

THEMA
A CANAL+ COMPANY



NEWSLETTER

JANUARY - FEBRUARY 2025

THEMA AND ROKU STRIKE A MULTI-TERRITORY DISTRIBUTION DEAL

THEMA is proud to announce a new distribution deal with **Roku**, the **#1 selling TV OS** in the **US, Canada, Mexico**, to **curate multiple international series for the Roku channel audiences** in the **US, the UK, Mexico, and Canada**.

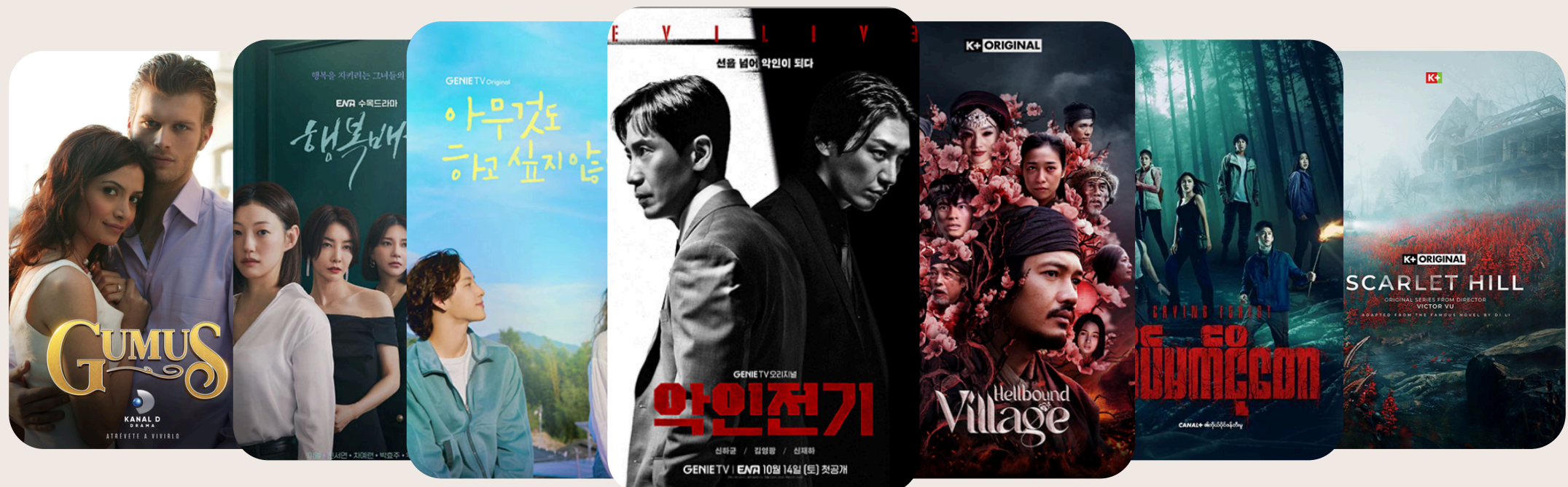
The deal includes **8 drama series** from **Korea** and **Turkey** that **will be available in the US**, most of them addressing **the Hispanic community**.

These series have become hugely popular worldwide in the last few years, thanks to the quality of their production and storytelling. The selected **Turkish titles** '*Asya*', '*Gumus*', '*La Dama Rebelde*', '*Mi Ultimo Deseo*' and the **K-Dramas** from **KT Studio Genie**, a leading production company, '*Unlock My Boss*', '*Battle For Happiness*', '*Summer Strike*' and '*Evilive*' will be available in Latin America, in Canada and in the UK.

4 Canal+ Originals from **Vietnam** ('*Hellbound Village*' and '*Scarlett Hill*') and from **Myanmar** ('*Crying Forest*' and '*Toxic*') will bring the audience a captivating mix of psychological suspense and supernatural forces.

Last but not least, '*Dhawan Khareng*' – a phenomenon in India produced by **Indiacast** will be included in the deal. The show, focused on cricket, will impress all fans of the sport in Canada, the US and the UK.

Roku



● ● ● **TV CHANNELS LAUNCHES**



SERIES LAUNCHES



Launch of 3 Korean Series

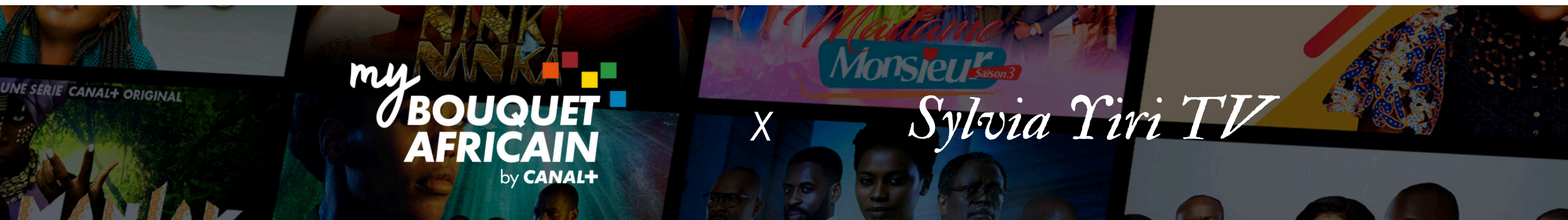


LTNS and **Sh**ting Stars**, two comedies produced by CJ ENM, and **Evilive**, a drama produced by StudioGenie are available on the Romanian SVOD platform, AntenaPlay.

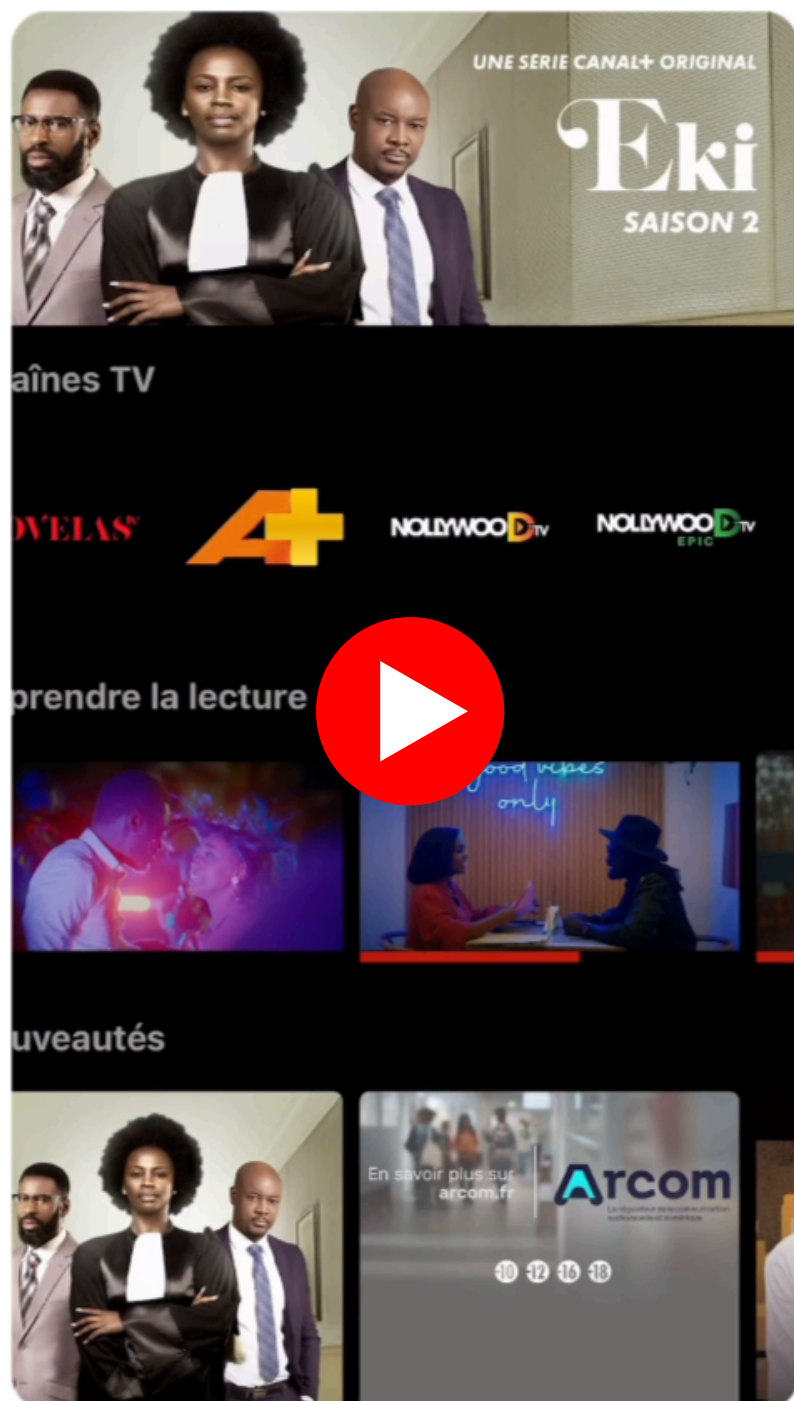


In Bulgaria, BTV Action viewers now have access to seasons 1 and 2 of **Taxi Driver**, produced by SBS.

● ● ● COMMUNICATION & MARKETING CAMPAIGNS



DISCOVER OUR NEW EXCLUSIVE COLLABORATION !



- **My Bouquet Africain** has entered into a new partnership with a content creator specialising in reviews of African series : **Sylvia Yiri TV** 🎥

From *January to June*, she has been and will continue analyzing the first episode of a selected series available on My Bouquet Africain once a month, sharing her opinion and enthusiasm with her community.

As a bonus, she is also offering an exclusive promo code to give new subscribers 50% off their first month.

Thanks to this collaboration and the new content added to our platform, we have already welcomed **several new subscribers in just 10 days**.





PEKIN EXPRESS : A NEW ADVENTURE AWAITS...IN CANADA

- January kicked off strong thanks to **M6 International's digital campaign**, which was launched in the pages of **Le Devoir** from January 14 to 16.

This campaign highlights the **20th season of the iconic show Pekin Express**, a must-watch program returning this year with thrilling new adventures.

Don't miss out on the chance to follow this season full of surprises and twists!

Mardi 14 janvier 2025

LEDEVOIR

NOUVELLE SAISON !
Dès le 16 janvier à 20h45
Disponible chez votre télédiffuseur

CHEFFERIE DU PLC
Mark Carney laisse paraître son intérêt pour la chefferie du Parti libéral du Canada
L'ex-gouverneur de la Banque du Canada a accordé lundi une longue entrevue à l'animateur Jon Stewart, du « Daily Show ».

COURIR DANS L'OMBRE
Chronique Dans le fracas de l'arrivée de Trump et du départ de Trudeau, qui se soude le PLC?

Legault prévient les Américains que les tarifs de Trump pourraient se retourner contre eux
Actualité / Économie

Une oasis des Années folles à Montréal a été retrouvée intacte
Des archéologues ont découvert le miroir d'eau cernant de l'ancien jardin du studio Ernest Cormier.

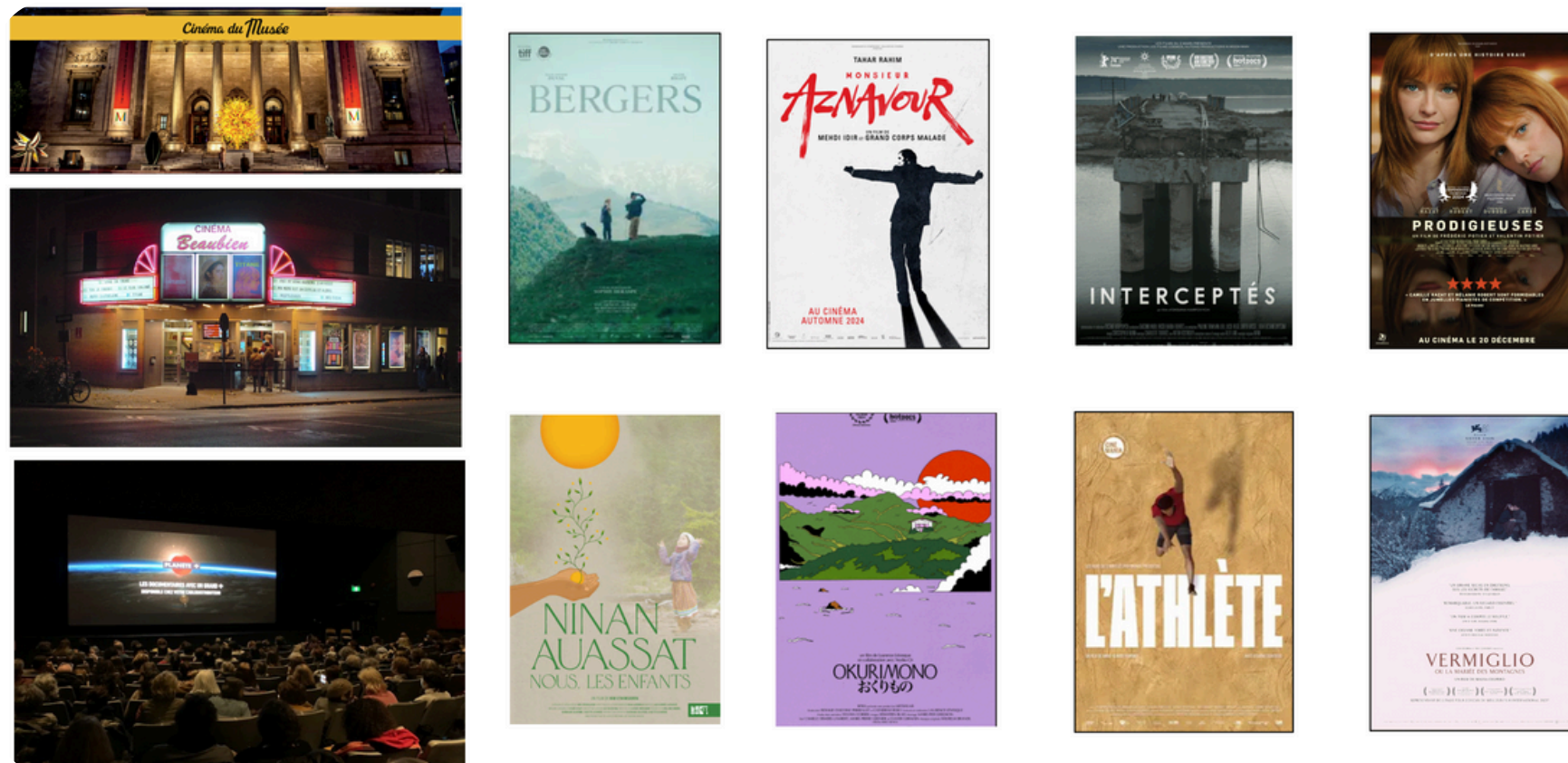
Le premier ministre français remet l'impopulaire réforme des retraites « en chantier »
François Bayrou cherche, avec ces trois mois de pourparlers, à amadouer la gauche modérée pour éviter une censure.

Une alarme pour le monde
Éditorial Les feux de Los Angeles offrent un instantané lointain, mais tangible, des périls qui nous guettent tous.

1 SQUARE PHILLIPS LOCATIF
Condos

PLANÈTE +

PLANÈTE+ : AN EXCLUSIVE CINEMATIC PREVIEW IN CANADA



- **Planète+** has kicked off a cinematic campaign in Montreal theaters, showcasing the trailer at two iconic locations : **Cinéma Beaubien** and **Cinéma du Musée**, with the campaign *running continuously until April*.

It's a unique opportunity to get a sneak peek at what's coming to the channel. Don't miss out on this immersive experience at the heart of the Planète+ universe.

● ● ● COMMUNICATION & MARKETING CAMPAIGNS

- Mezzo/Altibox : marketing campaign - subs contest.

The promotion started at 11 January for a week in combination with promotion for the concert in Oslo with Klaus Mäkelä on the 16th of January in Norway.



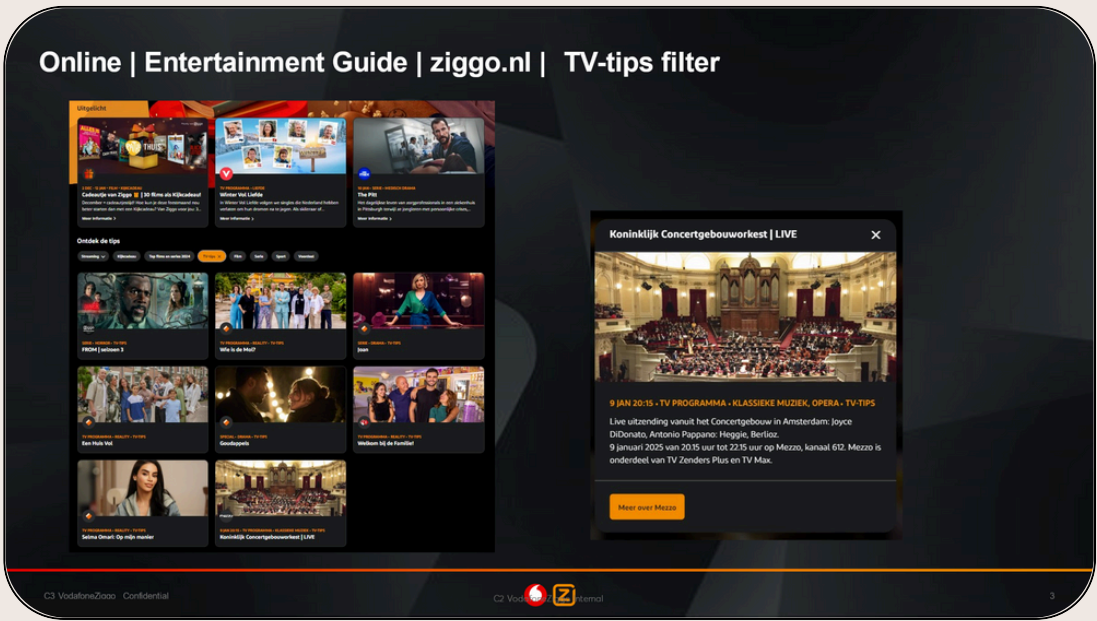
- Mezzo : digital campaign in Luister online supports.

Mezzo, channel on the month in the Netherlands in January.



- Mezzo/Ziggo : newsletter promotion & radio campaign.

Promotion of the live concert on January 9th on the Ziggo platform, combined with a multi-operator radio campaign on Radio 4 and Radio 1. The concert took place at the Royal Concert Hall in Amsterdam and was broadcast live on Mezzo.



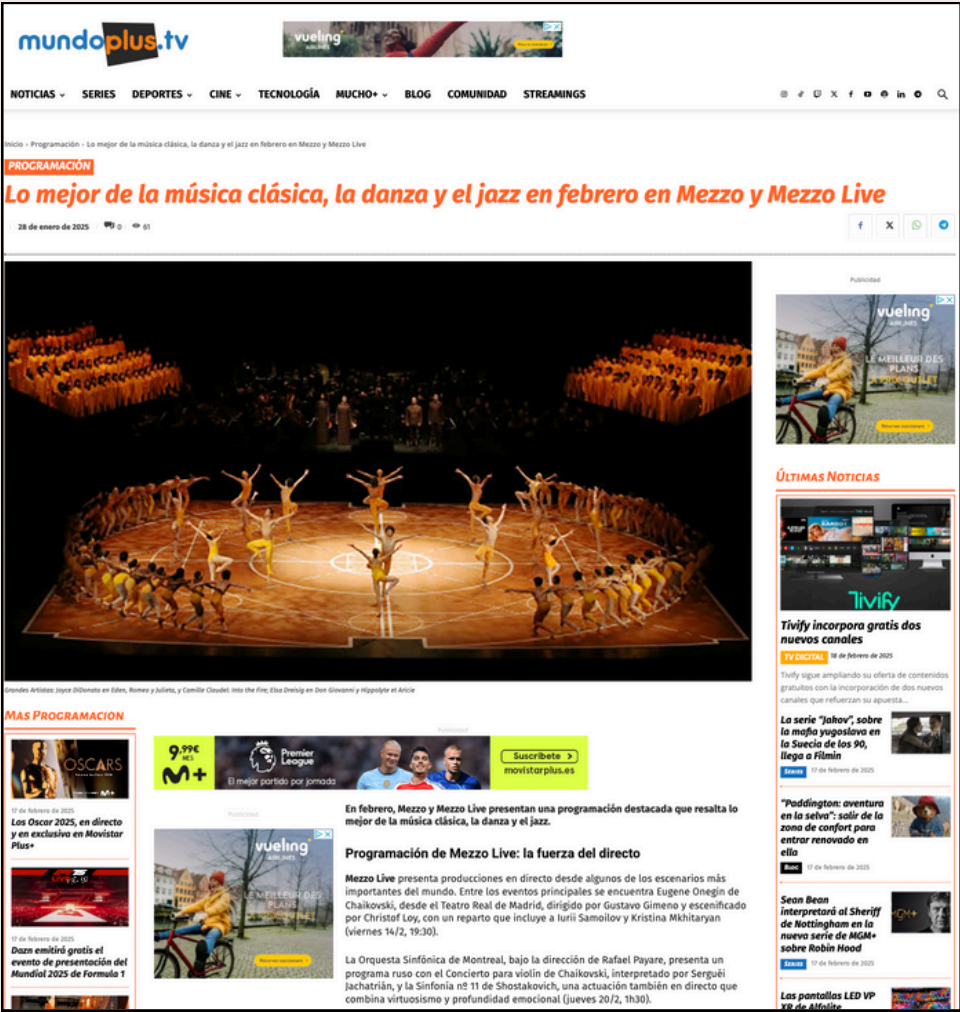
- Mezzo/Beckmeser promotion.

Promotion on Beckmeser website in Spain.



- Mezzo/Mondoplus.tv promotion.

Promotion on Mondoplus.TV supports in Spain.

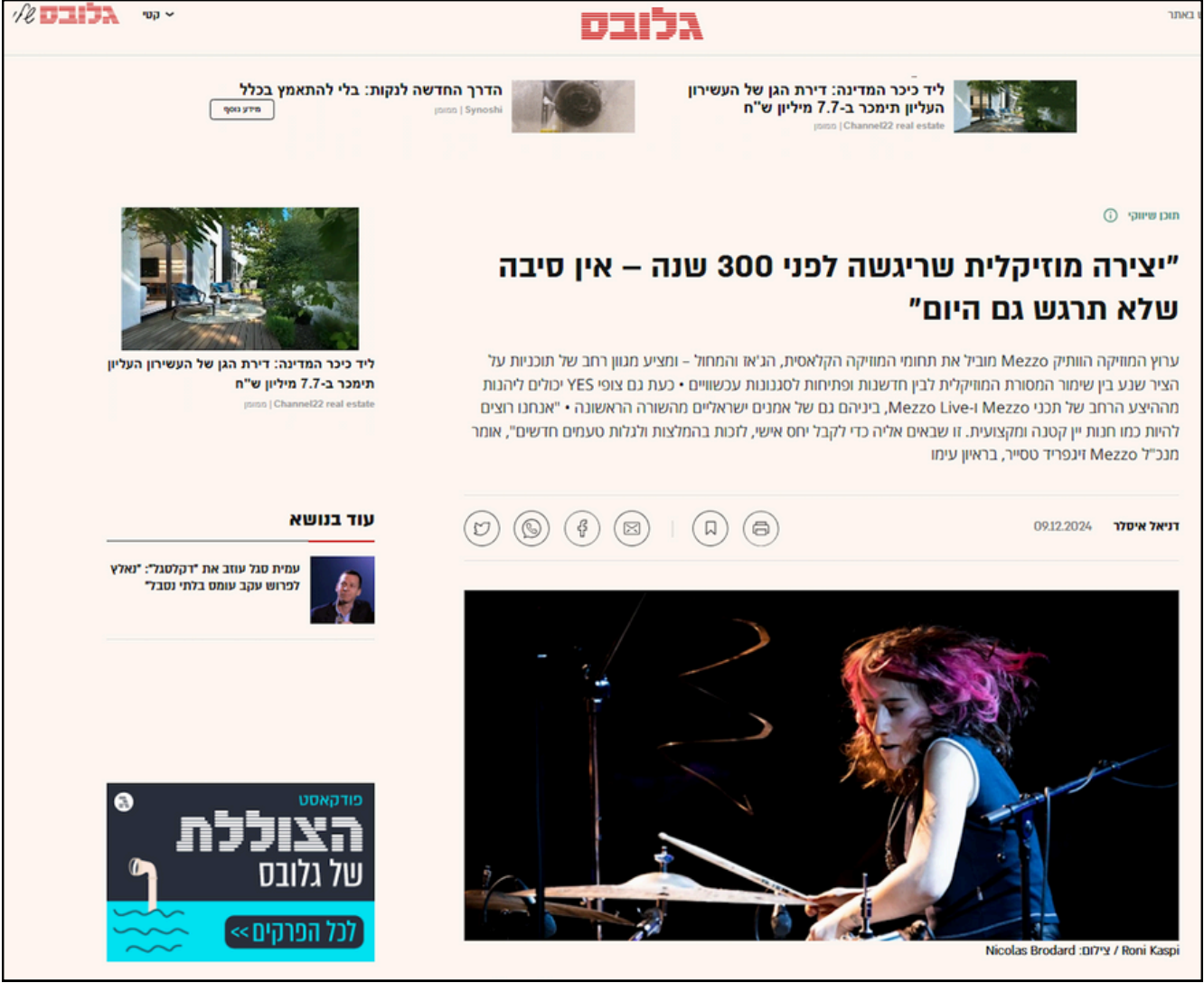




MEZZO'S SPOTLIGHT ON ISRAELI ARTISTS



- In December, Mezzo made waves in Israel with **two impactful articles in the prominent financial newspaper Globes**. These featured a special promotion of Israeli artists broadcast on the channel, alongside an insightful **interview with Wilfried Texier, Mezzo's Executive Director**. The interview was published on the **Globes website**, further boosting Mezzo's presence in the Israeli media landscape.



MUSEUMTV



- Museum TV - **programming campaign on Facebook and Instagram**.

This engaging campaign reached a broad audience, sharing the magic of art and culture with viewers worldwide.



DIVE INTO THE 80s : Disco Fever takes over Planète+ !



In Canada, to celebrate the acquisition and airing of the documentary **"HIGH ENERGY : LE DISCO SURVOLTE DES ANNEES 80"** on **Planète+**, we hosted a PR event with a "Disco" theme, in collaboration with our business partners.

A glamorous and retro evening to relive the wild energy of that era, with numerous broadcasts scheduled throughout February. An unforgettable night, just like the electrifying world of disco!



Unifrance Rendez-Vous in Paris

THEMA AT UNIFRANCE PARIS

The acquisition and sales teams from THEMA attended **Unifrance Paris** from January 14th to 16th.



NATPE GLOBAL

REFLECTING ON A SUCCESSFUL NATPE 2025 !

We're thrilled to share that THEMA has just wrapped up an incredibly successful **NATPE conference** !

From the passionate dramas of Turkey to the cutting-edge narratives of Korea, our series met the expectations of our clients—streaming platforms and channels—who are eager to offer fresh and captivating experiences to their viewers.



THEMA continues to strengthen its position as the provider of choice for international content, ensuring that we deliver not just entertainment, but a cultural journey through screens worldwide.

● ● ● **UPCOMING EVENTS**

FILMART

17-20 March, 2025

Hong Kong Convention and Exhibition Center

Booth 1D-C14, 1E-A19 (Hall 1)

Alexandre Bac

Eileen Low



**M SERIES
MANIA
FORUM**

25-27 March, 2025

Lille, Grand Palais

Séverine Garusso



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