

Press Release

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BMINTY AND T18 CELEBRATE THE CHANNEL'S 1ST ANNIVERSARY, MARKING A SUCCESSFUL PARTNERSHIP

Bminty is proud to celebrate the first anniversary of T18, the new free national French DTT channel launched on June 6, 2025. This symbolic milestone also marks a full year of collaboration between the two teams.

Since its creation, T18 has relied on Louise©, the Business Management Software developed by Bminty, to manage its content, rights, scheduling, and both linear and non-linear broadcasting operations.

In just five months, the Bminty and T18 teams successfully met the challenge of launching the channel. An initial operational version of Louise was deployed as early as February 2025, supporting the setup of T18's technical infrastructure and workflows through to a successful on-air launch on June 6, 2025.

Today, this collaboration continues to support T18's growth and editorial ambitions, particularly through the development of replay platforms and the integration of audience measurement tools.



We are delighted to celebrate this first year alongside the T18 teams. From the very beginning, this project has been driven by **strong collective commitment**, great agility, and genuine mutual trust. I would especially like to commend the dedication and expertise of our teams, fully committed to the success of our projects.

— Muriel Le Bellac, Managing Director of Bminty



A broadcast management system such as **Louise is a core component for a television channel**. Thanks to the collaboration and expertise of Bminty's teams, we built a tailored solution at the heart of our workflows - from rights management to content delivery, including scheduling and integrations with external environments.

— Cédric Laveau, Technical and Production Director of T18

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Since its launch, T18 has established itself in the French audiovisual landscape with a modern and ambitious programming strategy aimed at a broad audience.

The collaboration between T18 and Bminty has fostered a strong relationship built on agility, creativity, and a shared vision of innovation in media and content.

On the occasion of this first anniversary, Bminty extends its congratulations to all T18 teams and wishes them continued success in the years ahead.



About Bminty

Bminty is a software publisher and distributor for media professionals, born from the union of ProConsultant Informatique and Videomenthe.

Bminty offers a comprehensive suite covering the entire audiovisual workflow, from content preparation to linear and non-linear programming, with three flagship solutions:

- Eolementhe©: Collaborative Workflow Engine and Media Supply Chain
- Louise©: Broadcast Management Solution
- Cindy©: Ad Sales Solution

Together, they enable broadcasters, publishers, and platforms to optimize operations and achieve tangible productivity gains.

About T18

T18 is a free-to-air national general-interest channel from the CMI France group, available on channel 18 of the French DTT platform. The channel offers a mix of programming including news, culture, documentaries, debates, and entertainment, with the ambition of making ideas and knowledge accessible to the widest audience.

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