

[04.10.24] **PRESS RELEASE**

## **TF1+ BECOMES THE FIRST FULL-FUNNEL DIGITAL MARKETING PLATFORM FOR BRANDS**



After the successful launch of TF1+ at the start of this year, TF1 group is taking its digital acceleration strategy to the next level with the unveiling of our advertising roadmap for the streaming space. Our ambition is clear: **to be the go-to full-funnel marketing platform**, accompanying brands through their entire digital strategy.

### **TF1+: world-class innovation in advertising**

TF1+ has already established itself as a top-notch alternative ad platform in the digital space, on the back of a unique proposition: ultra premium content with high mass audience recognition, very powerful reach via TV screens, plus ad inventory and data on a competitive scale.

In this era of digital marketing, advertisers are adopting ever more sophisticated strategies aimed at creating brand interactions throughout the consumer lifetime value. That's why TF1 group is looking to take full advantage of the plasticity of digital to make TF1+ the first full-funnel marketing platform, working on brand awareness and image as well as conversion.

So TF1 PUB, our in-house ad sales agency, is rolling out the first-ever full-service suite of integrated ad solutions backed by innovative tech.

### **The very first platform designed to address advertisers' every need in the digital era.**

- **Premium display formats** like **Cover+** (exclusive embedding on the video player homepage) and **In-Content Banner** (embedding in recommended content feeds), massively boosting

brand recognition right from the home page and on through browser pages, across all screens.

- **New personalised content engines** with no restriction on integration or viewing time; for example, our **Collection** offer reinforces brand image by putting the brand centre stage and recommending content aligned on the brand's universe and values.
- **A range of Playable Ad formats** that gamify the ad experience, to encourage engagement with our partner brands and interaction with streamers.
- **Shoppable Ad formats** giving streamers a click-to-buy option that amplifies conversion without interrupting their TF1+ viewing experience.

These new products, due to be launched from the first quarter of 2025, will provide brands with every opportunity to reach engaged audiences in a brandsafe, premium environment - while also generating concrete outcomes thanks to data-driven and tech-driven solutions.

#### **Data: TF1's "Graph:ID" initiative, and an exclusive partnership with Habu (LiveRamp)**

TF1+ is now adopting a 100% data-driven approach, using cutting-edge tech to stratify audiences with ever greater granularity and make ad campaigns even more effective. This all starts with a major new innovation, developed by the TF1 Datech hub in association with Snowflake, and called **Graph:ID**.

**Due to launch in January 2025, Graph:ID is the new single access point** to information about users of TF1+, TF1 Info and TF1 PUB. It will be enhanced with data from around twenty partners in retail and data spheres including Infinity Advertising, Unlimitail and Cdiscount. Overall, that represents around 25 million stratified user profiles on TF1+, 100 activation criteria, and unrivalled targeting granularity with 1,200 data segments (including over 500 in retail). A key benefit for advertisers is the ability to use Graph:ID at every stage of their campaigns, and to obtain very sophisticated insights to significantly optimise campaign impacts.

TF1 group will also **partner the launch of Habu (LiveRamp) in France**, under an exclusive one-year deal. This data collaboration platform is inter-operable with all the clean rooms available in the advertising market and will offer a streamlined, enhanced customer experience.

Finally, accessibility to 98% of DSPs (Demand Side Platforms) means that from 2025 TF1+ can offer maximum buyability and a full scope programmatic offer across all formats, in association with some of the world's leading tech partners like FreeWheel and Magnite.

#### **Enhanced campaign performance reports**

TF1+ is also upscaling its value proposition for brands with enhanced campaign performance reports, featuring new KPIs to measure and optimise ROI in real time and accessible using a single integrated dashboard through Graph:ID:

- **De-duplicated coverage** across 4-screen streaming, to measure reach as accurately as possible and control capping.
- **Co-viewing**, going beyond standard criteria (such as completion) and giving the option to monitor additional contacts co-viewing on a TV screen.

- **Systematic attention measurement** in partnership with xpln.ai.
- **Systematic carbon reporting** for ad campaigns.

**Rodolphe Belmer, TF1 group Chairman & CEO, says:** *"We launched TF1+ in January with high editorial and tech ambitions, and the launch has been a real success. The rollout of the platform is ongoing, driven by our third-party content aggregation strategy and our expansion of distribution across the French-speaking world. Our ambition now is to make TF1+ the no.1 digital marketing platform. What we bring is massive reach across TV screens, data at scale, and now a full suite of integrated ad solutions and innovative technology. We conceived TF1+ as being the first platform to make full use of tech, data, and the plasticity of digital to embrace the entire consumer lifetime value, so that brands can successfully deploy their digital strategies. We're excited to be launching this innovation here in France, and to make the French market a global pioneer".*

### **TF1+, a whole new streaming experience**

- 25,000 hours of family-friendly premium content, available free of charge 24/7.
- A new streaming experience with a host of innovative, personalised functionalities: Synchro, the first-ever recommendation engine for viewing as a family or among friends; and Top Chrono, which offers tailored match highlights.
- 33 million monthly streamers.
- More than 800 million hours viewed since January 2024.
- Revenue of €65 million in the first half of 2024, up 40.4% year-on-year.

#### **TF1 GROUP**

**Maylis Çarçabal** – Executive Vice President, Communication & Brands  
[mcarcabal@tf1.fr](mailto:mcarcabal@tf1.fr) – +33 (0)6 63 59 87 05

**Sophie Danis** – Head of Communication – Programmes, Business & CSR  
[sdanis@tf1.fr](mailto:sdanis@tf1.fr) – +33 (0)6 22 47 56 52