

TF1 continues its AI revolution with Autopilot Agentic.

The TF1 Group is accelerating its digital transformation with the unveiling of Autopilot Agentic, its intelligent conversational agent developed using Snowflake Intelligence. The agent is designed to **optimize TF1PUB audience planning strategies and advertising campaign reporting**.

Led by the Datech division, the launch of Autopilot Agentic was developed in collaboration with Snowflake, the AI Data Cloud company, and consulting firm Artefact.

This new solution aims to **democratize, accelerate, and automate the use of the group's data** to boost advertising campaign performance. With more than 40 million streamers each month and 26 million connected profiles, the TF1+ platform is an ideal testing ground for brand data challenges. Thanks to TF1's proprietary Graph:ID which stores unified customer profiles and audience insights while ensuring regulatory compliance for the group's business units, **the use of agentic via Snowflake Intelligence now makes it possible to accelerate data activation and deepen analysis**.

The first use case developed is **the creation of enriched campaign reports**, which previously took up to four days for a data analyst to produce and **can now be created in less than five minutes**. In addition, ultra-precise analysis of TF1+ audiences, advanced analytical capabilities, and even more accurate segmentation will maximize inventory utilization.

In the first phase, **this intelligent chatbot will facilitate the work of TF1PUB's business analysts and sales teams**, who, using simple prompts, will be able to:

- Generate campaign reports enriched with KPIs and relevant insights
- Produce audience recommendations
- Interact with the agent to refine their understanding and identify new engagement levers in order to optimize future activations

This suite of solutions will be gradually integrated into TF1 AdManager and made available to media agencies and advertisers. By making Autopilot Agentic accessible to the market, TF1PUB will offer brands a more granular, actionable view of audience data to optimize campaign effectiveness. Advertisers will thus have targeted and dynamic recommendations to achieve their marketing objectives and reach their core target audience with even greater precision.



François-Xavier Pierrel, Chief Data & Adtech Officer of the TF1 Group, said: *"Successfully bringing a generative AI project of this magnitude into production is a real achievement for the teams. Data is a key lever in the TF1 group's development strategy and in the effectiveness of the campaigns run on TF1+. We are pleased, with Autopilot Agentic, to offer a major innovation that is both simple to use and intuitive, enabling our teams and clients to gain in productivity and take full advantage of all the opportunities offered by TF1's Graph:ID."*

David Fisher, Head of Media and Entertainment for EMEA at Snowflake, added: *"With Autopilot Agentic, the TF1 group is demonstrating how AI can accelerate value creation from data. Thanks to Snowflake Intelligence, TF1 is taking a new step forward by putting concrete use cases into production and offering its teams and customers immediately actionable analytics. The launch of Autopilot Agentic fully illustrates the role that AI and a high-performance data infrastructure can play in transforming business practices and improving operational efficiency."*

Aurélié Sasson, Senior Director at Artefact & Account Lead TF1, explained: *"We were able to develop a highly sophisticated version in record time thanks to Snowflake's ease of use and effective cooperation between teams, in line with last year's Graph:ID project. At a time when many of our customers are exploring the potential of agentic, we are particularly proud of this collaboration, which demonstrates in concrete terms the added value it brings to employees, with rapid results and innovation that is useful and usable by all."*

The launch of Autopilot Agentic is part of TF1+'s deployment strategy as a full-funnel marketing platform, capable of covering the entire customer journey with precise and integrated data, complemented by innovative and high-performing advertising formats.

About TF1PUB

TF1PUB, France's leading multimedia advertising agency, markets advertising space on TF1 Group channels (TF1, TMC, TFX, TF1 Séries Films, LCI, TV Breizh, Ushuaïa TV, HistoireTV). With digital acceleration in full swing, the TF1 Group's advertising agency has established itself as a key player in the video market with TF1+, France's leading free streaming platform with up to 42 million monthly streamers, and the TF1 INFO news site. TF1 PUB is also the advertising agency for the new DTT channels T18 and Novo 19. In the radio market, TF1PUB markets advertising space on Indés Radios, the leading commercial offering in this medium, as well as on numerous overseas radio stations. With nearly 1,500 activatable data segments, TF1PUB is now a leading player in retail media. For more information: www.tf1pub.fr.



About Artefact

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain. Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI. Our 1700+ employees operate in 27 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

For more information, please visit: [Artefact](#).

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