

THEMA
A CANAL+ GROUP COMPANY

¿QUÉ CULPA TIENE FATMAGUL?

MI VIDA ERES TÚ

**KANAL D DRAMA ARRIVES TO
PRIME VIDEO IN MEXICO**



prime video

#1 NEWSLETTER

JANUARY - FEBRUARY 2023

DISTRIBUTION

■ FRANCE ■

Le Bouquet Maghreb added 5 new channels to its SFR offer: El Hiwar Ettounsi, Sky News Arabia, Syria TV, MBC Iraq and Dizi.

■ EUROPE MIDDLE EAST & AFRICA ■

Starting January 31st, **MyZen TV 4K** is available on NOS Portugal basic package via UMA set-up boxes.

The THEMA Northern Europe team is thrilled to announce the launch of **Euronews**, **2M**, **Al Aoula** and **TRT Turk** with Dutch operator In Company Media.

In Company Media is the only provider in the Netherlands to offer a purely B2B TV offer. The company specializes in IP television and other video streaming services. It was one of the first television providers with a digital television package on a standard data network.

THEMA will be extending its partnership with Romanian SVOD platform, AntenaPlay! **iQiyi's** Chinese drama "No Boundary", a genre-bender with notes of romance, martial arts and fantasy, is now available for viewers on AntenaPlay. Thanks to this new step in our collaboration with iQiyi, THEMA will continue to provide even more quality content from Asia to our Romanian subscribers.

■ ASIA-PACIFIC ■

THEMA is proud to announce a new launch in Asia-Pacific – 3 channels from our portfolio have been launched on SSNet IPTV platform and SSPlay OOT service: **LUXE TV**, **Stingray CMusic**, and **Stingray iConcerts**.

THEMA is expanding its distribution activity in Japan with the launch of **Vivaldi** FAST TV channel via R channel, a linear streaming service operated by Rakuten. The classical music channel will now be available to users across the R channel platform!

■ USA - LATAM ■

Kanal D Drama arrives on Prime Video in Mexico!

The channel with the best Turkish dramas in Spanish has been added to the Prime Video Channels offering in Latin America, starting with Mexico.

Turkish drama fans in Mexico will have reason to celebrate! Starting in January, all Prime Video members in Mexico can subscribe to Kanal D Drama and enjoy access to a library of 3,000+ hours of Turkish series fully dubbed in Spanish.

Subscribers can access Kanal D Drama's Prime Video Channel via the Prime Video app for TV and connected devices, including Fire TV, mobile devices, and web.

NEWS

Sunu Yeuf launched its new exclusive series "Déchéances" on February 1st. Produced by Marodi, a wildly successful producer of Senegalese series, Déchéances is an ambitious series that tackles social justice issues grappled with by female students.



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In Rwanda, since January, a **Nathan+** corner has been created in the library of French institute of Kigali, featuring access to Nathan+ channel, books, and extended support with homework.



Nathan+ accompanies children beyond television. Nathan+ promotes access to knowledge for all children. In Senegal - thanks to a partnership between Nathan+, international Nathan editions, and the Museum of Black Civilizations of Dakar - 1,200 underprivileged school children enjoyed a visit to the museum and received books for school.





Ô'Batanga was elected best foreign francophone fiction at the Luchon Festival 2023. The Canal+ original series is available on +D'Afrique - the Bouquet Africain's VOD service - and My Bouquet Africain app.

NOVELAS^{tv}

On February 18, 4 new series arrived on Novelas TV!

Fans will be able to enjoy this new programming from Monday thru Friday, including the new A.RIZA series which kicks off this new event!

NOVELAS^{tv} VOTRE CŒUR BAT PLUS FORT



A.RIZA



UN AMOUR SAUVAGE

MOTHER

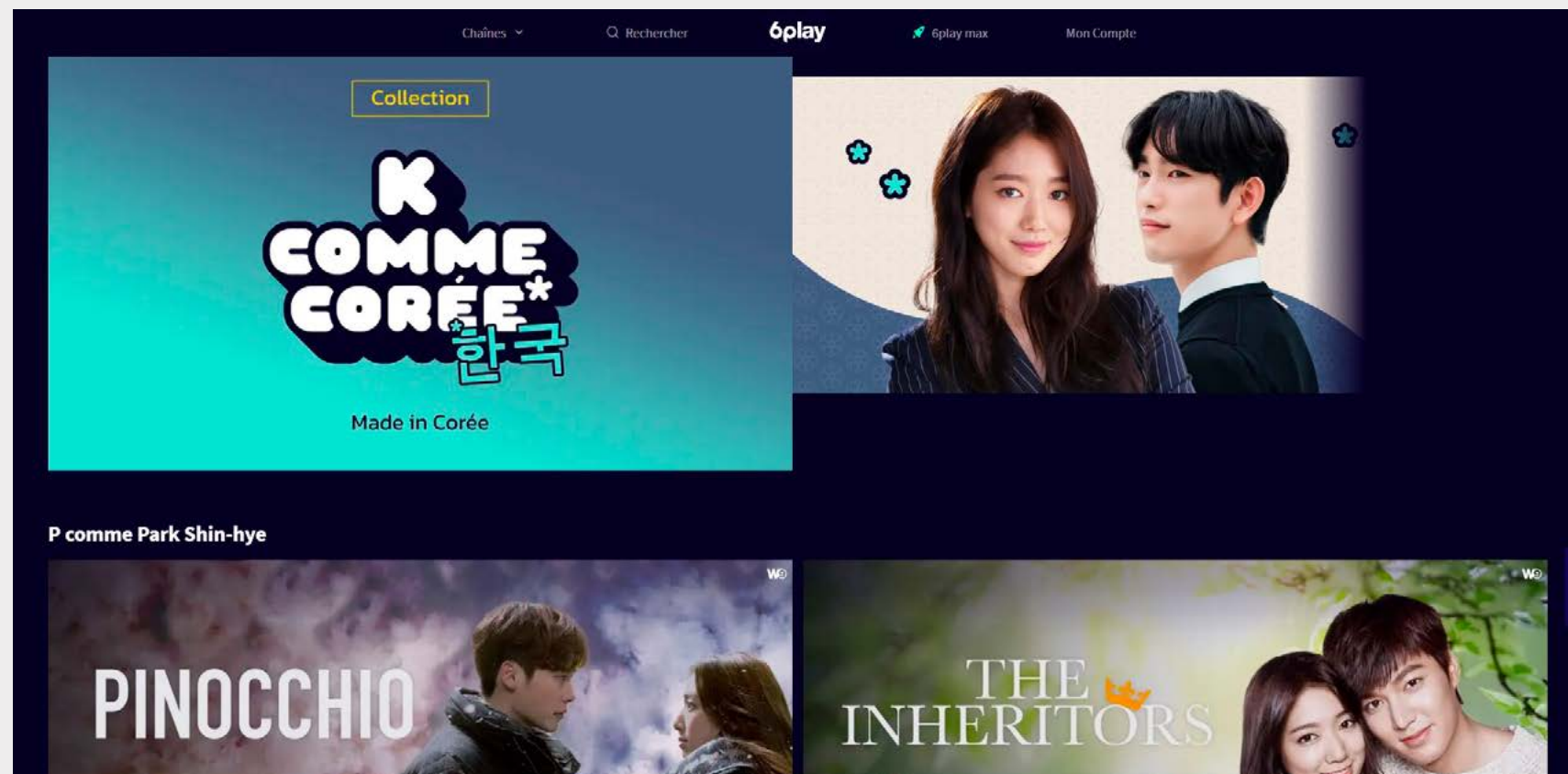
avendo BRASIL

Frères de sang

L'OMBRE DU PASSÉ

COMMUNICATION CAMPAIGNS & PARTNERSHIPS

M6 launched 3 new **Korean Drama series** distributed by THEMA for a « Korean Month » campaign on their VOD platform **6Play** : Pinocchio, Doctor John & The Inheritors – produced by **SBS** during the month of February.



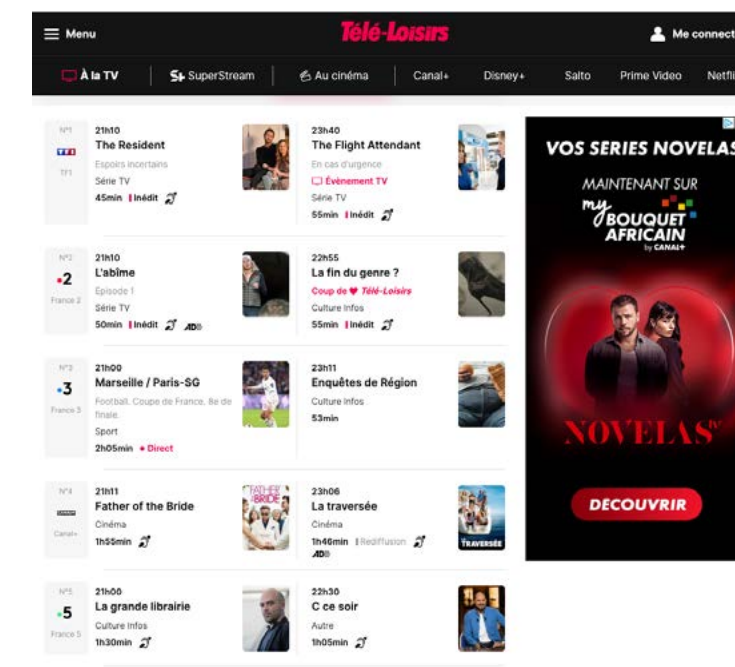
Nollywood TV in Brussels Station! A beautiful outdoor ad-campaign can be found actually in Brussels, celebrating the channel's 10th birthday.



For Valentine's day, **CANAL+** promoted **Novelas TV** on its **MyCanal** platform for Africa.



My Bouquet Africain launched a digital campaign to highlight the **Novelas TV** release on its platform during the month of February.



MARKETING ACTIONS

mezzo liveHD

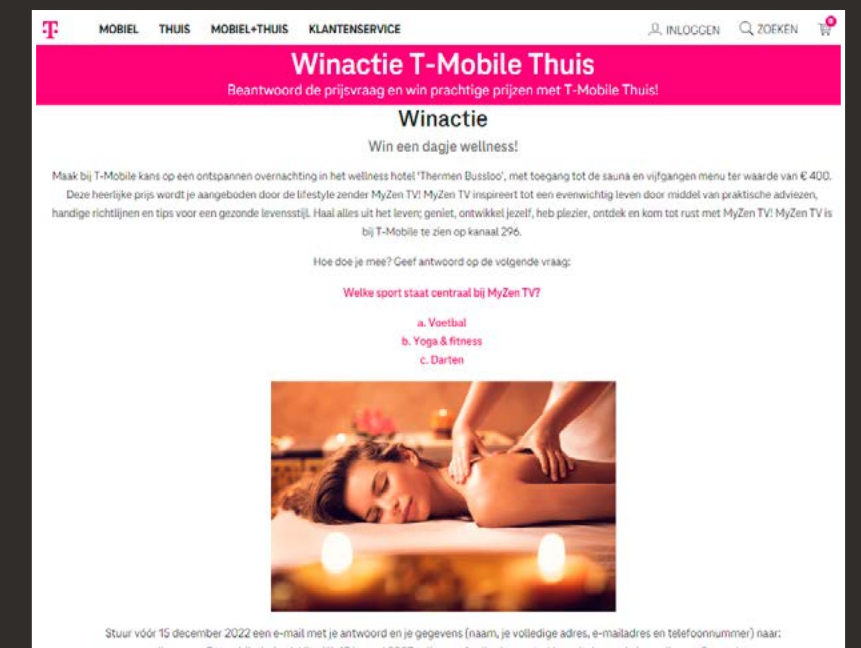
Mezzo Live HD was highlighted on Sunday Mingpao Newspaper in Hong-Kong on January.



M6 International was highlighted on l'Institut Francais' Canadian website and social networks during the month of February.



From December to January, operator T-Mobile promoted **MyZen TV** channel.



Portuguese operator Vodafone promoted **MyZen TV** to their subscribers and organized a contest featuring several different prizes.



MARKETING ACTIONS



In January, "Vie des Arts" highlighted **Museum TV** channel in their newsletter and magazine. "Vie des Arts" is the top French-language Canadian magazine devoted to the visual arts. With a focus on educational content, the magazine publishes accessible, original articles on the latest in contemporary art in Quebec and Canada.



My Bouquet Africain has launched a new poster in 10 local stores and promo codes for ambassador merchandisers.

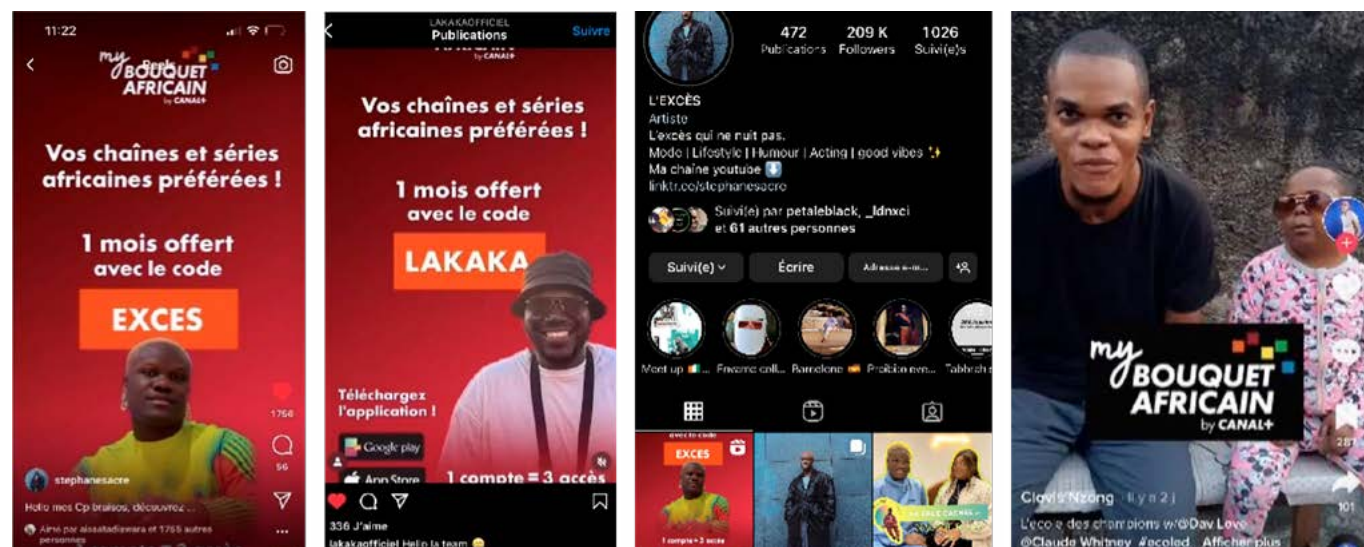


THEMA channels celebrate Valentine's day ! For the occasion, **Novelas TV** has organized a special contest, "Le Jeu de la Saint Valentin".



My Bouquet Africain is launching an influence campaign featuring a special promo code for users' first month's subscription.

10,708 views on Instagram and **11,100 views on Tiktok**



Nollywood TV throws their hat in the ring! For the launch of new series "Dr Love", the channel has organized a Facebook contest in honor of Valentine's Day. Lucky winners will receive complimentary hotel stays in several African countries.

Faites votre plus belle **déclaration d'amour** à votre moitié !





KANAL D DRAMA DEBUTS ON PRIME VIDEO CHANNELS IN MEXICO

Jamie Stalcup 29 days ago Top Stories



ADVERTISEMENT

Kanal D Drama has been added to Prime Video Channels in Mexico, giving subscribers access to a library of 3,000 hours of Turkish series fully dubbed in Spanish.

This includes series such as *Hekimoğlu* and *La Familia*. "With this agreement, our large library of exclusive Turkish series in Spanish will strengthen the offer of Prime Video content in Mexico, while we enter a key market for us," said Carlos Fernández, CEO of Thema America.

The Kanal D Drama catalog also includes *Amor en Blanco y Negro*, *Más Allá de las Nubes*, *Amor y Travesuras*, *Agentes Implicados*, *Cruzando Mares*, *Así es la Vida*, *Meryem*, *La Dama Rebelde*, *La Trampa del Amor*, *Por Mi Hijo*, *Amanecer*, *Chicas del Sol*, *Dulce Venganza*, *Hulya*, *La Sombra del Pasado*, *Mi Último Deseo*, *¿Que Culpa Tiene Fatmagül?*, *Gumus*, *Kuzey Guney*, *Guerra de las Rosas*, *Amor Prohibido*, *Tormenta de Pasiones* and *Mi Vida Eres Tú*.

ADVANCED TELEVISION



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THEMA expands in Japan with Rakuten

February 8, 2023

THEMA, a Canal+ Group company, has expanded its distribution activity in Japan with the launch of Vivaldi FAST TV-channel via R Channel, a linear streaming service operated by Rakuten Group. The classical music channel is now available to users across the R Channel platform.

After several recent new APAC deals by THEMA in Thailand, India, Hong Kong and South Korea, the company's expansion into the Asian market marks its first deal in Japan.

"We could see big potential in Japan, being one the largest hubs for classical music. Rakuten is the ideal platform to make Vivaldi available to a new audience and allow the greatest symphonies within everyone's reach," said Alexandre Bac, Managing Director APAC at THEMA.

With the motto "Classical for Everyone!", Vivaldi appeals not only to classical music experts, but also to those who are just starting to discover the genre. The FAST channel has gained in popularity among viewers due to its focus on easier listening, lifestyle and ambient experience. Thanks to this, Vivaldi's playlists with popular works of classical music – the greatest operas, symphonies and concertos – are accessible to as many people as possible.

"Connecting more people to classical music is our daily challenge. We are so pleased to see VIVALDI now available in Japan. This new opportunity with Rakuten marks a big step forward in our Asian presence, a continent which is full of amazing musicians and a fast-growing community of classical music lovers," added Wilfried Texier, Marketing Director of Vivaldi channel.



On January 12th, THEMA and its agent CHANNELS invited Czech and Slovak operators to «A Streetcard Named Desire» performance at the Czech National Ballet. Afterwards, they were joined by musicians and dancers to share refreshments and discuss the performance. It was a fantastic opportunity for Mezzo to introduce its upcoming 25th anniversary celebrations.



BRING PEOPLE THE CONTENT THEY LOVE



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