



# **NEWSLETTER**

NOVEMBER - DECEMBER, 2025

*Season's Greetings*

Wishing you a joyful holiday season  
and a wonderful year ahead.



# TV CHANNELS LAUNCHES



# 7 SERIES LAUNCHES

**pickbox** | **pickbox now**

X



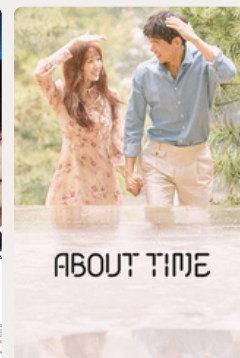
All three seasons of **The Penthouse (SBS)** have launched on **Pickbox** and **Pickbox Now** (PAY TV & SVOD) across Croatia, Slovenia, Bulgaria, Serbia, North Macedonia, and Bosnia.



**BALKANS**

**sweet.tv**

X



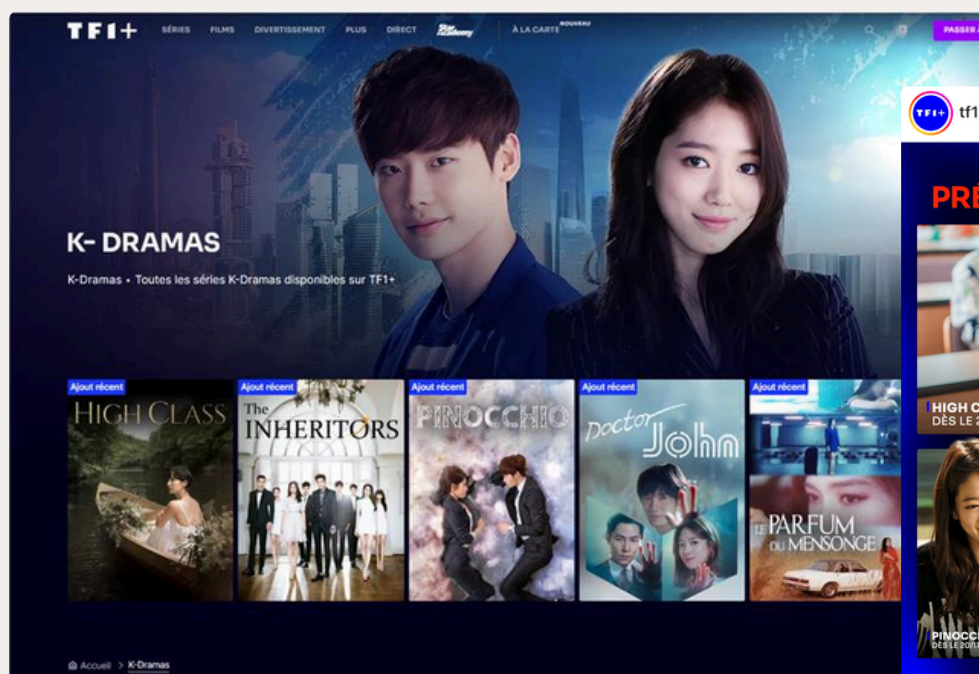
**SWEET.TV** has expanded its FAST offering with two new series: **About Time (CJ)** and **Secret Garden (SBS)**.



**CENTRAL EASTERN EUROPE**

**TF1+**

X



## THE GLOBAL PHENOMENON OF KOREAN DRAMAS IS COMING TO TF1+!

Since November 20, TF1+ has been expanding its platform with a curated selection of Korean series, delighting K-drama fans – and anyone eager to discover these captivating stories.

Several series are already available, including **High Class**, **The Inheritors**, **Pinocchio** and **Doctor John**.

And this is just the beginning – more K-dramas will soon join this exclusive selection!



**FRANCE**



# 7 COMMUNICATION & MARKETING CAMPAIGNS



📍 FRANCE

CAN 2025:

## A CELEBRATION OF AFRICAN FOOTBALL & CULTURE IN PARIS

LE BOUQUET AFRICAIN IS ROLLING OUT A MAJOR ACTIVATION FOR THE CAN 2025, COMBINING SPECIAL OFFERS, FIELD EVENTS, DIGITAL CAMPAIGNS AND EDITORIAL HIGHLIGHTS.

AT THE HEART OF THE INITIATIVE: A LARGE-SCALE PUBLIC EVENT IN PARIS DESIGNED TO BRING AFRICAN FOOTBALL, CULTURE AND ENTERTAINMENT TO LIFE.

From 21 December to 18 January, **Le Bouquet Africain** will host **8 special CAN evenings** at La Maison de la Conversation in Paris, offering an immersive program that blends screenings, cultural content, live talks and match broadcasts.



### THE CONCEPT

A unique space transformed into a vibrant cultural hub celebrating CAN 2025.

8

EVENINGS

*Live music and DJ sets  
Food tastings curated by a  
guest chef  
Immersive rooms  
Quizzes, raffles, games*

14

FOOTBALL MATCHES  
BROADCAST LIVE

2

MAJOR  
INFLUENCERS

*Stéphane Sacré  
and  
Sacko Camara*

8

SCREENINGS OF  
AFRICAN SERIES  
CONNECTED TO THE  
TEAMS PLAYING

*Les Nounous,  
Apparences,  
Charles Ornel (A+)...*

### TALKS & GUESTS

**Pre-match conversations** featuring artists and cultural voices such as WordofAzia, Joe Kingston, Les Kolons, Arabstrat Digging, exploring themes like: African soft power, music & football and mental health and performance in sports...

### "REBOND" OFFERS VIA CANAL+

Two additional follow-up offers ("rebond") are available to CANAL+ customers already subscribed to beIN SPORTS:



PASS AFRIQUE



PASS MAGHREB



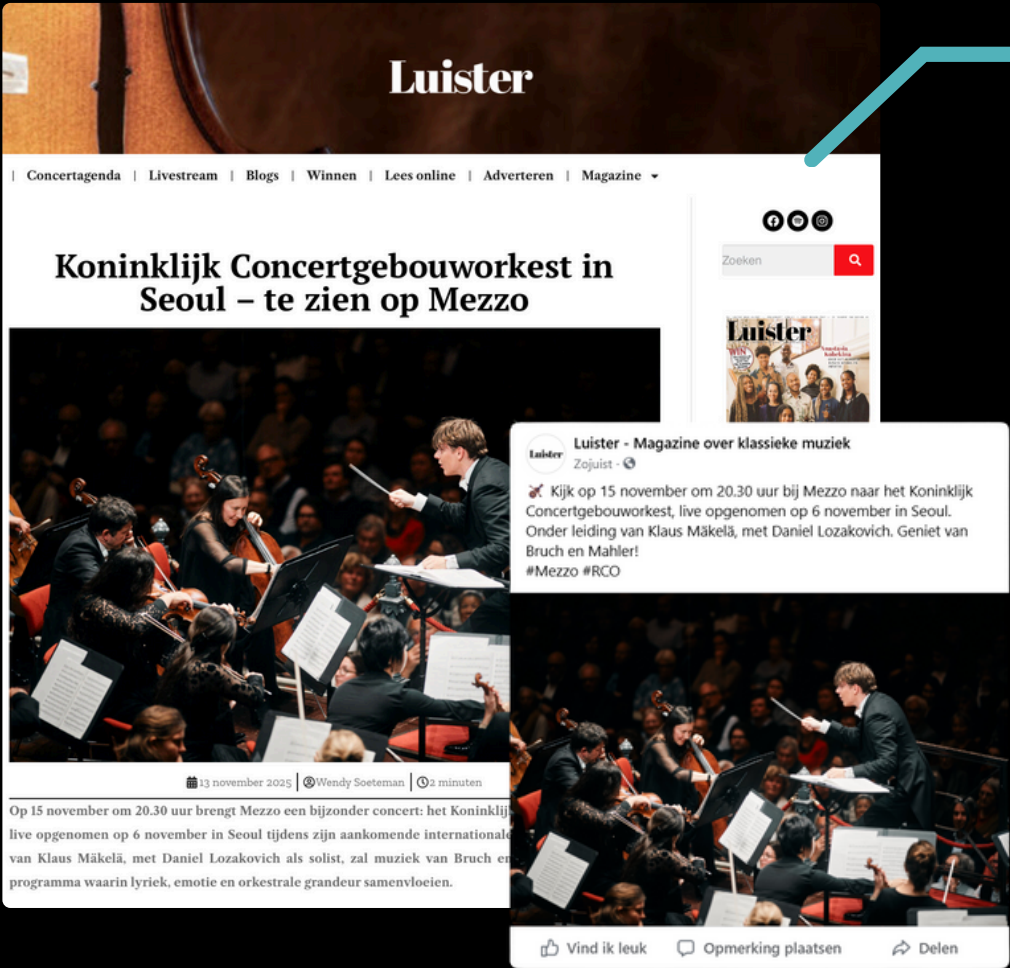
### BUNDLED OFFERS WITH beIN SPORTS

Available via major TV operators (Bouygues, Free, Orange), **two combined packages** have been launched to let audiences experience the CAN in the best conditions:





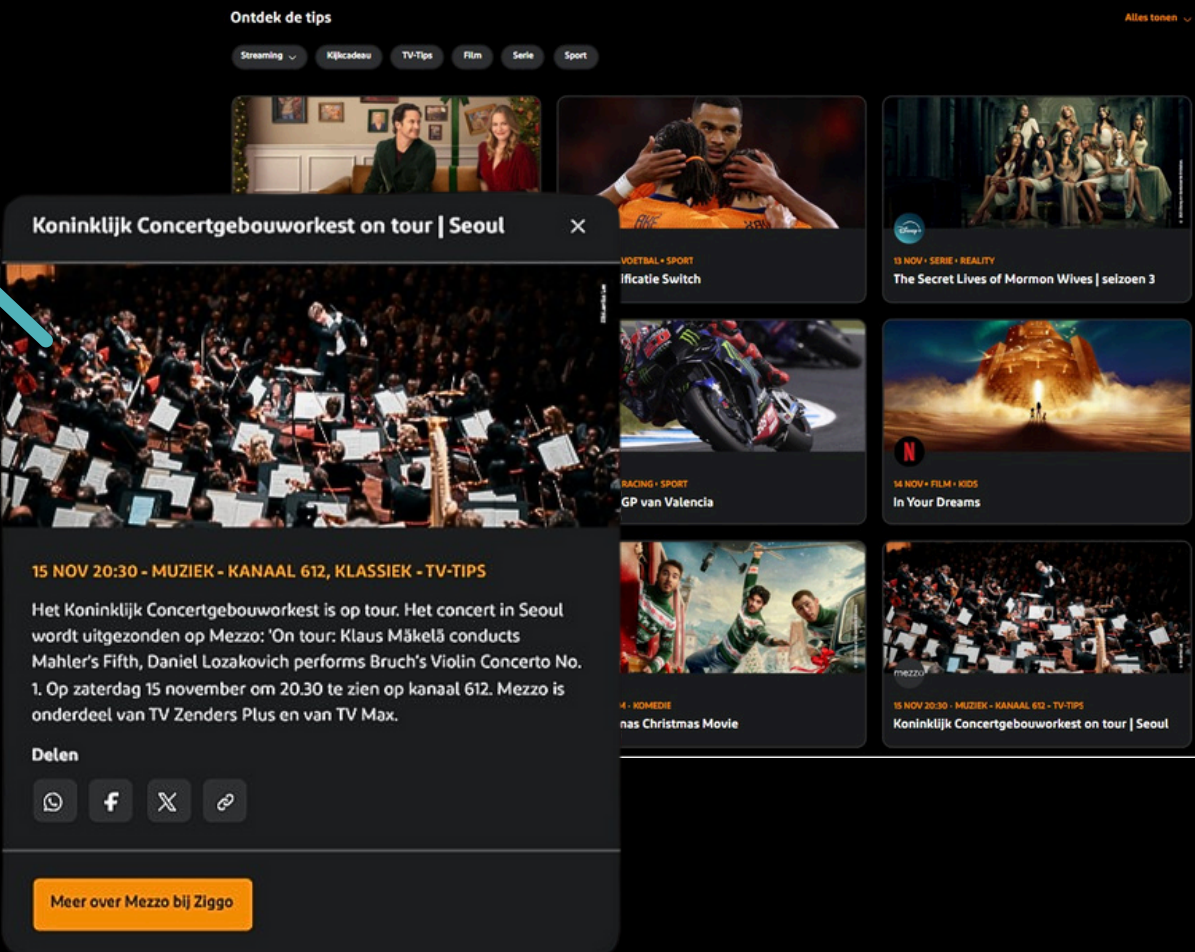
mezzo



A DEDICATED CAMPAIGN IN **LUISTER**, THE NETHERLANDS' LEADING CLASSICAL MUSIC MAGAZINE, SHOWCASED **MEZZO'S PROGRAMMING** AND HIGHLIGHTED THE CHANNEL'S PREMIUM MUSICAL OFFERING TO DUTCH AUDIENCES.

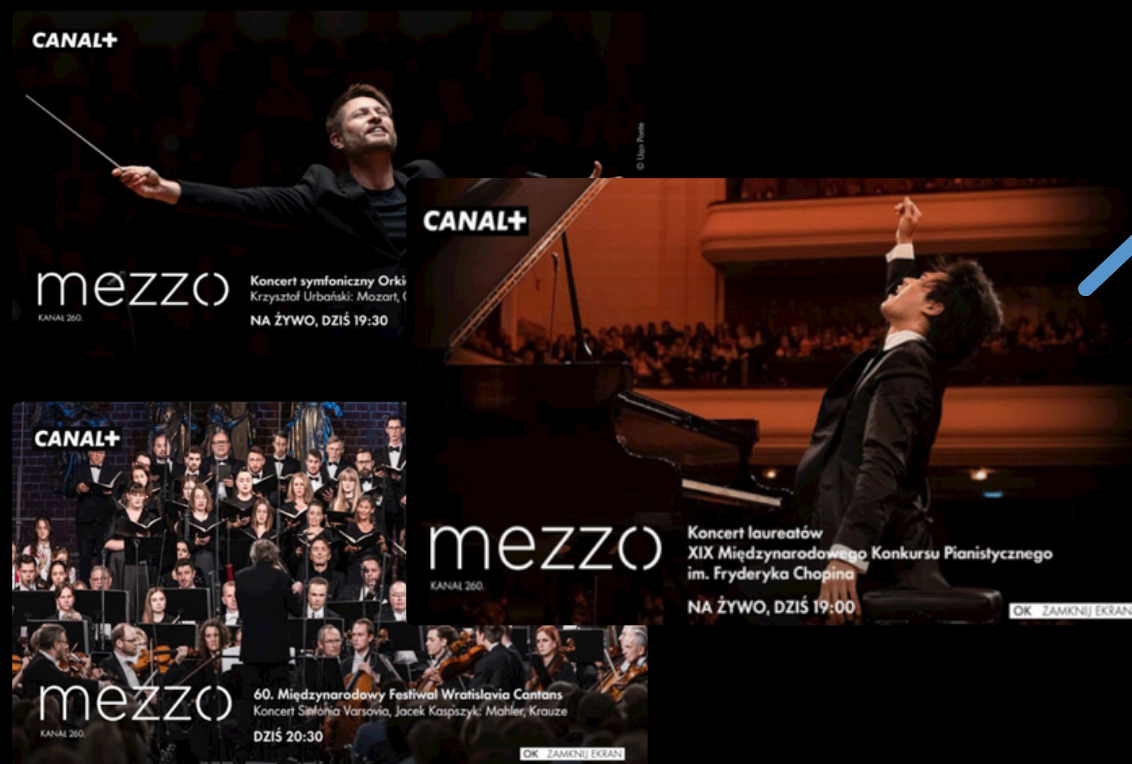
A DEDICATED **MEZZO REEL** WAS SHARED ON THE **CANAL+ NETHERLANDS INSTAGRAM PAGE**, HELPING BOOST THE CHANNEL'S VISIBILITY AND REACH NEW AUDIENCES THROUGH SOCIAL ENGAGEMENT.

A "VIEWING TIP" FEATURING **MEZZO** WAS HIGHLIGHTED ON THE **ZIGGO WEBSITE**, OFFERING INCREASED VISIBILITY FOR THE CHANNEL AND SHOWCASING ITS STANDOUT PROGRAMMING TO DUTCH AUDIENCES.



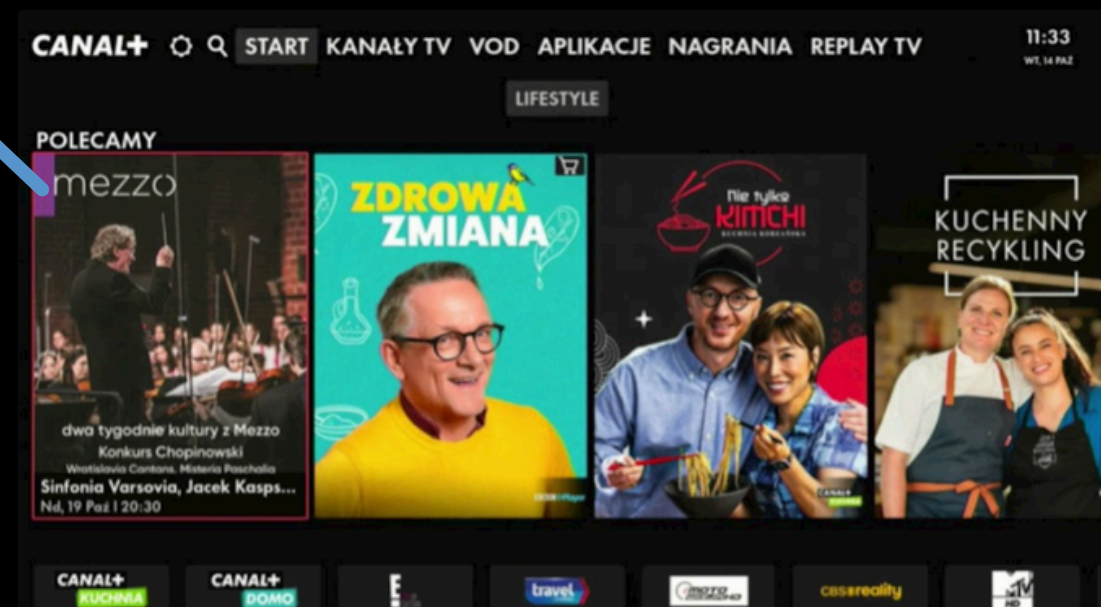


mezzo



A DEDICATED MARKETING CAMPAIGN WAS DEPLOYED WITH **CANAL+ POLAND**, FEATURING THREE WELCOME SCREENS DISPLAYED ON THE DAY OF EACH EVENT PREMIERE – REACHING APPROXIMATELY **90,000 MEZZO SUBSCRIBERS** ACROSS THE PLATFORM.

**BANNERS WERE DISPLAYED ON OPERATOR SET-TOP BOXES**, VISIBLE TO ALL CUSTOMERS IN THE RECOMMENDED AND LIFESTYLE SECTIONS DURING THE WEEK LEADING UP TO EACH EVENT – REACHING THE ENTIRE BASE OF INTERNET-CONNECTED DECODERS.

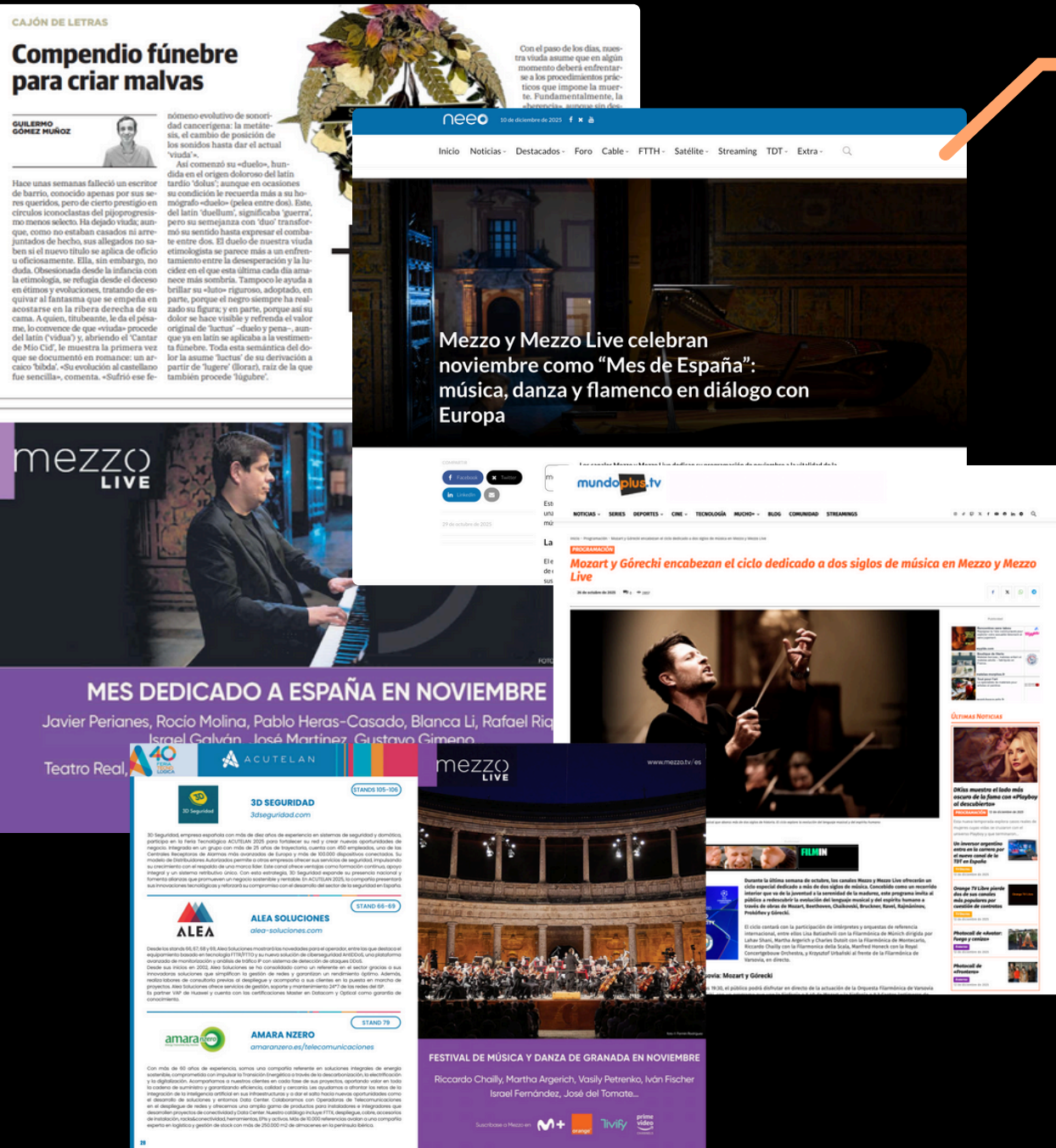




 **SPAIN**

**mezzo**  
LIVE

## MEZZO STRENGTHENS ITS PRESENCE IN SPAIN



A **COMBINED PRINT AND DIGITAL CAMPAIGN** BOOSTED MEZZO'S VISIBILITY ACROSS THE COUNTRY. THE CHANNEL APPEARED IN MAJOR NATIONAL NEWSPAPERS AND CULTURAL SUPPLEMENTS — **ABC, EL CORREO, EL MUNDO – EL CULTURAL, EL PAÍS – BABELIA, AND LA VANGUARDIA** — WHILE A COMPLEMENTARY **DIGITAL TV CAMPAIGN** AMPLIFIED ITS PROGRAMMING AND SUPPORTED OUR ONGOING COMMUNICATION EFFORTS.

**MEZZO** WAS ALSO FEATURED IN THE **BOUTECH MAGAZINE**, DISTRIBUTED DURING THE **ACUTEL TRADE SHOW** IN GRANADA, FURTHER REINFORCING ITS PRESENCE WITHIN THE SPANISH AUDIOVISUAL ECOSYSTEM.





## COMMUNICATION CAMPAIGNS ON LE DEVOIR AND BOOMERS & CIE

**STUDIOCANAL TV**  
**LA CHAÎNE CINEMA**

**PLANÈTE +**

**CANAL+**  
**GRANDECRAN**



SPOTLIGHT ON **CINEMA** AND  
**DOCUMENTARIES** IN THE LATEST  
EDITION OF *LE DEVOIR* AND  
*BOOMERS & CIE* MAGAZINE.

# FESTIVAL CINE MANIA



**CANAL+**  
**GRANDECRAN**



**STUDIOCANAL TV**  
**LA CHAÎNE CINEMA**

**CANAL+**  
**DISTRIBUTION**

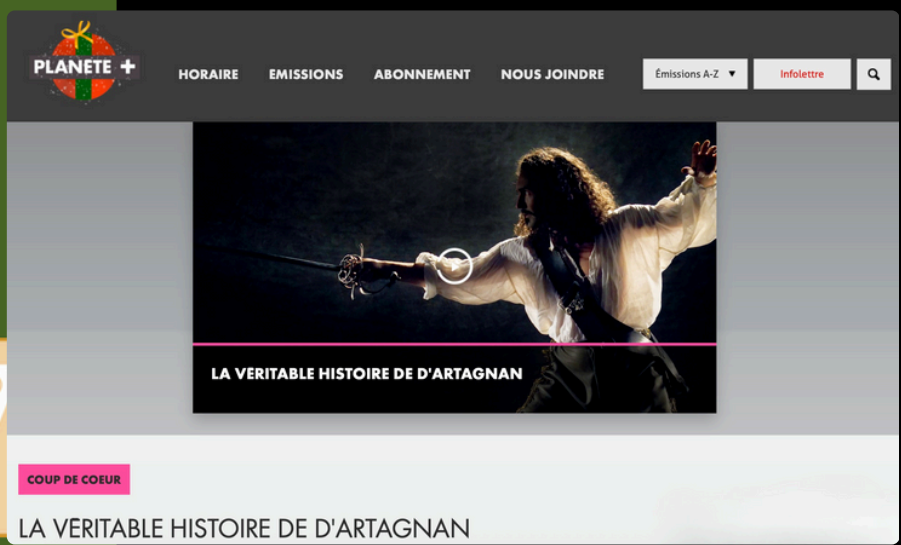
## PARTNERSHIP WITH THE CINEMANIA FESTIVAL



THE CHANNELS DISTRIBUTED BY THE  
CANADIAN SUBSIDIARY OF CANAL +  
DISTRIBUTION ARE **PARTNERING WITH**  
**THE NEW EDITION OF CINEMANIA.**



**A MONTH OF SURPRISES WITH THE  
PLANETE+ ADVENT CALENDAR!**



**PLANETE+** CELEBRATE THE HOLIDAY SEASON WITH ITS FESTIVE ONLINE ADVENT CALENDAR. **EACH DAY OFFER A NEW WINDOW TO OPEN, REVEALING A CURATED PROGRAM RECOMMENDATION** – A FUN AND ENGAGING WAY TO EXPLORE THE CHANNEL'S RICH LINEUP THROUGHOUT DECEMBER.



**OUR CHANNELS SHINE  
ON CANADIAN TELEVISION**

A SERIES OF TV CAMPAIGNS INCREASED THE VISIBILITY OF OUR CHANNELS ACROSS CANADA, WITH **PLANETE+** (RDI, EXPLORA, ARTV), **STUDIOCANAL TV** (EVASION, LCN), AND **M6 INTERNATIONAL** (CANAL VIE, CANAL D, NOOVO) FEATURED ON MAJOR NETWORKS. A GREAT WAY TO STRENGTHEN THEIR PRESENCE WITH AUDIENCES NATIONWIDE.



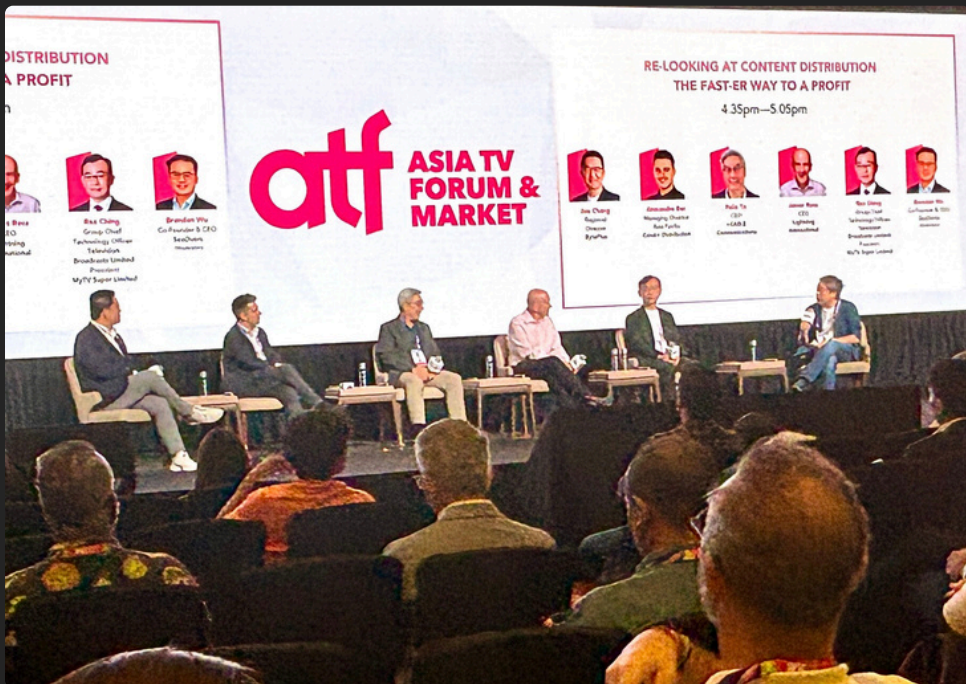
**PLANETE+ CINEMA CAMPAIGNS  
IN MONTREAL & QUEBEC**



**PLANETE+** ROLLED OUT CINEMA CAMPAIGNS ACROSS SEVERAL ICONIC THEATERS IN QUEBEC, INCLUDING **LE CLAP** IN QUEBEC CITY, AS WELL AS **CINEMA DU PARC, CINEMA BEAUBIEN,** AND **CINEMA DU MUSÉE** IN MONTREAL.



# ATF 2025



WE TOOK PART IN THE **ASIA TV FORUM & MARKET** IN SINGAPORE – AN EDITION FILLED WITH VALUABLE MEETINGS AND EXCITING OPPORTUNITIES FOR 2026 – ALONGSIDE THE TEAMS FROM **STUDIOCANAL** AND **CANAL+ MYANMAR FG**.

ALEXANDRE BAC, MANAGING DIRECTOR ASIA-PACIFIC, ALSO PARTICIPATED IN A **PANEL DEDICATED TO THE DEVELOPMENT OF FAST CHANNELS IN ASIA**, WHERE HE SHARED INSIGHTS ON EMERGING TRENDS AND EVOLVING BUSINESS MODELS IN THE REGION.



mip® cancan

CANCÚN, MEXICO



 **COMING SOON**

**MEET US AT**

—  
**Unifrance  
Rendez-Vous  
in Paris**  
—



**13-20 JANUARY, 2026**  
**PARIS, FRANCE**

**CANAL+**  
**DISTRIBUTION**

DON'T MISS OUR LATEST NEWS!  
**FOLLOW US ON**



**EDITORIAL DIRECTION - MARKETING DEPARTMENT**

MARIANNE BEDE - TIFFANY DUBOIS - SARAH GIRALT

50 Rue Camille Desmoulins, 92130 Issy-les-Moulineaux