ANNE DIDIER JOINS TF1 GROUP AS ARTISTIC DIRECTOR FRENCH DRAMA

With effect from 4 September, Anne DIDIER is appointed as Artistic Director French Drama for TF1 group; she will report to Fabrice BAILLY, TF1 group Head of Programmes and Acquisitions. She will succeed Anne VIAU, who is leaving the Group.

Anne DIDIER will be responsible for developing and implementing our French drama policy, which forms part of our broader editorial strategy focused on family-friendly event TV franchises and series.

TF1 group is resolutely committed to a rich, diverse editorial strategy appealing across all audiences, and to a policy of co-productions with international platforms to deliver world-class French series.

To that end, Anne will be tasked with:
- launching new heroines and heroes that reflect society, alongside movies and series with stellar cast-lists;
- maintaining and enhancing the diversity of genres and formats broadcast on TF1;
- continuing to develop and strengthen our daily soap offer; and
- appealing to all generations.

Fabrice BAILLY, TF1 group Head of Programmes and Acquisitions: *"I am delighted to welcome Anne DIDIER to our Programming department. Anne has the full skillset needed to deliver in her new role. Her experience and her perfect understanding of the creative ecosystem stand her in good stead. Anne can rely on the support of a talented team of colleagues. I wish her every success in her new role.*
I would like to thank Anne VIAU warmly for her artistic contribution over the last five years at the helm of the Drama department. Anne was behind some phenomenal successes including Balthazar, HPI and Les Combattantes. She also brought our second daily soap to the screen and championed the development of successful social-issue dramas such as Champion, Toulouse Lautrec and Les Randonneuses. I wish her every success in her future projects."

Anne DIDIER:

Anne Didier is a graduate of EM Grenoble business school and holder of a Masters in Broadcasting Administration (Paris I), and an alumna of the Cours Florent drama school. After starting her career in the luxury goods sector with (LVMH/Loewe), in 2000 Anne joined France Télévisions where she worked successively in advertising (France Télévisions Publicité), then programme buying, and finally in the Artistic Management team at the France 2 channel. From 2012, she served as a programme advisor to the France 3 drama department, and then as Deputy Director of Drama at France Télévisions. Since 2022, she has been Acting Director of Drama at France Télévisions.

About TF1 group:

TF1 group is a major player in the production, publication and distribution of content.
Our raison d'être: to positively inspire society.
Our operations are split between two divisions:
The **Media division** is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), our on-demand content platforms (MYTF1, TFOU MAX), and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One.
The **Production division**, with Newen Studios, is home to more than 50 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms.
The TF1 group has operations in around 10 countries, and employed 2,810 people as of 31 December 2022. In 2022, the Group generated revenue of €2,508m (Euronext Paris, compartment A: ISIN FR0000054900).

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