



Deadline for entries: 15 February 2010

TF1 Publicité Category: "New advertising Formats"

TF1 Publicité is looking for new advertising formats and/or cross media techniques to complement TV campaigns (TV commercials, billboards or short form programs) in order to maximize the efficiency of traditional TV advertising methods.

THE BRIEF

TF1 Publicité, the media sales house of the TF1 Network, is a benchmark for communications solutions via its powerful and widely varied range of advertising platforms.

TF1 Publicité is looking for new advertising formats and/or cross media techniques to complement TV campaigns (TV commercials, billboards or short form programs) in order to maximize the efficiency of the traditional TV advertising methods.

Based on the use of digital media (Internet, IPTV, Mobile, or Interactive TV) these innovative formats or techniques could work prior, during/with and/or after the main TV campaign. They should demonstrate a capacity to strongly impact and engage the audiences of the TV channel further, to increase the results of the TV campaign.

They should capitalize on the potential of each media while reinforcing and complementing the big screen and be applicable across a large number of advertisers and brands for a reasonable production cost.

SELECTION CRITERIA

- Capacity to bring additional value to advertisers/brands and to the Media sales house
- High Level of creativity and innovation
- Efficient and easy to measure

- Adaptable to a multitude of advertisers and brands
- Cost effective

SPECIFIC TERMS AND CONDITIONS

A jury composed of TF1 Publicité representatives will choose 2 finalists from among all the applicants. The finalists will be invited to pitch their idea live at MIPTV during the public sessions as part of the official MIPTV conference Program on April 14th, 2010. Each finalist will receive from TF1 €2,500 for creating their presentation, payable one month after MIPTV. After the finalists' presentations at MIPTV, the jury will choose the winner who will be announced during the Zapping Show -Content 360 Award Ceremony- the same day. During a period of 3 months after MIPTV, TF1 will keep the first right of refusal to develop the project further by offering €10,000 to the project owner in exchange for obtaining this right.

TF1 Publicité Fact Sheet

- **TF1 Publicité** is the media sales house of the TF1 Network.

- TF1:

As the leading French television channel, TF1 has the most powerful screens on the audiovisual scene: of the most powerful screens in the country comprising 5% of the whole, 90% belong to TF1. This instant power, much sought after by advertisers, helps build a brand image and guarantees sales in both the short and the long term. This very rare advantage places TF1 Publicité in a unique position in the multi-media market.

- Thematic channels:

TF1 Publicité sells advertising space on 15 thematic channels. These complementary niche-market channels can offer targeted, qualified advertising space within a range of major Themes: Eurosport France, Eurosport 2, LCI, TF6, TV Breizh, Ushuaia TV, etc.

- Internet:

Overall, the service can reach 17.8 million individual visitors, or 55% of Internet users, via www.tf1.fr, a general interest website focusing on TF1 channel programmes, other sites centred on themes of interest to Internet users (lci.fr, eurosport.fr, automoto.fr, tfou.fr, Disney.fr, plurielles.fr, tetamodeler.com, universalmusic.fr, dvdrama.com, etc.)

TF1 Publicité markets a wide range of video content from TF1 broadcasts (catch up, clips) programmes produced specifically for the internet (Journal télévisé en off on lci.fr, content created by Internet talent on WAT.tv etc.). The company is thus a major player in the online video advertising sector and has many formulae to offer, some of which can be exclusive (sponsorship credits, break bumpers, player idents etc.).

TF1 Publicité is also a leading player on the community Internet scene, with WAT (3rd placed video portal).

Lastly, TF1 Publicité is also offering an innovative mobile Internet proximity advertising service.

- Radio:

In June 2008, TF1 Publicité won the tender from the "Les Indépendants group" and has therefore been marketing advertising space on the 120 local radio stations since January 1, 2009. This leading offering (18.5% of listeners to commercial radio aged 25-49) is complemented by the Sud Radio and Wit FM package.

- TF1 Publicité 361:

Founded in March 2008, TF1 Publicité's new department, TF1 361, addresses all the new challenges. Its mission is to design relevant, multi media advertising mechanisms, focusing the different platforms around a single theme or exclusive content. TF1 361 uses its wide range of platforms, multi-channel expertise and exclusive brands and content to provide tailor-made, value-added communications tools.