

CANAL+
DISTRIBUTION

NEWSLETTER

JANUARY - FEBRUARY, 2026

NEWS

A DISTINCTIVE AND ENGAGING FRENCH-LANGUAGE CULTURAL OFFER NOW AVAILABLE IN CANADA



X **Rogers Xfinity**

CANAL+ Distribution is launching 8 French-language channels on **Rogers Xfinity**, now brought together under the unified brand "**Le Bouquet Français**".

This new offering provides subscribers with access to a rich and diverse selection of channels – **Planète+**, **StudioCanal TV**, **Saisons**, **France 24**, **M6 International**, **Museum TV**, **Mezzo Live** and **MyZen TV** – spanning documentaries, cinema, news, entertainment, culture and music.



With "Le Bouquet Français," the full richness and creativity of French audiovisual content is now available through a single, dedicated destination for Quebecers and French-speaking audiences across Canada.

TV CHANNELS LAUNCHES



SERIES LAUNCHES

Mediawan



The documentary series *Strangers You Know* (an **M-NET production**) is joining **Crime District**, the Mediawan Group channel dedicated to true crime and real-life investigations. Exploring some of South Africa's most notorious murder cases through immersive storytelling, the series aligns perfectly with the channel's editorial positioning.

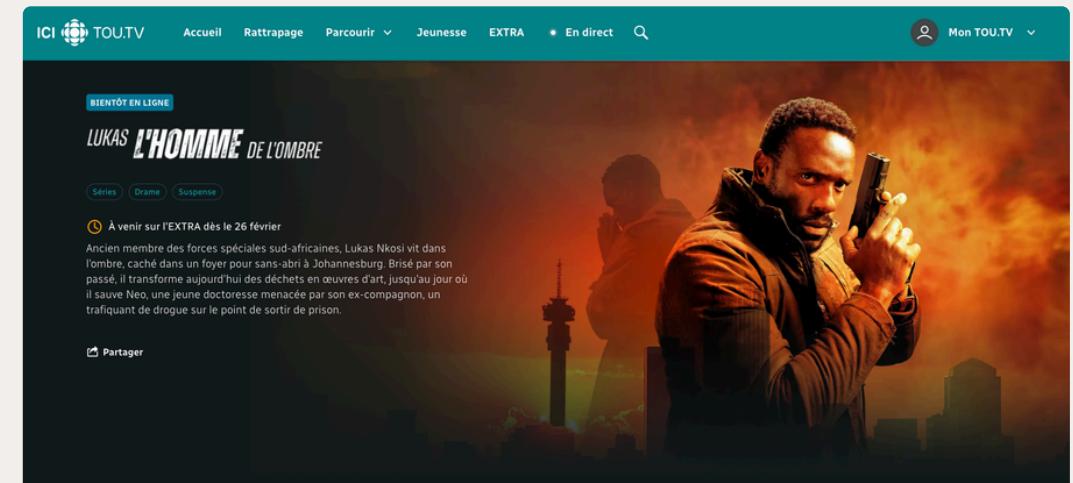


FRENCH-SPEAKING EUROPE & AFRICA

ICI  TOU.TV

Two series are now available on **ICI TOU.TV EXTRA** in Canada: the **CANAL+ Original** *Lukas, l'homme de l'ombre* and the acclaimed **ZDF** series *Bron / Broen*.

These two compelling titles further strengthen the platform's drama line-up with premium international storytelling.



CANADA

COMMUNICATION & MARKETING CAMPAIGNS

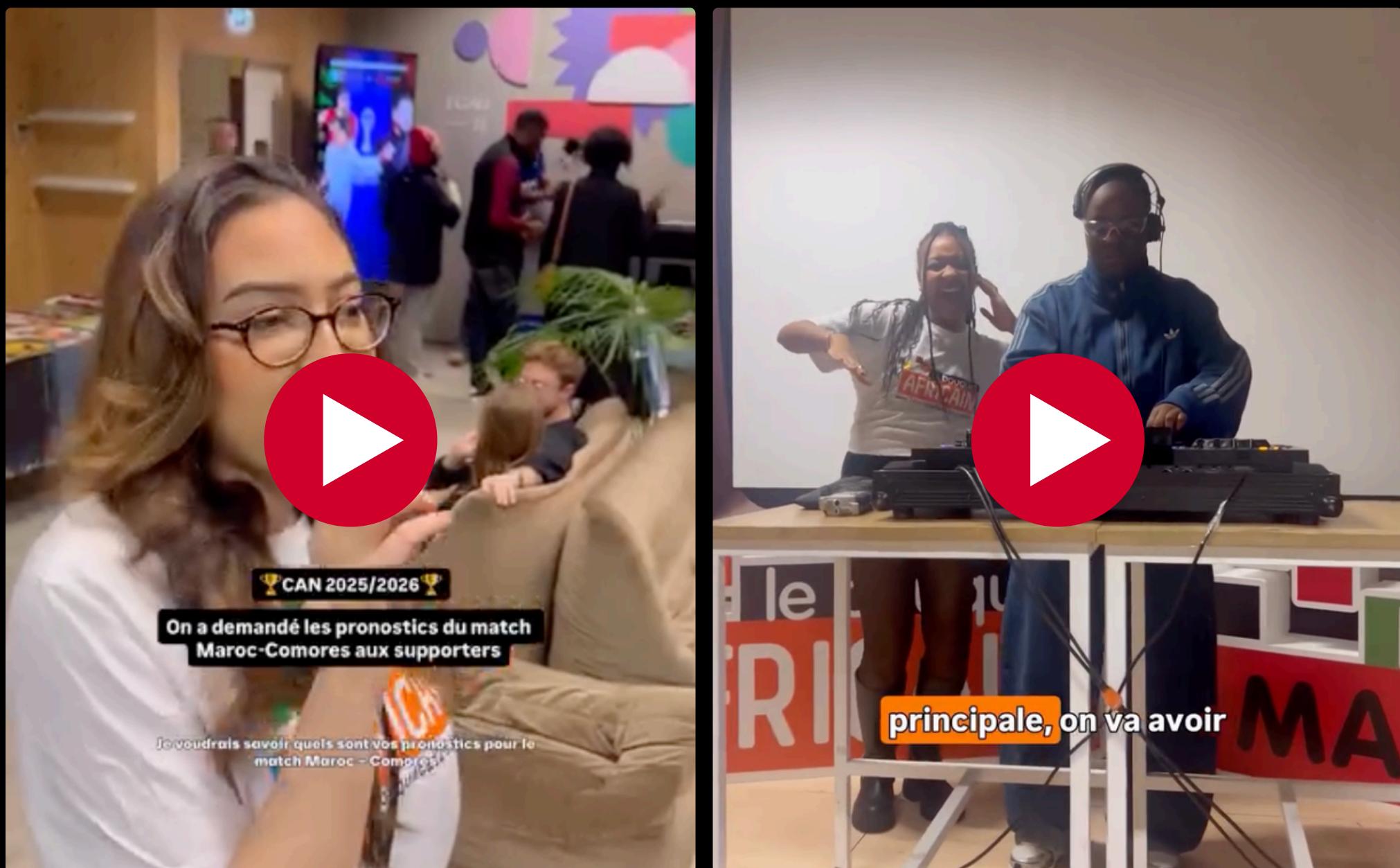


📍 FRANCE

PARIS IN THE COLORS OF THE AFCON

ON THE OCCASION OF THE AFRICA CUP OF NATIONS, CANAL+ DISTRIBUTION BROUGHT "AFCON IN PARIS" TO LIFE

– A UNIFYING EVENT COMBINING LIVE MATCH SCREENINGS WITH PREMIUM SERIES FROM LE BOUQUET AFRICAIN.
THE INITIATIVE CREATED A VIBRANT CELEBRATION OF AFRICAN CULTURE, FOSTERING ENGAGEMENT AND SHARED EXPERIENCES AROUND ONE OF THE CONTINENT'S MOST ANTICIPATED SPORTING EVENTS.



1,500+

ATTENDEES

800K +

IMPRESSIONS GENERATED
THROUGH ADVERTISING
CAMPAIGNS

8

MEET-UPS ORGANIZED
WITH THE AFRICAN
DIASPORA

12

INFLUENCERS
INVITED

DURING RAMADAN, FAMILIES GATHER EACH EVENING AROUND THEIR SCREENS, MAKING THIS PERIOD A KEY OPPORTUNITY TO HIGHLIGHT LE BOUQUET MAGHREB THROUGH CULTURALLY RESONANT AND UNIFYING CONTENT.

TO MAXIMIZE IMPACT, AN AMBITIOUS 360° CAMPAIGN WAS ROLLED OUT TO ENHANCE VISIBILITY AND STRENGTHEN ENGAGEMENT WITH DIASPORA AUDIENCES.

OPERATOR HIGHLIGHTING

Relay across partner operators to optimize the bouquet's visibility throughout the entire period.

CANAL+ PASS MAGHREB *free*



RADIOS

Enhanced presence on **Beur FM** and **France Maghreb 2** to drive subscriptions through affinity-based radio frequencies.



STREET MARKETING

On-the-ground activations in high-traffic community spaces (markets, community areas, local grocery stores) in Paris and Lyon, creating moments of engagement and proximity with audiences.



OOH

Outdoor advertising campaign across metro networks and targeted locations in Paris and Lyon.



PROGRAMMATIC

Targeted digital campaign (Instagram, Facebook, YouTube, and community display platforms) featuring videos, static visuals, and tailor-made creatives produced by the agency's creative studio.

INFLUENCE & SOCIAL MEDIA

An editorial collaboration with lifestyle influencer @soa_toi was launched to establish regular viewing habits around the Maghreb Bouquet's programming and strengthen engagement within diaspora communities.



ON-GROUND ACTIVATION

Le Bouquet Africain was featured as a sponsor of a women's ftour hosted by Miss Nanga Chef, a well-known figure within the African diaspora. The event included a dedicated screening of one of the Bouquet's series, creating a culturally resonant brand experience and meaningful audience engagement.



PLANÈTE +

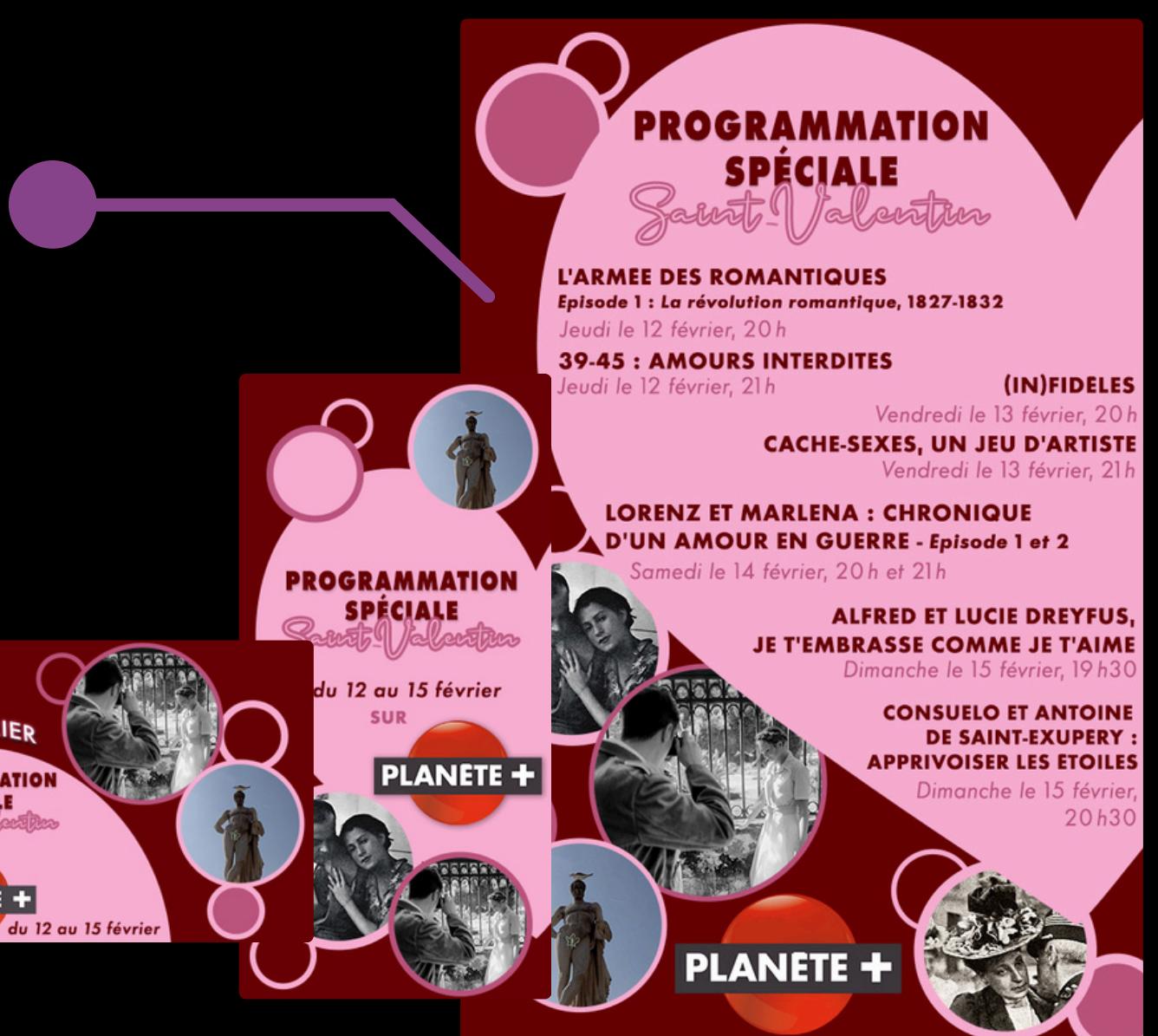


A SPECIAL SCREENING WAS ORGANIZED FOR **PLANÈTE +** IN COLLABORATION WITH THE **NATIONAL FILM BOARD OF CANADA**, FEATURING THE DOCUMENTARY **LA MÉMOIRE DES ANGES** IN THE PRESENCE OF ITS DIRECTOR, **LUC BOURDON**. A MOVING CINEMATIC EXPERIENCE THAT INVITED AUDIENCES TO REDISCOVER MONTREAL IN THE 1950S AND 1960S. A WONDERFUL CINEMATIC MOMENT SHARED AROUND MEMORY, CULTURE, AND STORYTELLING.

PLANÈTE +

FOR VALENTINE'S DAY, **PLANÈTE +** IS OFFERING A SPECIAL PROGRAMMING LINE-UP IN CANADA TO CELEBRATE LOVE, SUPPORTED BY A DIGITAL CAMPAIGN INCLUDING A WEB BANNER, A FACEBOOK COVER AND DEDICATED SOCIAL MEDIA VISUALS.

A VALENTINE'S DAY FAVORITE
ON **PLANÈTE +**



CHASSE • PÊCHE • NATURE

SAISONS

SAISONS RENEWS ITS PARTNERSHIP

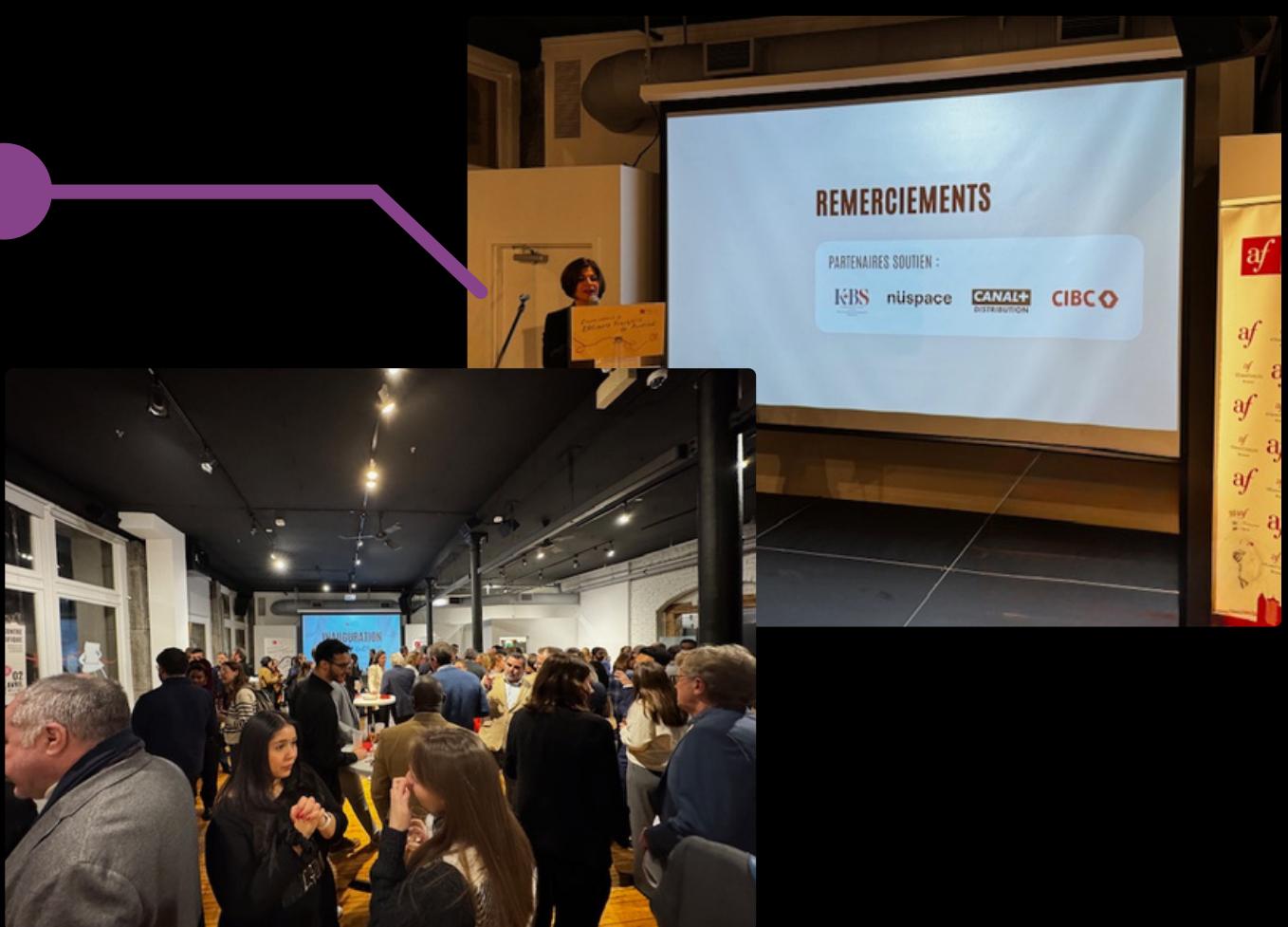


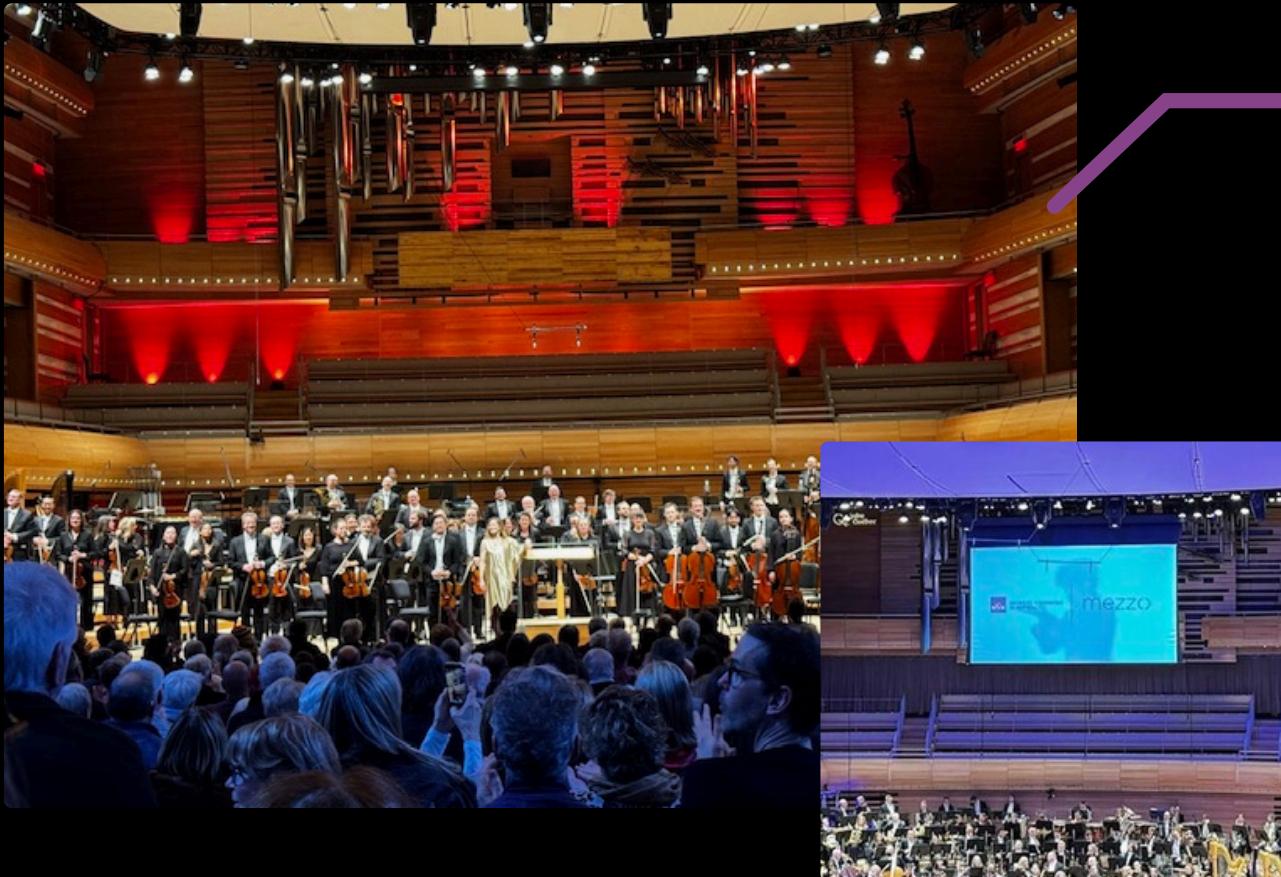
RENEWAL OF THE PARTNERSHIP
BETWEEN **LA TOURNÉE DE FILMS**
CHASSE ET PÊCHE AND **SAISONS**,
MARKED BY A VIP EVENING
ORGANIZED TO CELEBRATE THE
LAUNCH OF THE NEW 2026 TOUR.

**CANAL+
DISTRIBUTION** X **af**
AllianceFrançaise
Montréal

A NEW CULTURAL PARTNERSHIP IN MONTREAL

CANAL+ DISTRIBUTION HAS
ENTERED INTO AN ANNUAL
PARTNERSHIP WITH THE **ALLIANCE**
FRANÇAISE DE MONTREAL,
SUPPORTING THE CULTURAL DIMENSION
OF THE INSTITUTION'S ACTIVITIES.
THE PARTNERSHIP WAS OFFICIALLY
ANNOUNCED DURING THE
INAUGURATION EVENING OF ITS NEW
CULTURAL SPACE.





MEZZO LIVE RECENTLY RECORDED A PERFORMANCE BY THE ORCHESTRE SYMPHONIQUE DE MONTREAL UNDER THE DIRECTION OF **BARBARA HANNIGAN**, IN THE PRESENCE OF KEY OPERATOR PARTNERS AND THE CULTURAL ATTACHE OF THE CONSULATE GENERAL OF FRANCE IN QUEBEC.

EVENTS



Unifrance Rendez-Vous in Paris

PARIS,
FRANCE

COMING SOON

MEET US AT



**CANAL+
DISTRIBUTION**

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