

THEMA
A CANAL+ GROUP COMPANY

NEWSLETTER



**THANKS TO THEMA ASIA-PACIFIC,
MEDIANET IS NOW BROADCASTING
INSIGHT IN UHD IN THE MALDIVES**

**DISTRIBUTION
HIGHLIGHT
STUDIES
MARKETING ACTIONS
COMMUNICATION CAMPAIGNS
EXHIBITIONS
APPOINTMENTS**

MAY / JUNE 2018

DISTRIBUTION



Medianet has launched **Insight UHD, Rotana Music** and **Rotana Cinema** in the Maldives.

LUXE.TV has renewed its contract with Greek operator **Cosmote**.

LUXE.TV, **Motorsport TV** and **Fuel TV** are available in Georgia on **Sarpi**.

MyZen TV is now available in Estonia on **Telia**.

Stingray has been launched on **Towercom** in Czech Republic.

Motorsport TV is now available on **Novatio** in Spain.

HIGHLIGHT

MY DAY DUBAI, ON AIR IN SEPTEMBER!
EVERY THURSDAY 16:00, 21:00, EVERY SUNDAY 21:00 CET

Gabriela, takes you on a wonderful journey through the always sunny United Arab Emirates. She explores the best places to relax, energize, keep fit and healthy. Gabriela discovers for you the newest lifestyle trends and meets inspiring women from different fields. She introduces you to the full range of healthy recipes, get fit activities, breath-taking luxury resorts and inspiring adventures. Gabriela helps you to live a happier and more fulfilling life with many Zen and Feel Good moments.

Enjoy the journey !

- Yoga Sutra : Monday: Friday 10:00, 18:00 CET
- Herbarium Season 4: every week-end 11:30 CET
- MyZen People Season 2: every Wednesday 19:30 CET



STUDIES



THEMA ORGANIZED A STUDY ABOUT THE SPANISH COMMUNITY IN FRANCE

Key figures: 282,4K people born in Spain living in France.

More than 50% of the respondents live in 3 regions in France: Occitanie (22%), Ile de France (19%) and Nouvelle-Aquitaine (12%). With respectively 30% and 28%, Orange and Free are the main TV operators of the respondents.



THEMA ORGANIZED A STUDY ABOUT ETHIOPIANS AROUND THE WORLD

Key figures: It is estimated that there are about 1 million Ethiopians in the world.

Ethiopians are mostly located in the US (245k) and in Israel (135,5K).



ROSTELECOM HAS SHOT AN INTERVIEW FOR MYZEN TV'S 10TH ANNIVERSARY

Julia Laude-Bousquet, VP Global Marketing at THEMA, announcing June's new programs.



THEMA HAS ORGANIZED AN AWARD GAME BETWEEN MYZEN TV AND VODAFONE IN PORTUGAL

THEMA has organized an award game between MyZen TV and Vodafone in Portugal from June 5th to 30th, with a chance to win a week-end trip for 2 people.



OPERATOR MGTS OFFERS MYZEN IN OPEN BROADCASTING FROM MAY 23RD TO JULY 11TH

An award game is also organized and relayed in the newsletter, the TV interface and the operator's website from June 15th to 30th.



THEMA HAS ORGANIZED AN AWARD GAME BETWEEN THE CHANNEL MYZEN TV AND THE OPERATOR ZIGGO

THEMA has organized an award game between the channel MyZen TV and the operator Ziggo from June 1st to 20th, offering a chance to win a weekend trip for 2 people.



THEMA HAS ORGANIZED AN AWARD GAME WITH MOTORSPORT TV AND VODAFONE FROM MAY 2ND TO MAY 6TH

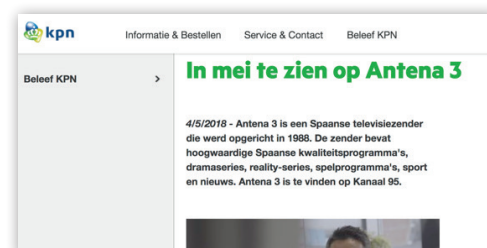
The channel has offered the winner a TV screen.

ER TELECOM AND MUSEUM CHANNEL WERE PUT UNDER THE SPOTLIGHT IN RUSSIA'S 19 MOST PRESTIGIOUS MUSEUMS ON MAY 19TH



ANTENA 3 INTERNATIONAL / KPN

Antena 3 International was put forward in KPN's May's newsletter, and an award game was organized between the channel and the operator from May 7th to May 21st, with a chance to win a weekend trip to Amsterdam.



COMMUNICATION CAMPAIGNS

noVelasTV
Votre cœur bat plus fort

THEMA organized a big billposting campaign for **NOVELAS TV** in Parisian metro from May 9th to 15th.



le bouquet AFRICAIN

THEMA organized an important poster campaign to promote the « **Bouquet Africain** » on Paris' regional train network "Transilien" from June 13th to 26th (more than 300 visuals in Ile de France).

PLUS DE 20 CHÂÎNES DE 11 PAYS D'AFRIQUE

le bouquet AFRICAIN

NOLLYWOOD TV
LA CHAÎNE DE FICTION AFRICAINE

TRACE AFRICA

DISPONIBLE AVEC : orange, SFR, pnumercable, bouygués, free

www.lebouquetafricain.com

NOLLYWOOD TV
LA CHAÎNE DE FICTION AFRICAINE
www.nollywoodtv.fr

NOLLYWOOD TV IS THE PARTNER OF NOLLYWOOD WEEK'S 6TH EDITION FROM MAY 3RD TO 6TH IN PARIS

Ad page inside Nollywood Week's catalogue, **NOLLYWOOD TV** trailer broadcast before each movie, **NOLLYWOOD TV** flyers and goodies distribution scarf-tying workshop, ... a rich planning allowed THEMA to communicate on **NOLLYWOOD TV**.



Nollywood TV
Publié par Julie Vainqueur (71 · 28 avril · @)

La Nollywoodweek Paris revient !!
RDV à Paris du 3 au 6 mai au cinéma l'Arlequin, pour la 6ème édition du festival du film nigérian.
#NollywoodTV partenaire de la Nollywood Week à Paris !

6^{ème} édition de la NollywoodWeek
3-6 MAI 2018
LES PAYS SONT DISPONIBLES EN LIGNE
www.nollywoodweek.com

Plus de J'aime, de commentaires et de partages
Boostez cette publication pour 30 € pour toucher jusqu'à 67 000 personnes.

2 341 personnes atteintes

Booster la publication

48 J'aime 1 commentaire 1 partage

Performances de votre publication

2 341 Personnes atteintes

51 Mentions J'aime, commentaires et partages

49 Mentions J'aime	48 Sur la publication	1 Sur les partages
1 Commentaires	1 Sur la publication	0 Sur les partages
1 Partages	1 Sur la publication	0 Sur les partages

44 Clics sur la publication

10 Affichages de photos	0 Clics sur un lien	34 Autres clics
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COMMENTAIRES NÉGATIFS

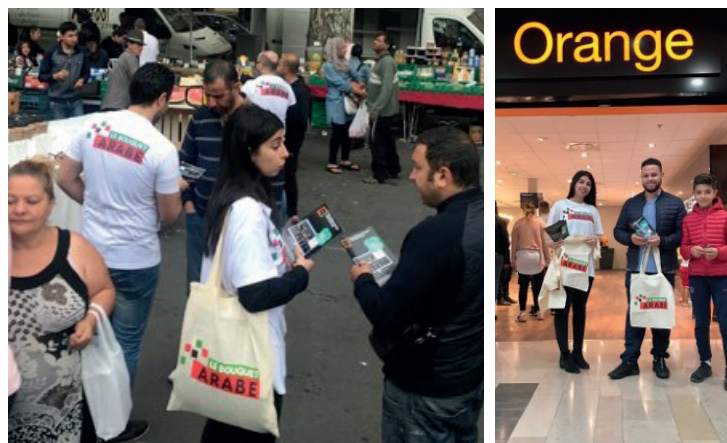
0 Masquer la publication	1 Masquer toutes les publications
0 Signaler comme indésirable	0 Je n'aime plus la Page

Les statistiques rapportées peuvent présenter un décalage par rapport à ce qui est affiché sur les publications



LE BOUQUET ARABE

THEMA put forward the « **Bouquet Arabe** » in 17 **ORANGE** stores around France from May 5th to 15th.

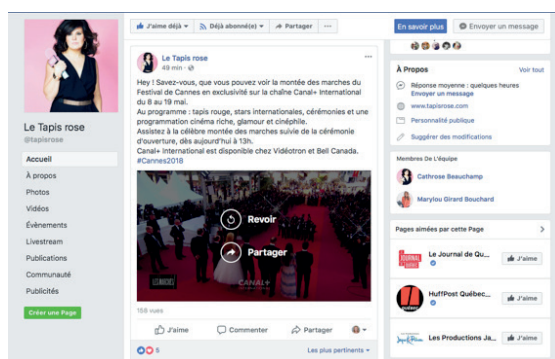


COMMUNICATION CAMPAIGNS



CANAL+ INTERNATIONAL WAS PUT UNDER THE SPOTLIGHT ON « TAPIS ROSE » WEBSITE AND FACEBOOK PAGE

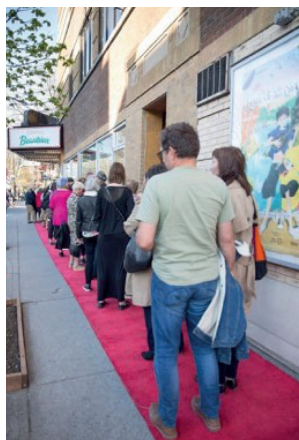
Known for her articles dedicated to women in cultural spheres, the journalist Catherine Beauchamp announced that Cannes Festival was broadcast on **Canal+ International**.



PLANETE+ channel has met its audience at the occasion of an interview on the streets of Montreal.

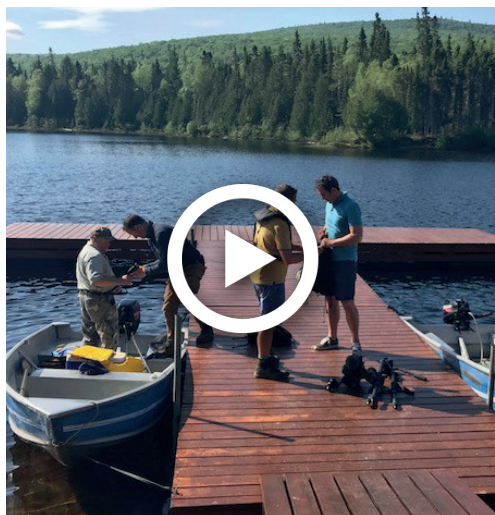


THEMA CANADA was the partner of MK2-Mile End at the occasion of the public release of "Le Redoutable" feature film by Michel Hazanavicius in Beaubien theater on May 8th to highlight Canal+ International.



CHASSE • PÊCHE • NATURE SEASONS

Award game on Seasons' Facebook page from May 15th to 22nd. The audience could win 5 Seasons' clothing kits by answering a questionnaire evaluating the channel's popularity.



THEMA Canada has shot « Seasons Hebdo » show's making of on **SEASONS** channel, sharing the show's background on social media! The shooting took place on May 30th and 31st in Mont-Laurier.

EXHIBITIONS

ADTP

THEMA's Bulgarian agent **Medialink** participated in ADTP exhibition organized on April 19th and 20th.



DISCOP

The THEMA team was present at the DISCOP exhibition from May 28th to 30th in Abidjan.

APOS

The THEMA team was present at the APOS exhibition organised from 24 to 27 April in Bali.

NEM

The THEMA team was present at the NEM exhibition organised from 11 to 14 June in Dubrovnik.

AOTEC

THEMA Spanish agent was present at the AOTEC exhibition organised from May 31st to June 1st in Cartagena.

A **Motorsport TV** full page ad, as well as Motorsport TV Spain Director Jacobo Vega's interview was published in Trade Magazine (teleinforme), distributed at AOTEC exhibition.



THE THEMA TEAMS WISH YOU A WONDERFUL SUMMER AND LOOK FORWARD TO SEEING YOU AGAIN AFTER THE HOLIDAY BREAK!



COMING NEXT



THEMA's Asia-Pacific team will attend the Content Asia exhibition on August 28th and 29th in Singapore.

APPOINTMENTS

Marianne Nicolau has joined THEMA as « Ethnic Content Distribution Manager »

marianne.nicolau@thematv.com

Caroline Champoux has joined THEMA CANADA as « Communication Officer »

caroline.champoux@thematv.com

Adriana Calvo has joined THEMA AMERICA as « Programming and Operations Manager »

adriana.calvo@thematv.com

Wee Theng Teo has joined THEMA ASIA-PACIFIC as « Distribution and Liaison Manager »

weetheng.teo@thematv.com

Hurya Lomon has joined THEMA as « Accounting Assistant »

hurya.lomon@thematv.com

THEMA
A CANAL+ GROUP COMPANY

**BRING
PEOPLE
CONTENT
THEY
LOVE**

EDITORIAL DIRECTION: MARKETING DEPARTMENT
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