

NEWSLETTER

#2 MARCH - APRIL 2024

THEMA
A CANAL+ COMPANY



**THEMA KEEPS ITS
DISTRIBUTION FOOTPRINT
GROWING IN SOUTH KOREA!**



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THEMA IN SOUTH KOREA
THEMA announces a new launch for MUSEUM TV and STINGRAY CMUSIC channels in South Korea.



MBA X CINEWAX
THEMA, through My Bouquet Africain, partnered with CINEWAX, an association dedicated to promoting African cultures through cinema.



RAMADAN EVENT
THEMA offered a special Ramadan TV program selection with its Arabian package.



CHANNELS DAY
THEMA celebrated the 10th anniversary of CHANNELS DAY, the annual event organized by its Czech agent, in Hnanice (Czechia).

GLOBAL VISION

ZOOM

THEMA KEEPS ITS DISTRIBUTION FOOTPRINT GROWING IN SOUTH KOREA!

THEMA is pleased to announce a new launch for **MUSEUM TV** and **STINGRAY CMUSIC** channels in South Korea. Since April 2024, both channels have been available to LG HelloVision customers as part of "Max" tier, including residential and hospitalities subscriptions. LG Hello Vision is the company handling the cable TV business and operations of the leading South Korean TV platform LG U+ group, which was already offering **STINGRAY CMUSIC** and **MUSEUM TV** channels as part of LG U+ line up.

On the content side, THEMA is also taking a successful step towards the South Korean market and audiences, as THEMA Asia Pacific branch is now providing a fully Korean-subtitled version of **MUSEUM TV** channel to local players.



NON - LINEAR LAUNCH



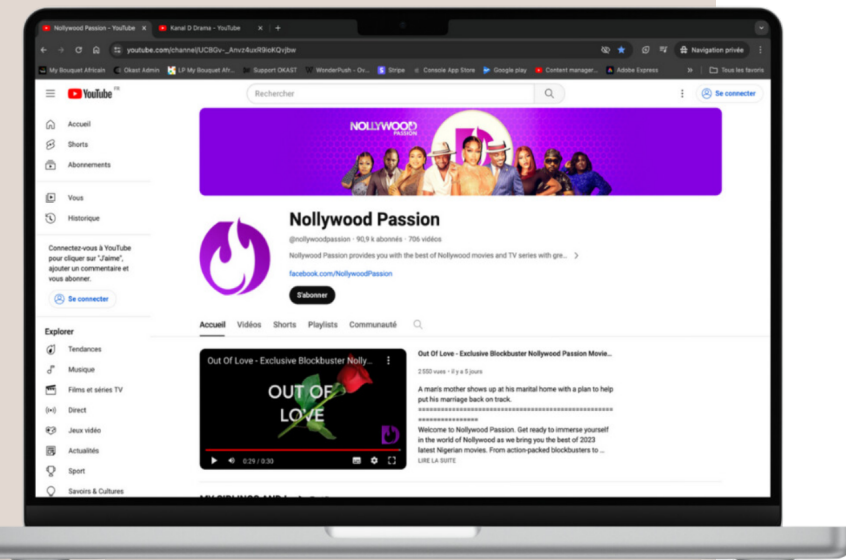
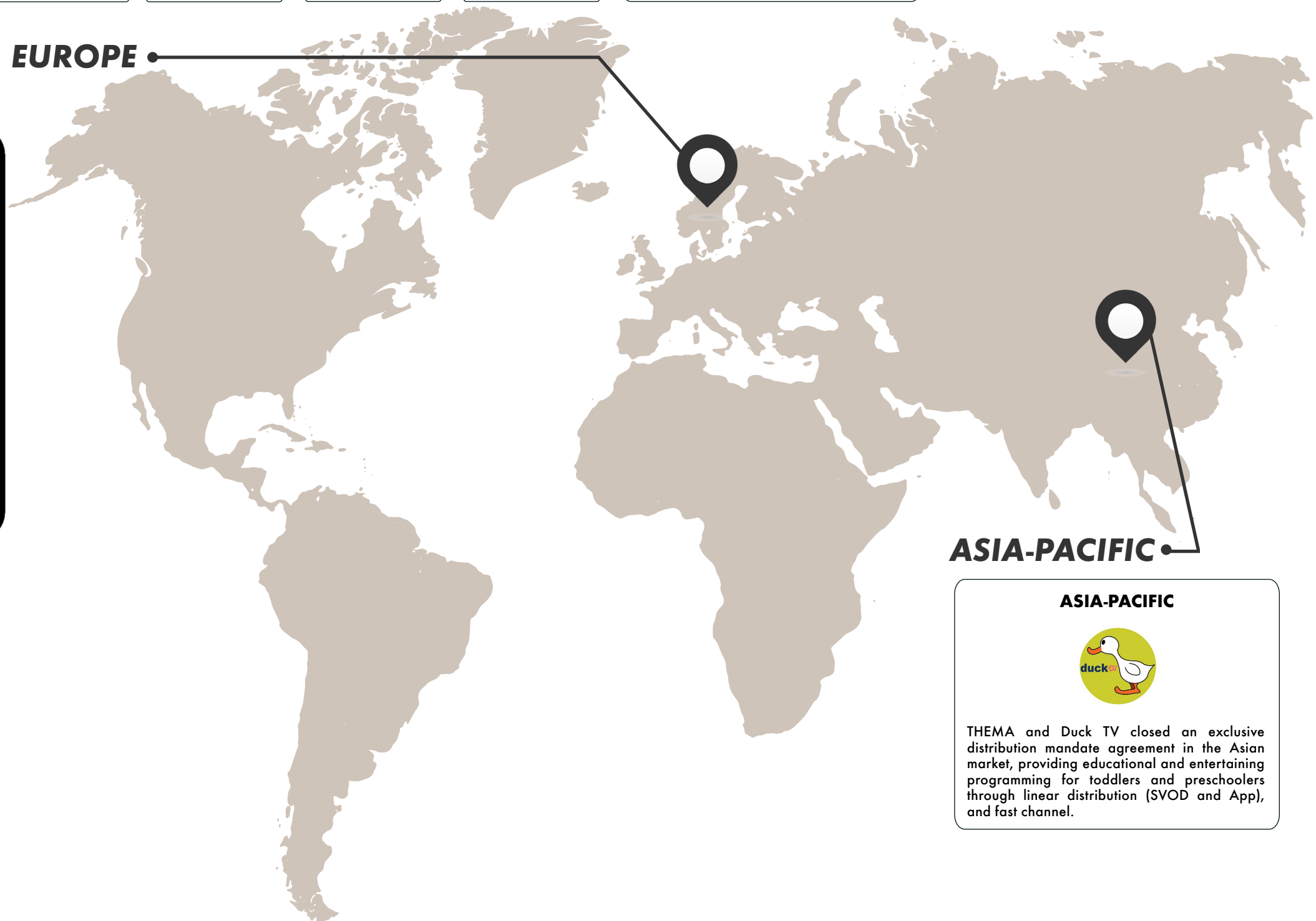
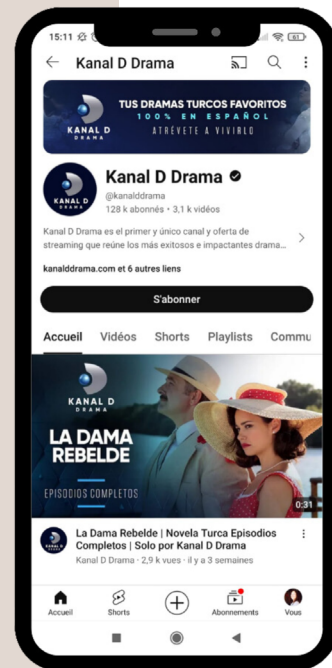
TV CHANNELS LAUNCHES

NORWAY SWEDEN DENMARK allente mezzoo	LITHUANIA Kauno interneto sistemos mezzoo	ROMANIA INES GROUP MUSEUMTV MUSEUM 4K my zen 4K	GERMANY wilhelm.tel gulli بالعبوي	NORTHERN EUROPE The THEMA Northern Europe subsidiary has just added 2 new channels (SONY MAX and Colors TV) to its Hindi package, now consisting of 8 channels: Zee TV, Zee Cinema, Zing, Utsav Gold, Utsav Plus, SET Asia, SONY MAX, and Colors TV.
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THEMA ACCELERATES ON YOUTUBE

As a Multi-Channel Network (MCN), THEMA is the Canal+ subsidiary responsible for monetizing Canal+ International content on YouTube, worldwide.

Following the recent agreements signed with South African Multichoice Studios, Turkish producer Kanal D and distribution company Côte Ouest, THEMA now offers its YouTube monetization expertise to all its content partners and newcomers in several languages. This fast-growing activity brings a new revenue source, at no cost, to our partners. Today, THEMA's YouTube channel portfolio includes 15 channels in 8 languages. This number is likely to increase soon as current discussions are being finalized with major international content owners. Stay tuned for more announcements and... reach out to THEMA if your content is sitting on a shelf!



ASIA-PACIFIC

THEMA and Duck TV closed an exclusive distribution mandate agreement in the Asian market, providing educational and entertaining programming for toddlers and preschoolers through linear distribution (SVOD and App), and fast channel.

DISTRIBUTION

THEMA CHANNELS

PULAAGU AND MANDEKA IN AFRICA

In April, two new fiction channels in local languages were launched in Sub-Saharan Africa, exclusively in the Canal+ offer. First, PULAAGU, the channel for series in pulaar language. This new channel is an authentic representation of Fouta customs and traditions. The channel features the best of original hit series, shot in Senegal, Mali, Mauritania, Guinea's natural settings.

Thanks to the partnership recently agreed with MARODI TV, PULAAGU offers original and new programs, including DJAME & FATOUMATA, a passionate love story.

Then, MANDEKA, the channel for series and plays in Bambara and Malinke languages. Entertaining and authentic, MANDEKA is a way to discover, or re discover must see series and plays, in mandingo language, and shot in Guinea or in Mali.



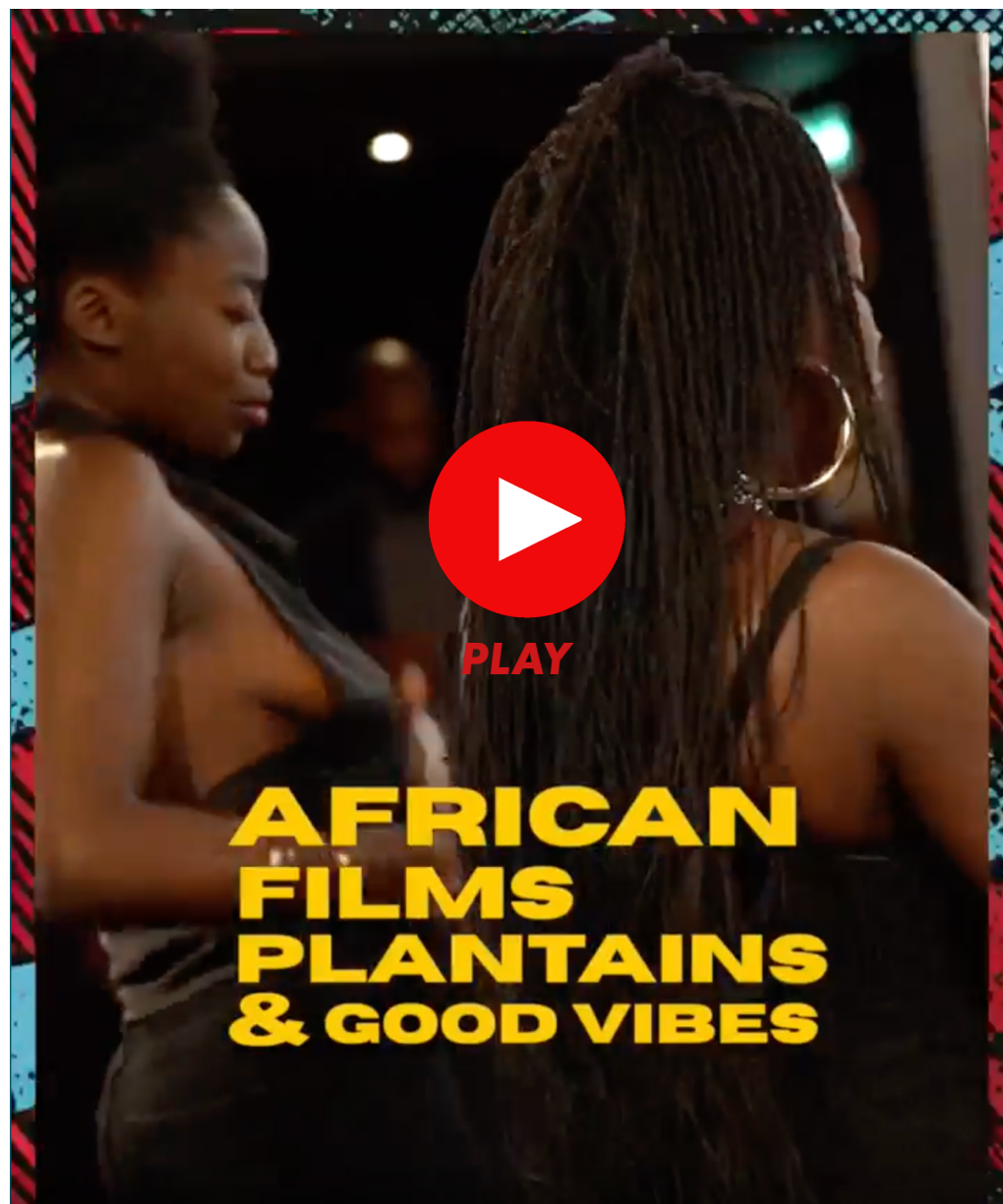
PARTNERSHIP & SYNERGY

MY BOUQUET AFRICAIN X CINEWAX

In April, THEMA, through My Bouquet Africain, partnered with CINEWAX, an association dedicated to promoting African cultures through cinema. Their mission is to showcase African and diasporic stories worldwide by highlighting the diversity and richness of the continent through the dissemination of high-quality works and inspiring models .

As a partner, THEMA participated in the 2nd edition of African Cinema Days.

For this occasion, a special offer was made on My Bouquet Africain, the 100% African streaming platform, allowing participants to benefit a half price offer for the first month. This partnership was an efficient way to showcase and highlight African audiovisual productions, and make these productions accessible to the African diaspora.



PRÉSENTÉ PAR

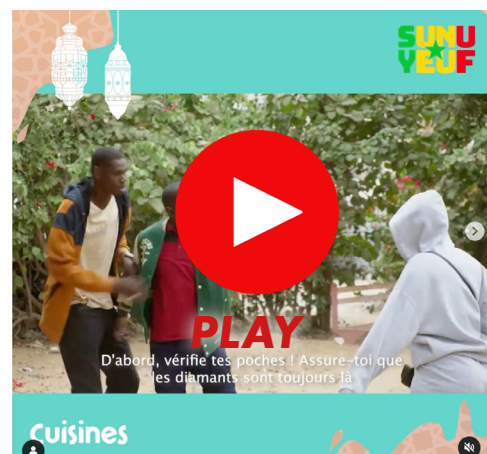
my
**BOUQUET
AFRICAIN**
by CANAL+



MARKETING & COMMUNICATION CAMPAIGNS

SUNU YEUF AND CUISINES

For the Ramadan, SUNU YEUF, the channel for series a 100% in Wolof language, and CUISINES, the channel for easy cooking recipes, launched a commun digital tool to entertain and treat their fans and viewers. Each week, a series extract was associated to a Ramadan recipe on their social media platforms. This campaign allowed the two channels to highlight a few of their hit programs, and share delicious, creamy, sweat, and easy to make recipes presented by chefs, such as chef Sherazade or chef Sofia.



GIVEAWAY MEZZO X CAIWAY

Mezzo partnered with the operator Caiway (Netherlands) to offer its followers a giveaway, with concert tickets in Rotterdam as a price.

MEZZO - THE NETHERLANDS

Mezzo promotion in the Netherlands in collaboration with Ziggo, digital, OOH and on radio.



KLAUS MÄKELÄ EN HET KONINKLIJK CONCERTGEBOUWORKEST
Bruckner vanuit het Concertgebouw in Amsterdam
Live op 3 mei om 20.15 op Mezzo
Mezzo is te zien bij o.a. Ziggo op kanaal 612

MEZZO - HONG KONG

Mezzo promotion in the Hong-Kong Sinfonietta brochure.



THE ULTIMATE CONCERT HALL FOR CLASSICAL MUSIC, JAZZ, AND DANCE...ON YOUR FAVOURITE STREAMING PLATFORM
最佳的爵士樂, 古典樂, 芭蕾舞及歌劇表演盡在你最喜愛的串流平台

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STUDIOCANAL TV & PLANETE+ - OUTAOUAIS FILMS FESTIVAL

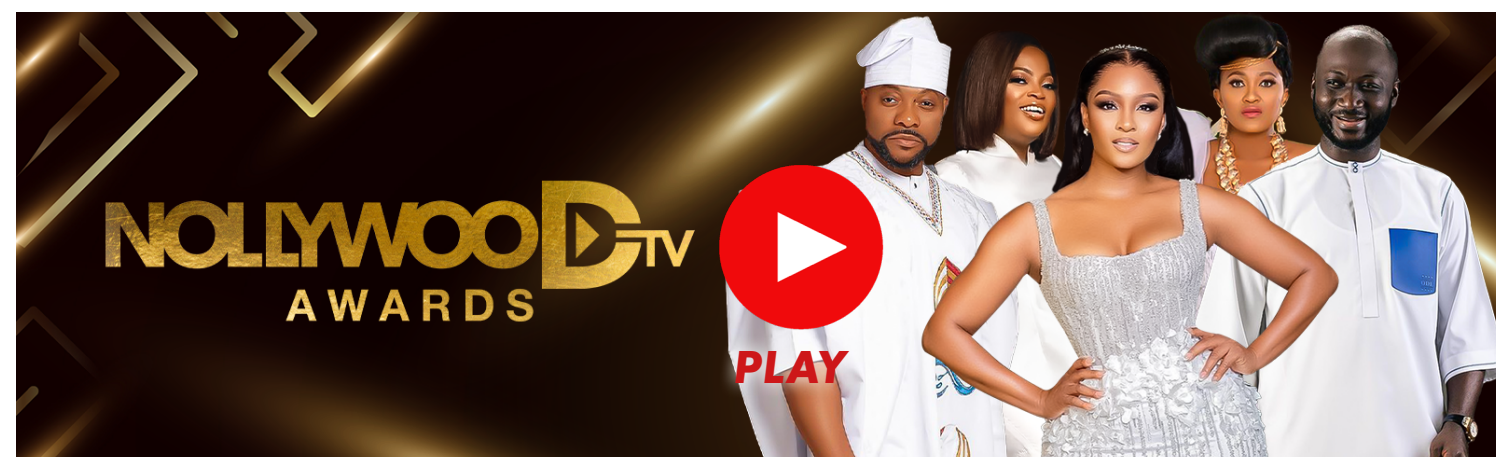
StudioCanal TV and Planète+ were proud to be partners of the 25th edition of Outaouais Films Festival, taking place in Québec from April 4th to 13th. The festival puts in the spotlight movies and directors from all around the world, showcasing genres of all kinds: drama, thrillers, animation movies, comedy, and even documentaries. To be short, there was something for every taste!

Planète+ had the honor of giving the best documentary award to *Des Vies à Vivre*, a moving immersion into the psychological world, following three individuals in their battle against suicidal thoughts and depression. The documentary, directed by Carl Bernier, was competing alongside *Anselm*, *La garde blanche*, *L'Océan vu du cœur*, *Les Filles d'Olfa*.



NOLLYWOOD TV AWARDS

The NOLLYWOOD TV AWARDS came back for a fifth edition! This time, viewers were the ones voting to reward their favorite actors, actresses and movies of the year 2023 on NOLLYWOOD TV! The perfect opportunity to put under the spotlight those exceptional talents! From April 15th to April 16th, the voting platform nollywoodtv-awards.com allowed the public to cast their vote, and the winners will be announced on NOLLYWOOD TV channel in May!



RAMADAN SPECIAL EVENTS

This year again, THEMA offered a special Ramadan TV program selection with its Arabian package and promoted it with a 360° communication campaign, involving national radios, billboard, street marketing, influence campaign, and paid digital campaign.

And THEMA didn't put all those efforts in vain! Indeed, this campaign allowed us to reach over 100,000 people both physically and digitally, increased awareness and reminded the audience of the availability of the Arabian and African packages during this period. Plus, to thank its subscribers and allow them to share a friendly and warm moment during this Ramadan month, THEMA, through My Bouquet Africain, organized 2 memorable Iftar evenings to connect with the Muslim diaspora, with over 200 participants around free full meal of specialities, before joining to 2 films/series screenings from our Arabian and African packages, and a more intimate Iftar.

10 participants were joined by Céline Kitt, a chef, and Zatis, a comedian. All together, they participated to a kitchen workshop around Ramadan specialities, giving them the opportunity to test their culinary knowledge and try their favorite character's signature meals!

Those two types of events allowed subscribers to discover or rediscover films and series broadcasted in our package thanks to the two Iftars, and to go beyond fiction by preparing recipes usually shown in the Arabian catalog.



MAGHREB TV+ CAMPAIGN FROM FEBRUARY TO APRIL 2024!

We launched a series of captivating marketing operations aimed at promoting the distribution of the Maghreb TV+ package through the Tivify operator during the Ramadan period. Our main objective was to recruit new subscribers and highlight the special offer of the pack. The campaign included several key elements:

- Video ads campaign: Maghreb TV+ trailers edited by THEMA in Spanish and Arabic were displayed, highlighting the special pack price.
- Retargeting advertising campaign: The banners displayed directed traffic to the MaghrebTV+ pages on the Tivify website, which were then targeted to the video section.
- Street marketing: We conducted street marketing activities in several cities such as Malaga (with partner sites in Seville, Almeria, Algeciras, Malaga), Logroño, Tarragona, and Lleida.
- Partnership with ASSOCIACIÓN MARROQUÍ: On their social media, the association shared videos mentioning that Maghreb TV+ is accessible on Tivify, offering over 190 free channels as well as a special pricing offer.



MY BOUQUET AFRICAIN

MY BOUQUET AFRICAIN - NEW TRAILER

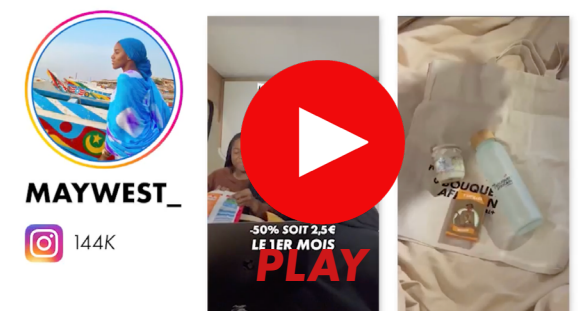
A new trailer was created for the OTT offer My Bouquet Africain, the 100% African streaming platform. This trailer, which was broadcasted on Novelas TV and Nollywood TV, gave THEMA the chance to highlight the depth of its catalog, while visually and orally transmit the 100% African essence of the platform. This fancy creation was surely enough to attract new subscribers!

MY BOUQUET AFRICAIN - INFLUENCERS CAMPAIGN

To promote the OTT service My Bouquet Africain, THEMA launched a brand-new influencer campaign putting into the spotlight four trending content creators. We sent them a special goodies pack, allowing them to chill in front of their favorite African series! Kevine Obin, an Ivorian influencer, humorist, actor, and host, played the game along with Maywest, a travel influencer, Jaymax, a comedian proudly showing off his Congolese origins on Instagram, and Abou, an emerging content creator, known for his authentic and fun personality.

All four have the reputation of being huge African series binge watchers... who's better to talk about programs than their viewers themselves?

Through this campaign, THEMA aims to increase the awareness of My Bouquet Africain, but also to recruit for monthly and annual subscriptions by creating an exclusive promotional code that the influencers could share to their followers, allowing them to benefit from 50% off the first month.



CHANNELS DAY - 20th - 21th March - Hnanice, Czech Republic

THEMA celebrated the 10th anniversary of CHANNELS DAY, the annual event organized by its Czech agent, in Hnanice (Czechia). On this occasion, THEMA met many operators from Czech and Slovakia and presented its catalogue of thematic channels and Korean dramas. We celebrated the anniversary with a small classical music performance to enhance the contents from Mezzo.



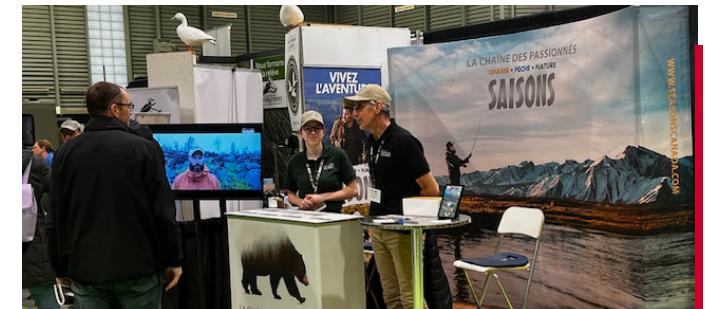
MEDIAPLAY
6th - 8th March - Sofia, Bulgaria



FILMART
11th - 14th March - Hong Kong



SERIES MANIA
17th - 24th March - Lille, France



CHASSE, PÊCHE ET PLEIN AIR
21st - 24th March - Quebec, Canada



MIPTV
8th - 10th April - Cannes, France



SALON DES AÎNÉS
12th - 14th April - Montreal, Canada

**BRING PEOPLE
THE CONTENT
THEY LOVE**

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EVENTS