



STREAMROOT



## **TF1 Group, the largest European media group, selects Streamroot distributed delivery technology to power its online video offerings**

**Press Release, May 3, 2018**

Streamroot, the leading provider of distributed delivery for OTT video, announced today that TF1 Group has chosen Streamroot's patented technology to deliver its online video content.

TF1 is the leading private-sector unencrypted broadcaster in France. It broadcasts five complementary free-to-air channels (TF1, TMC, TFX, TF1 SERIES FILMS and LCI).

Armed with a powerful digital and multi-screen strategy, the group is increasingly innovating in web, mobile and emerging online media formats. With its MYTF1 digital platform already seeing more than 1.3 billion videos viewed in 2017, TF1 sought out state-of-the-art delivery solutions to ensure long-term scalability and profitability.

"We take pride in offering TV-quality streaming to our growing online viewer base," explains Nicolas Theraroz, CTO at e-TF1. "Scaling to TV-size audiences on a digital platform - while maintaining the same quality standards - requires more than simply adding servers. It calls for a groundbreaking solution."

To reinforce capacity and promote high quality, TF1 has implemented Streamroot DNA™ distributed network architecture across its digital offerings including catch-up TV, as well as its live and on-demand video services on the *MyTF1 Direct* and *Replay* platforms.

"As an innovator in our industry, partnering with Streamroot was a logical choice for TF1," adds Theraroz. "We're extremely pleased with the results. Streamroot delivers 80% of our most popular streams and offers the elasticity that we need to scale to hit primetime content and the world's largest sporting events with ease."

Streamroot CEO and Co-Founder Pierre-Louis Theron also sees a bright future for this partnership: "We are proud to help TF1 deliver when the stakes are highest, and look forward to powering their online platforms for major events such as this summer's FIFA World Cup. It is a great honor for Streamroot to be working with the leading free-to-air television group in France, and to contribute to the immersive video experience it provides millions of viewers worldwide."

### **About TF1 Group**

TF1 Group is the leading private-sector broadcaster in France. It broadcasts five complementary free-to-air channels: TF1, TMC, TFX, TF1 SERIES FILMS and LCI, which together 27.7% share of the

audience of individuals aged 4 and over in 2017, as well as high-quality theme channels on pay-TV: TV Breizh, Histoire, Ushuaïa and Serieclub.

The group constantly adapts to new ways of consuming content, adding a high-powered digital dimension to its channels as well as offering exclusive digital content and video-on-demand in order to reach all audiences on all platforms.

In conjunction with its core business, TF1 group takes part in the production and distribution of content relating to its channels, and has acquired a majority stake in production company Newen to accelerate its international expansion of production and distribution. TF1's sales house offers advertisers the combined benefits of access to its mass-market television channels and to digital media. TF1 group has created a large range of complementary businesses in key areas such as home shopping, licences, board games, music and entertainment production.

### **About Streamroot**

Streamroot is a leading provider of innovative OTT delivery technologies for media groups, content publishers and enterprise customers. Powering over 20 million video sessions every day, Streamroot's Distributed Network Architecture - Streamroot DNA™ - offers broadcasters a key competitive advantage through improved quality of service, greater audience reach and infinite delivery capacity with zero infrastructure investment. Plug-in free for viewers, Streamroot delivery solutions integrate seamlessly into broadcasters' existing video workflows. Streamroot is supported on all major web and mobile platforms, as well as Android and iOS set-top boxes, providing the most comprehensive user coverage on the market.

Founded in 2013 in France, the company today benefits from top-tier VC funding and serves premier media groups from its offices in Paris, New York and Denver.

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