

**THEMA**  
A CANAL+ GROUP COMPANY

**VIVALDI**  
CLASSICAL FOR EVERYONE



**WANNA SEE**  
The contemplative TV



**THEMA announces  
the commercial launch of several FAST channels**

**#2  
NEWSLETTER**

MARCH - APRIL 2022

# DISTRIBUTION

## THEMA announces the commercial launch of several FAST channels

THEMA AMERICA celebrates the first commercial launch of FAST channel Vive Kanal D Drama on ROKU US, a major American OTT service.

THEMA CANADA is proud to announce the launch of THEMA's second fully self-produced FAST channel, Wanna See, contemplative television, providing the best of Heritage 4K and LUXE.TV content initialized on European OTT platform TCL.

In addition to these two FAST channels, THEMA is thrilled with its successful commercial launches on ROKU, PLEX, LG, and more, along with Vivaldi, a FAST channel edited by the Mezzo group.

## ■ FRANCE ■

Since March, **Cheval TV** is available to VIDEOFUTUR's Fiber subscribers and VIVA streaming members.

**My Bouquet Africain** is teaming up with Wouri TV to offer a bundle (Wouri TV & MBA). The offer is now available online and via associated applications.

**Le Bouquet Maghreb** has diversified its offer by adding the HELWA channel to his portfolio. Helwa is now available in the Le Bouquet Maghreb package offered by French operator Free.



## ■ EUROPE MIDDLE EAST & AFRICA ■

THEMA is delighted to announce its new partnership with **SBS** Contents Hub, a subsidiary of SBS Media Holdings, one of the biggest media enterprises in South Korea.

Thanks to this collaboration, THEMA will be able to distribute the best of Korean Drama to audiences in EMEA.

K-Drama has been trending for quite a while, and SBS productions are no exception. Series such as Penthouse, Dr Romantic, Taxi Driver, The Inheritors and Secret Garden have been very popular in South Korea and the Asia-Pacific region, reaching average ratings of 30%.

Moreover, SBS Contents Hub has managed to reach all kinds of audiences thanks to its genre offering, which includes action, romantic comedies, period, crime, thriller, etc.

Romanian OTT/SVOD platform AntenaPlay launched their first **SBS** Korean series, « The Secret Life of My Secretary », on March 15<sup>th</sup>. Every Monday, Romanian viewers will gain access to two new episodes of the series. Two other series from the SBS catalogue will follow. This launch is to be accompanied by a wide promotion campaign on the operator's social media platforms (Instagram, Facebook and TikTok).

Bulgarian operator Deltacom launched **MyZen TV** and **Stingray Classica** on March 1<sup>st</sup> in their Extended Basic Package.

Telekom Slovenije launched a Cultural Package on their platform on March 15<sup>th</sup>. The offer includes channels **Mezzo Live HD** and **Museum** as well as a SVOD offer.



# NEWS

## Cuisines

Since April 1<sup>st</sup>, **Cuisines** TV fans have been able to watch Season 2 of « Les Joyaux De Sherazade, » featuring a special Ramadan program. In this new adventure, Sherazade travels to the four corners of the world to share the dishes that Muslims prepare for Iftar, the meal eaten after sundown on days of fasting. The new season of "Les Joyaux de Sherazade" is available on Maghreb Replay, the replay service available on Le Bouquet Maghreb.



## NOLLYWOOD TV

The third edition of the **NOLLYWOOD TV AWARDS** was held from March 1<sup>st</sup> to 13<sup>th</sup>. For the occasion, Nollyfans were called to vote for their favorite actor/actress/films and series. A new category was introduced, "best young actor".



This edition was a huge success with strong involvement from nominated actors through videos and posts calling for votes, as well as the community thanks to their active engagement and voting. The results were announced on-air on March 26<sup>th</sup>, plus a live broadcast on Facebook.



# COMMUNICATION CAMPAIGNS & PARTNERSHIPS



**Planète+** was a partner in the premiere of "*Jane par Charlotte*", a documentary screening at Montreal's Beaubien Cinema, on March 15<sup>th</sup>.



**Saisons**, a channel dedicated to hunting and fishing enthusiasts, was a partner in the TFCP, a hunting and fishing films tour. The event was held in 10 cities across Quebec and presented films and conferences for hunting and fishing fans.

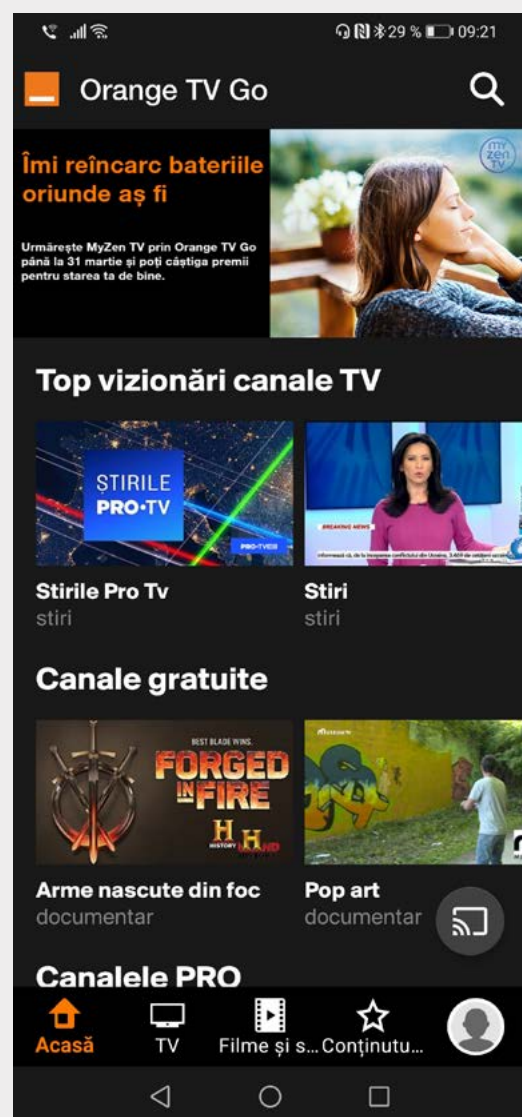




# MARKETING ACTIONS



Orange Romania promoted special programming on **MyZen TV** dedicated to International Women's Month on platform Orange TV Go, as well as on their social media. A contest was organized for subscribers to win a juice extractor and a smoothie blender.



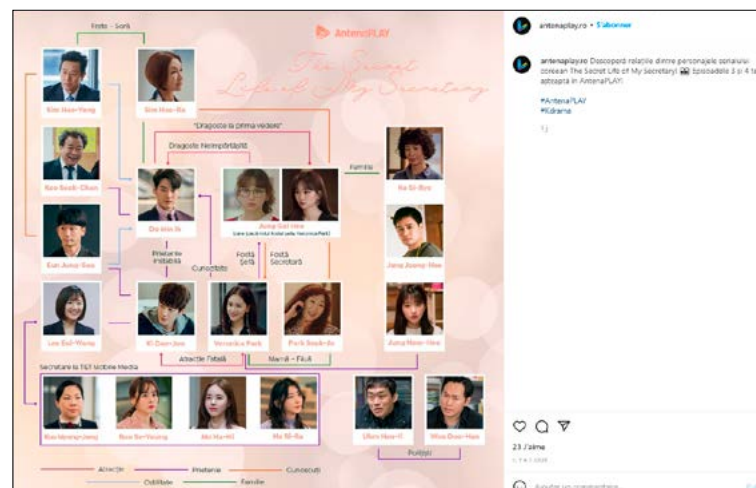
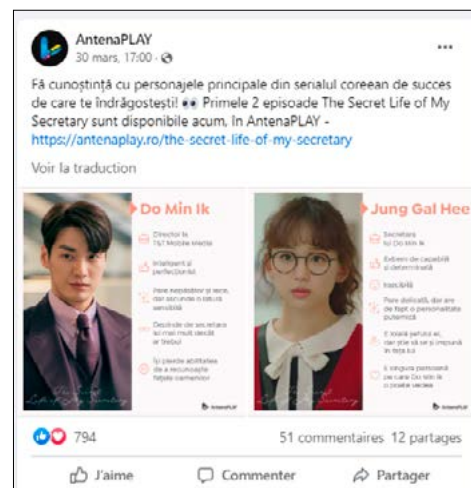
In March, Orange Romania promoted **Museum TV's** special programming on Women in the Arts on their Facebook Page.



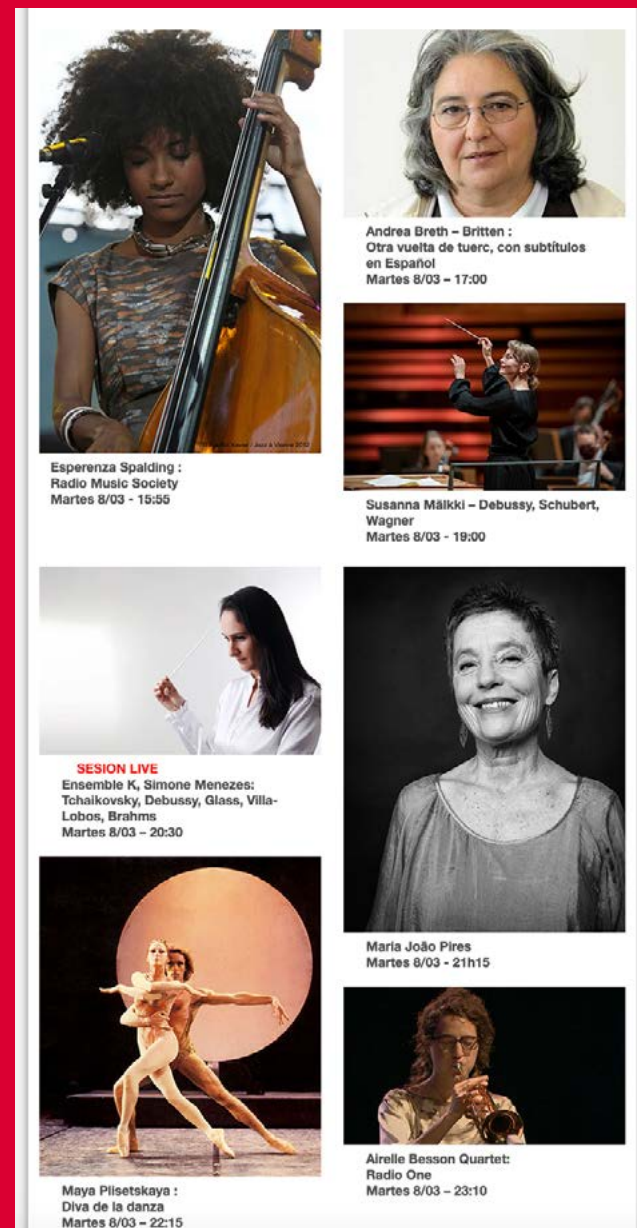
A joint promotion campaign was organized by **Mezzo**, the Czech National Ballet, and Czech operator O2 to promote the channel. Subscribers could try their luck to win a ticket to a performance at the National Ballet.



To support the launch of Korean drama « The Secret Life of My Secretary » of **SBS** catalogue, AntenaPlay is promoting the release of the episodes each week on their Instagram, Facebook and TikTok accounts.



In honor of International Women's Day, **Mezzo TV** channel dedicated its programming to woman artists throughout the month of March!



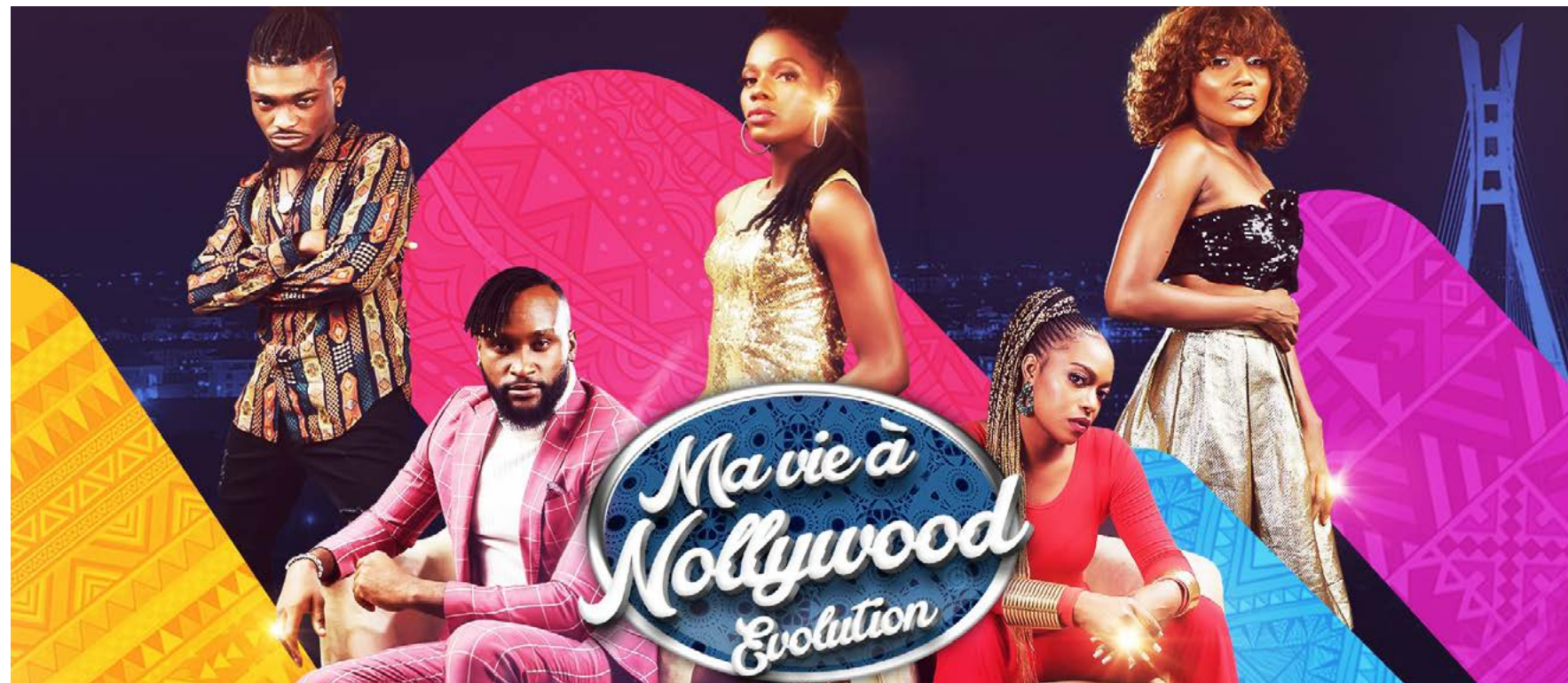


# MARKETING ACTIONS

**NOLLYWOOD**  TV



Not one, not two, but **three new series** have made their debut on **Nollywood TV** channels! On March 26<sup>th</sup>, a new series « Le Roi des Rois », in which two rival kings of the Mbamara kingdom fight a fierce battle, was added to the series pillar on **Nollywood TV Epic**, followed closely by « Les Colocataires » and the second edition of the reality show « Ma Vie à Nollywood », on April 6<sup>th</sup> and 9<sup>th</sup> on **Nollywood TV**. To introduce these new programs, a digital paid media campaign was held in various African countries.



 le bouquet  
**AFRICAIN**

We have launched a YouTube programmatic campaign using NOFI-produced content and targeting users watching African contents. This campaign generated more than 250K views, with an average view duration of over 90%.



**200** new subscribers  
on Le Bouquet Africain's  
Youtube channel !



# MARKETING ACTIONS



For the first time, **Le Bouquet Maghreb** offer joins forces with **Secours Islamique France**.

Secours Islamique France works to support those in need in France and around the world, independent of religious or ethnic considerations, especially during Ramadan, when several caritative actions are carried out.

To promote this close partnership, **Le Bouquet Maghreb's** teams have deployed a 360° campaign, including:  
a digital programming campaign, street marketing, on-air campaigns on major radio channels, and dedicated interviews to present the partnership

Programs available in **Le Bouquet Maghreb** were highlighted on French operator SFR's website and on Box TV.



**Le Bouquet Maghreb**, in collaboration with radio channel **Beur FM**, organized a massive contest in honor of Ramadan. For a whole week, radio presenters asked their audience questions about Le Bouquet Maghreb to try their luck at winning the grand prize: a 4K TV!





# MARKETING ACTIONS



For the first time, **Le Bouquet Maghreb** joined forces with the brand Habibi's to create a unique design! A contest was organized for the occasion: every week during the month of Ramadan, **Le Bouquet Maghreb** and Habibi's audience were given a chance to win a sweatshirt branded with the new design, as well as other products from Habibi's.



**Les chemises Le Bouquet Maghreb est partenaire d'Habibi !**

**Tentez de gagner une carte cadeau de 100€ chez Habibi's et un sweat édition limitée Le Bouquet Maghreb x Habibi's !**

À l'occasion du Ramadan, Le Bouquet Maghreb et Habibi's vous proposent chaque semaine un jeu concours avec à la clé **une carte cadeau de 100€** à gagner ainsi qu'un **sweat en édition limitée Le Bouquet Maghreb x Habibi's !**

**Vous souhaitez participer ? Cliquez sur le logo de Facebook ou d'Instagram ci-dessous !**

**Vous pouvez participer sur Facebook et sur Instagram pour avoir 2 fois plus de chance de gagner !**

**Ramadan Mubarak ! 🌙**

**THEMA ASIA-PACIFIC's** portfolio was highlighted on the latest APAC Big list, edited by the Content Asia.

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Founded in 2005, THEMA now includes 5 subsidiaries overseas. The company represents 180 channels and has created strong relations with the main television platforms in Europe, in Asia, in the Middle-East, in Africa and in North America, thanks to its expertise in TV content distribution, TV packaging and marketing strategy. THEMA Asia Pacific distributes a diversified portfolio of linear and on demand content in HD and 4K, covering a wide range of thematic, such as Lifestyle, Cinema, Series, Arts, Youth, Music and Sports.

**blackpills**  
More than 50 original short-form series available for mobile and TV. Original and premium ground-breaking series, documentaries and adult animation, exclusive and premium series.

**Fix Snip**  
Fix Snip offers short format, on the go entertainment for people in today's busy world. Premium multilingual 20 minutes films and series covering thrillers, drama, animation, horror, romance, comedy, and more.

**Nature, Culture and Knowledge**  
iWild is all about nature and wildlife from all around the world. Nature and wildlife has always been a bingeable, high-value genre on television. Nature can be exhilarating, beautiful, inspiring, amusing, and emotional. Experience 1000 hours of dynamically scheduled, incredible content.

**HERITAGE 4K**  
100% native 4K breathtaking documentaries focusing on Discovery, Archaeology & Sacred Sites, History & Heritage Sites, Architecture, Culture, Travel & Education. **Museum** is the first TV channel entirely dedicated to Art, covering Fine Arts (classic, modern, contemporary), but also Street-Art, Comics, Digital Art, Photography, Video Art, Architecture, Design, Factual entertainment.

**Multicultural**  
Canal+ Myanmar releases its in-house original productions of Burmese contents: movies, series, documentaries produced with talented local producers released every year. **Kanal D Drama** The first and only channel that brings together the best Turkish dramas in HD. Kanal D Drama explores universal stories with exceptional characters in fascinating places that inspire, transform, and captivate.

**Lifestyle & Entertainment**  
**Insight TV** Global factual entertainment channel with a passion for creating content that takes the viewer on an adventurous journey to explore and interact with states in 4K and HD. **LUXE TV HD** is pleased to unveil the world of luxury with more than 400 hours of programs, documentaries, reports and topics dedicated to the world of luxury and lifestyle.

**Kids & Education**  
**A+** Kids TV provides children aged of 3-7 quality, fun and comprehensive programs on learning skills development and preparing to school through multi-platform support and help them to "Grow Smart".

**Music (Linear)**  
**Mezzo Live HD** Gives an access to the greatest international venues from all around the world: opera houses, concert halls, festivals, dance theaters and jazz clubs. With around 40 live performances each year, that exclusively in High

**STINGRAY**  
Karaoke Over 13 000 karaoke songs, including today's hits and yesterday's classics, in all genres. **Stingray Music** A multiplatform digital music service that brings to listeners the best music for every moment, place and mood: available on TV, mobile and on the web! over 2,000 channels in 100s of music genres, featuring local and international artists, curated by music experts from around the globe.

**Stingray Cello** Discover the world's largest catalog of concert films, award-winning music documentaries, and live streaming music events from the 1920s to today. **MediciTV** Online streaming platform for classical music. It offers the world's largest VOD catalogue of more than 2,600 videos with over 150 live performances throughout the year.

**Wanna See** The contemplative TV produced by THEMA offers a wide array of curated international content, selected to soothe and inspire family audience around the world, that will enjoy the most magnificent series of the planet. **Vivaldi** Classical for everyone: the new FAST TV channel designed to offer the great popular work of classical music to a large audience.

**Target Audience**  
Our portfolio is addressing all ages groups, all audiences. Specificity of our multicultural offers addressing Burman community.

**Channel**  
Both linear and on-demand content

**Local original production**  
Canal+ Myanmar produces local contents in Myanmar to be broadcast on their in-house channels, such as documentaries, series, talk-shows. THEMA then distributes them to other platforms in the region.

**Advertising**  
THEMA distributes 2 FAST TV channels in the region, Vivaldi and Wanna See.

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**Trends & Outlook 2022**

“Non-linear and streaming will continue to grow in 2022. The rapid change of the industry will also favour the development of FAST channels in the region. Our niche contents offer will bring alternatives to platforms.”

Alexandre Bac, Managing Director Asia Pacific

In honor of Ramadan, the most important time of the year for the Muslim community, **Le Bouquet Maghreb** has organized a campaign with radio channel France Maghreb 2. The perfect occasion to promote the offer and wish the Muslim community a generous Ramadan!





# TRADE SHOWS/ EVENTS

## MIPTV

After more than a year, the THEMA teams were back at MIPTV, which took place in Cannes from April 4<sup>th</sup> to 6<sup>th</sup>. A great opportunity to see and speak with our international partners again!



## THEMA DAY

On April 21<sup>st</sup>, THEMA NORTHERN EUROPE content portfolio was put in the spotlight at the occasion of the 2022 THEMA DAY, hosted right in the middle of the enchanting botanical garden! A great occasion to enjoy a private philharmonic concert and to meet up with our partners in Amsterdam after the last two quiet years!



# PRESS REVIEW

## NOVELAS<sup>TV</sup>

In April, « Mme Fazilet et Ses Filles », a multi-awarded Turkish telenovela replaced « Deux vies » on **Novelas TV**. The story of a mother seeking financial means, and her two daughters with different personalities. We have co-branded a device in France with media outlet Tele-Loisirs to highlight this new genre of telenovelas popular with our audience.



## APPOINTMENT

In March, Eileen Low joined the THEMA ASIA-PACIFIC subsidiary as a "Affiliate Sales Manager" in Singapore.

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# BRING PEOPLE THE CONTENT THEY LOVE



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