" *OUR APP RATINGS HAVE IMPROVED BY 1.2 AND 1.3 STARS ON THE APPLE AND ANDROID APP STORES RESPECTIVELY OVER THE LAST THREE YEARS.*"

JEAN-BAPTISTE BERNARD, HEAD OF QA, TF1 GROUP

CUSTOMER

TF1 Group is a French media holding company majority-owned by the Bouygues conglomerate. Best known for its broadcast network TF1 — one of the oldest television stations in the world — the TF1 Group has been the market leader in French television for over 30 years. Around 30% of time spent watching television in France can be attributed to the group's five channels.

eTF1 is the department of the TF1 Group responsible for its three digital products: MYTF1, a catch-up website for the group's television channels; TF1 INFO, a news website; and TFOU MAX, an SVOD channel for children aged 3-12 years. Each product is very popular in both France and the DROM-COM overseas territories. In 2021, MYTF1 alone generated 2.7 billion video views.

CHALLENGE

Like many QA teams in the media & entertainment industry, eTF1 has to contend with complex device and OS combinations when testing its applications. Beyond browser, desktop and mobile, QA testers also have to test apps on set-top boxes.

Before approaching Applause, eTF1 had limited testing capacity. The department only had five QA testers — one per development team — and each one had complete responsibility for an entire app. In the case of MYTF1, which is updated every two weeks, the responsible QA tester had limited time to test both the iOS and Android versions prior to new releases. They also lacked extensive device coverage. Despite a large number of end users with Chinese models like Huawei, eTF1 only had access to Samsung devices for Android testing. Stretched for time

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COMPANY
TF1 Group

INDUSTRY
Media & Entertainment

TESTING TYPES
Functional | Payments

APP TYPES
Mobile, web and set-top box

CHALLENGES

- Increase device coverage to ensure products work optimally for all customers, regardless of their device and OS combination

- Accelerate testing cadence and expand testing capacity to reduce the number of bugs reaching production

- Test beyond France to ensure product quality for users in the DROM-COM overseas territories

RESULTS

- Collaboratively improved ratings by 1.2 and 1.3 stars on the Apple and Android app stores respectively over the last 3 years

- Dramatically reduced the number of crashes and other functional errors

- Fostered the TF1 Group's reputation for innovation and their position as France's leading television provider

APPLAUSE°

and resources, the department was not able to guarantee the level of quality it wanted to provide for its customers.

The past few years were transformative for the TF1 Group. eTF1 changed the business model for the MYTF1 app from pure advertising-based video on demand (AVOD) to include subscription video on demand (SVOD). While MYTF1 would still be free to view with advertising, the eTF1 team launched an additional premium version called MYTF1 MAX that allows customers to view programs uninterrupted by ads. For the first time, MYTF1 end users had become paying customers. This increased the pressure to create seamless user experiences and left eTF1 in need of a payment testing strategy.

Besides embracing new business models, the company also launched two brand new apps: TF1 INFO for iOS and Android. Unlike MYTF1, TF1 INFO contained written articles in addition to video content — posing new bug-finding challenges for eTF1. The TF1 INFO brand itself was also new, reflecting a refreshed version of the former news channel LCI. As the new apps would be instrumental in driving the rebranding effort, the stakes were high to make sure they worked smoothly.

SOLUTION

Since 2016, Applause has supported the eTF1 team to test its iOS and Android applications across hundreds of device and OS combinations with real people. Through Applause's million-strong uTest community of trained and vetted testers, eTF1 can extend its testing coverage beyond mainland France to include the DROM-COM territories. The team has also doubled the volume of test cycles for the MYTF1 and TF1 INFO apps to maximize the potential number of bugs uncovered before product launch.

Once eTF1 had stabilized quality and established a healthy test cycle cadence across its core products, the group's focus turned to the new premium version of the MYTF1 app, MYTF1 MAX. Following a successful payments testing pilot, Applause now tests payment flows with different payment methods common in France and DROM-COM. This enables eTF1 to verify that customers can successfully and seamlessly upgrade through the Apple and Android app stores.

Applause provides eTF1 with the test cycle results within days. Testers log all bugs on the Applause platform, where eTF1 can review and export approved bugs to the company's own Jira ticketing system. The eTF1 team is also able to request and plan test cycles through a dedicated chat channel, allowing them to organize testing with the Applause solution delivery team in real time. Applause's functional testing experts work with eTF1 to triage discovered bugs and analyze patterns so the team can identify areas for improvement.
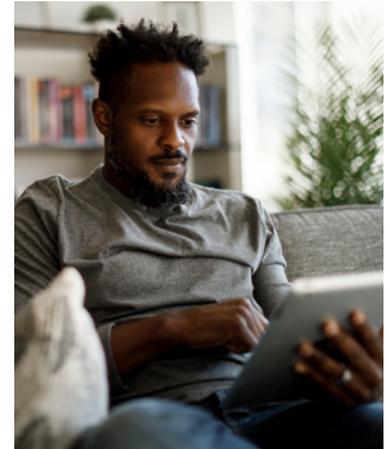
" *OVER THE LAST TWO YEARS OF OUR COLLABORATION WITH APPLAUSE, WE HAVE NOTICED A CLEAR REDUCTION IN THE NUMBER OF CRASHES AND BUGS MAKING IT INTO PRODUCTION."*

JEAN-BAPTISTE BERNARD, HEAD OF QA, TF1 GROUP

RESULTS

From June 2016 to February 2022, Applause testers identified 1155 valid bugs across the MYTF1, MYTF1 MAX and TF1 INFO apps. This had a tangible impact on user and customer satisfaction. Thanks to the combined efforts of Applause and eTF1, the MYTF1 app's ratings have improved by 1.2 and 1.3 stars on the Apple and Android app stores respectively over the last 3 years.

On average, the eTF1 team rates 33% of the bugs Applause discovers as either very or extremely valuable. In many instances, these critical bugs prevent users from using or paying for products. For example, during one test cycle on MYTF1 MAX, some Applause testers reported that they were unable to access their subscriptions after completing the purchase. This shocked the eTF1 team, who had been very confident about the subscription flow prior to testing. Had this bug made it into production, TF1 would have billed customers for a product that was not delivered — potentially causing lasting reputational damage.

One Applause tester also identified a bug pre-production that could have led to compliance issues. As part of an exploratory test cycle, the tester found that they could not delete their in-app account information, a legal right under GDPR. Given companies that infringe European data privacy legislation can face fines of up to 20 million euros; seemingly small bugs such as these can be costly. With Applause, eTF1 was able to identify the particular device and OS combination causing the bug — something the in-house QA team could not achieve with the handful of iOS and Samsung devices available in the lab.

With access to far greater device and OS diversity, Applause also helped eTF1 to ensure product robustness. Prior to our collaboration, multiple users had taken to the app store reviews to complain that the MYTF1 app crashed following a new release. The eTF1 team was unable to reproduce the crash. Once eTF1 engaged Applause they discovered the cause: a compatibility issue between the app's screen rotation function and a specific device and OS combination. Thanks to the Applause testers, eTF1 has dramatically reduced app crashes.

Applause continues to support eTF1 to ensure the highest quality digital experiences for its users and further establish the TF1 Group as the leading innovators of French television.

> " *I HAVE ONE WORD TO DESCRIBE APPLAUSE: EFFICIENT. WORKING WITH THEM IS SO SIMPLE AND YET THE IMPACT FOR OUR CUSTOMERS IS CONSIDERABLE.*"
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> **JEAN-BAPTISTE BERNARD,** HEAD OF QA, TF1 GROUP

ABOUT APPLAUSE

Applause is the world leader in testing and digital quality. Brands today win or lose customers through digital interactions, and Applause alone can deliver authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Our disruptive approach harnesses the power of the Applause platform and leverages a vetted community of more than one million digital experts worldwide. Unlike traditional testing methods (including lab-based and offshoring), we respond with the speed, scale and flexibility that digital-focused brands require and expect. Applause provides insightful, actionable testing results that can directly inform go/no go release decisions, helping development teams build better and faster, and release with confidence. Thousands of digital-first brands — including Ford, Google, Western Union and Dow Jones — rely on Applause as a best practice to deliver the digital experiences their customers love.

Learn more at: www.applause.com