

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.

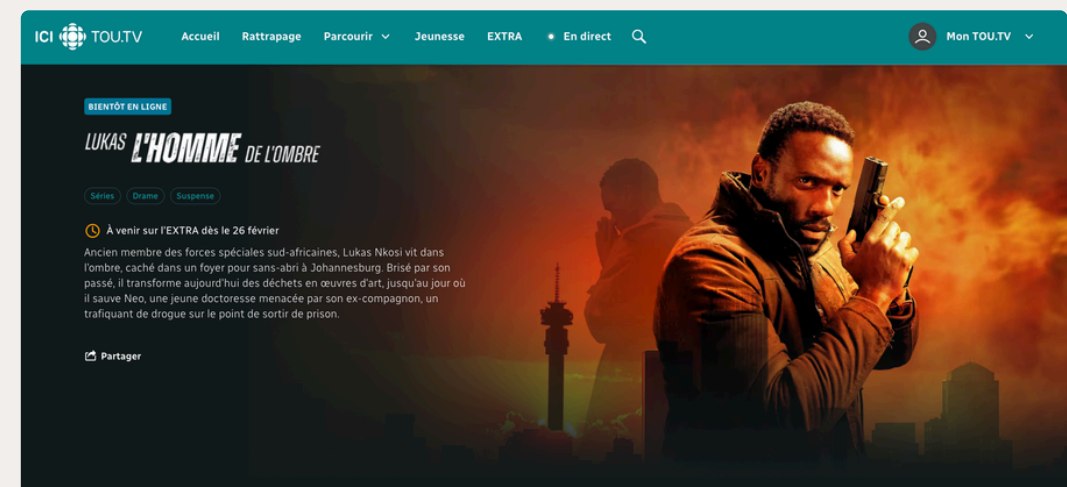
 **FRENCH-SPEAKING EUROPE & AFRICA**

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 SFR orange bouygues

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.





A SPECIAL SCREENING WAS ORGANIZED FOR **PLANETE+** IN COLLABORATION WITH THE **NATIONAL FILM BOARD OF CANADA**, FEATURING THE DOCUMENTARY **LA MEMOIRE 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.

FOR VALENTINE'S DAY, **PLANETE+** 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.

PROGRAMMATION SPÉCIALE
Saint-Valentin

L'ARMÉE DES ROMANTIQUES
Episode 1 : *La révolution romantique, 1827-1832*
Jeudi le 12 février, 20 h

39-45 : AMOURS INTERDITES
Jeudi le 12 février, 21 h

(IN)FIDÈLES
Vendredi le 13 février, 20 h

CACHE-SEXES, UN JEU D'ARTISTE
Vendredi le 13 février, 21 h

LORENZ ET MARLENA : CHRONIQUE
D'UN AMOUR EN GUERRE - Episode 1 et 2
Samedi le 14 février, 20 h et 21 h

ALFRED ET LUCIE DREYFUS, JE T'EMBRASSE COMME JE T'AIME
Dimanche le 15 février, 19 h30

CONSUELO ET ANTOINE DE SAINT-EXUPÉRY : APPRIVOISER LES ÉTOILES
Dimanche le 15 février, 20 h30

PROGRAMMATION SPÉCIALE
Saint-Valentin

du 12 au 15 février
SUR
PLANETE +

EN FÉVRIER

PROGRAMMATION SPÉCIALE
Saint-Valentin

SUR
PLANETE +
du 12 au 15 février



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
Alliance Française
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

A GREAT SYMPHONIC EVENING WITH **MEZZO LIVE**



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

DON'T MISS OUR LATEST NEWS!
FOLLOW US ON



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