



The French most powerful domestic TV channel

MARKET OVERVIEW:

TF1 is the most powerful national terrestrial French TV channel, controlled by TF1 Group, whose major share-holder is Bouygues. TF1's average market share of 24% makes it the most popular domestic network.

TF1 originally stood for Télévision Française 1 (French Television 1). Since its privatisation in 1987, the abbreviation is no longer expanded, so as to avoid confusion with the government-owned channel France Télévisions. The channel is part of the TF1 Group of mass media companies, which also includes the news channel LCI and Eurosport, the largest European sports network.

Audience share +4 yo : 21.4% (2015)

TF1 : A CLEAR GRID BUILT ON STRONG CONTENTS AND PROGRAMS LINKED WITH COMMON USES.

REFERENT

Contents of all kinds

Offer programs that gather, are like us and create emotion

ANCHORAGE

Settled Brands

Know both how to create and settle brands and heroes

READABILITY

A clear grid built on a strategy of rendez vous

Comedy - Monday
Series/Sport - Tuesday/Wednesday
Detective - Thursday
Entertainment - Friday / Saturday
Movies - Sunday

ACCESSIBILITY

Everywhere, everytime

A wide catch up with a multi-screen distribution

ADVERTISING RATES 2017:

Please contact us for all details

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

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