



Sid Lee Reinvents TFO.org's Broadcast Platform

Source: Little Black Book

Date: 09/06/2023

TFO, the only public media channel dedicated entirely to Ontario's French-speaking community, collaborated with creative agency Sid Lee to launch a new version of their streaming platform. tfo.org offers a free, competitive digital experience featuring thousands of high-quality content pieces, including original productions, for French speakers and learners of all ages.

Initially offered free of charge in Ontario and Manitoba, and through pay cable and satellite subscriptions in the rest of Canada, the TFO channel has been facing a steady decline in subscriptions. A recent study by Media Technology Monitor confirmed that the disconnection phenomenon continues, with nearly one in five Canadians cutting their cable service, and one in eight never having one, while streaming subscriptions continue to rise.

"Our digital mission is ambitious and very clear: to cultivate our precious connection to the Francophone audience and all those in Ontario who are looking for quality content in all its forms. It's an essential effort to galvanize learning, interest in language, culture and entertainment, especially among young people," says Claude Sauvé, vice-president of content and production at TFO. "Our team is confident in the platform we're offering, and we're excited to be able to offer an enriched and renewed viewing experience."

Sid Lee's digital team took on the task of transforming TFO's website into a modern streaming platform on a par with those popular on the market. A major challenge, considering the different universes to be cohesively integrated in one place: Mini TFO for kids aged 2 to 8, Flip TFO for kids aged 9 to 12, and all the films and series offered for all ages. These are spaces dedicated specifically to the age groups mentioned, who embrace and share this culture. A project passionately conceptualized by, among others, Felicite Keng, UX designer at Sid Lee, herself a Franco-Ontarian living in Toronto.

"Our first objective when creating a digital product is always to think about the needs of all the different people who will be inclined to use it. This complete overhaul includes improving the discoverability of the numerous content pieces available, but above all accessibility for all," adds Keng. The platform is rich in entertainment, and we feel very blessed to be part of maintaining such an important program for the Francophonie in Ontario and across the country."