **Humour/Comedy**
- **Beauty/Lifestyle**
- **Gaming/E-sport**
- **Food/Cooking**

Powerful web/TV synergies already attracting the brightest talent

The “Lollywood” collective, which has achieved a very high profile in France, will join the Studio71 comedy/humour talent roster in September 2017.

Founded by Ugo Marchand, Manu and Choopa, Lollywood ranks no.4 in monthly comedy audience ratings on YouTube with 226 million video views and 1.6 million subscribers. Lollywood is behind the most-watched video of 2016: a spoof of the anthem for the Euro 2016 football tournament, with over 10 million views. More recently, their spoof of the French presidential debates attracted more than 4 million views. Their unique brand of humour will be broadcast on the NT1 TV channel as well as on web platforms.

Olivier Abecassis – Vice President Innovation & Digital, TF1 group: *“With the launch of Studio71 in France, the TF1 group is adding a new dimension to its premium digital content offer for younger audiences on web platforms. Studio71 France has what it takes to become a leading digital content creator on an international scale, and a benchmark player for web creatives.”*

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