

TF1 Group reinforces its fight against fake news by developing a partnership with Blue Efficiency

TF1 Group is protecting its online reputation with Blue Efficiency, a company which has expertise in the fight against the abusive use of brands, logos, and faces. This enables the TF1 Group to take action against disinformation that damages its image and rights.

The proliferation of fake news and false advertisements on social media created from content belonging to the TF1 Group or through the image of the Group's iconic figures has led the TF1 Group to establish a partnership with Blue Efficiency, a company specializing in the detection and deletion of fraudulent online content, in order to protect the Group's image and preserve the trust of its audience.

This mission, which has been successfully carried out for several months, has confirmed the growing importance of protecting digital identity for companies and institutions, in a context where France is increasingly targeted by foreign interference and where the growing use of AI is an amplifying factor.

Today, Blue Efficiency's service processes over a thousand publications per month. It allows companies, media outlets, and public figures to preserve their reputation on the web by detecting and neutralizing infringements, particularly disinformation, abusive advertising, and the misuse of content (photos, videos, and images altered or fabricated by AI).

Blue Efficiency

Founded in 2008, Blue Efficiency is a French company specializing in the protection of online identity and reputation. Our expertise also protects audiovisual and cinematographic works against their illegal distribution on the internet via streaming and downloading. Continuous innovation and significant investments in R&D have enabled the development of our AI-based technologies capable of recognizing our clients' logos, brands, and faces in unauthorized visuals, across the internet and on social media. www.blue-efficiency.com

Contacts presse

Communication corporate du Groupe TF1
communicationcorporate@tf1.fr

Blue Efficiency
Roukia Abdou
media@blue-efficiency.com
+33 7 80 91 04 40

À propos du Groupe TF1

Le Groupe TF1 est un leader français des médias, présent dans la télévision linéaire, le streaming et la production audiovisuelle. Sa priorité est de construire un modèle lui permettant de financer durablement la meilleure offre de divertissement gratuite et d'information de qualité. Chaque mois, 58 millions de Français plébiscitent ses programmes via ses chaînes en clair, et 35 millions en streaming sur TF1+. Son pôle Studio TF1 (ex-Newen Studios) qui réunit plus de 50 sociétés et labels en France et à l'international, est un acteur référent de la production et de la distribution. #LesFrançaisEnsemble