

Association of Commercial Television in Europe welcomes TF1 Group and Jeunesse Télévision as new members

BRUSSELS, 2 JULY 2018. The Association of Commercial Television in Europe (ACT) is delighted to welcome TF1 and Jeunesse Télévision (part of the Lagardère Group) as new members. Bringing the number of ACT Members to a total of 28. The Association continues to grow as commercial broadcasters across Europe seek a united voice for their common views on a range of policy issues that impact investment in European original content as well as jobs and growth for the audiovisual industry.

Commenting on the new membership, **Grégoire POLAD, ACT Director General**, stated: *"We are delighted to welcome back TF1, a founding member of the ACT, amongst the ACT family. We are also very pleased that Jeunesse Télévision, part of the Lagardère Group, has chosen to join its name to commercial broadcasters' voice in Brussels. A wide and unified voice is essential to demonstrate the importance of commercial broadcasting for investing, promoting and distributing Europe's creative and cultural works; particularly at this critical time when key legislation for our sector is being shaped and revised."*

Jean-Michel COUNILLON, General Counsel, TF1 Group at this occasion, said: *"As a leader of television in Europe, TF1 Group is proud and delighted to join the Association of Commercial Television in Europe (ACT) and its experts team to reinforce the voice of commercial TV broadcasters in Brussels. Many current and future major challenges, especially on the digital market, require more than ever a strong unity to preserve cultural works quality and diversity, equity between different kind of players in the same playing field and more generally to promote European values"*.

Caroline COCHAUX, Managing Director, Lagardère Active TV France & International & CEO of Gulli, stated: *"Key player on youth and favorite channel of families in this thematic, we are delighted that Gulli joins the Association of Commercial Television in Europe (ACT). Our expertise on play-based educational and comedy contents for the youngest, animated by values of sharing, diversity and tolerance, allows Gulli to shine beyond France: Gulli AFRICA since 2015 and, since 2017, Gulli Bil Arabia, broadcasting in Arabic in 18 countries in North Africa and in the Middle East. Today, Gulli is in over 60 countries! We are very proud that Gulli is joining the prestigious members of ACT and is actively participating in the European dynamic of commercial television actors."*

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About ACT

The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture. Our role is to protect and to promote the interests of the European private broadcasters. We engage with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector. This will allow the commercial audiovisual industry to continue to do what we do best – getting great content to viewers. See our most recent communications [here](#)

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About TF1

The TF1 group is the leading private-sector unencrypted television broadcaster in France. It broadcasts five complementary unencrypted channels (TF1, TMC, TFX, TF1 Séries Films and LCI), and four quality pay-TV theme channels (TV Breizh, Histoire, Ushuaïa and Serieclub, the last of which is 50% owned) to meet special-interest demand. The Group is adding a high-powered digital dimension to its channels, via exclusive content on MYTF1 and video-on-demand offers via MYTF1VOD and TFOU MAX and is reinforcing its digital assets vertically especially via the MCN Studio71 and the recent acquisition of Aufeminin Group. TF1 Publicité, the Group's advertising airtime sales arm, offers advertisers the combined benefits of access to mass-market television channels, digital affinity targeting and innovative brand content solutions. The Group has recently acquired Newen to accelerate the international expansion of production and distribution. TF1 is keenly aware of its responsibilities to society, and through its "TF1 Initiatives" approach is committed to instigating and enhancing actions to promote diversity and solidarity and to protect the environment.

About Jeunesse Télévision

Jeunesse Télévision is part of Lagardère Active's Television division that propounds 16 themed channels for youth, families, young adults, men and women plus music channels in more than 100 countries: Gulli, Canal J, TiJi, Santa Claus Channel, Elle Girl TV, MCM, MCM Top, RFM TV, Virgin Radio TV, Mezzo, Mezzo Live HD, TiJi Russie, Gulli Africa, Gulli Bil Arabi, Gulli Girl, Telekanal Deda Moroza. With Gulli, Canal J and TiJi, Lagardère Active is the N°1 TV Group for kids in France!