LAUNCH OF A NEW MAGHREB TV PACK IN FRANCE
From the 14th to the 25th of May, LUXE.TV highlights the Cannes Film Festival, the most glamorous event of the year!

The climbing of the Palais steps, all the related events going on in town, and the presentation of the films in competition are on the program until the Palme d’Or is awarded. Also, discover the press conferences, the interviews with actors and directors as well as the most beautiful outfits of celebrities present at this 72nd edition. The Croisette will definitely rock to the rhythm of the red carpet where all the stars will pose for photographers.

May is the month of cinema at Cannes but also on LUXE.TV! For more information: [www.luxe.tv](http://www.luxe.tv)
THEMA NEWSLETTER  MARCH/APRIL 2019

COMMUNICATION CAMPAIGNS & PARTNERSHIP

Novelas TV has begun a significant marketing campaign (print and digital) to promote its new show «De l’autre côté du mur» which will be broadcast on the channel from April 18th to August 5th. The show was advertised in the Paris Metro from April 15th to 22nd.

The African pack and the Maghreb TV Pack was advertised in the Paris Metro from April 24th to May 7th.

Novelas TV

The African pack and the Maghreb TV Pack was advertised in the Paris Metro from April 24th to May 7th.

A screening of previews for two top series, Les Célibataires (launched on April 17th on Nollywood TV) and De l’Autre Côté du Mur (launched on April 18th on Novelas TV), was organized at the CanalOlympia in Douala on April 13th.

Previews for the new channels StudioCanal and Canal+ International were shown before the films «By the Grace of God» and «Mia and the White Lion» in several MK2 cinemas in Montreal and the surrounding area.

The channels StudioCanal and Canal+ International were partners in an event with the Union Française de Montréal on April 4.

Full-page ads were published in the magazines VOICI, TELECABLESAT and TELE MAGAZINE, and a YA KOI video was filmed by TELE LOISIRS.
MARKETING ACTIONS

**LUXE.TV**
A contest was organized by the channel LUXE.TV and the telecommunications company Vodafone in Portugal, with a prize of dinner in a gourmet restaurant.

**STINGRAY iConcerts**
The channel Stingray iConcerts offered a Gibson guitar as the prize in their last contest, organized with the Russian telecommunications company Rostelecom.

**Telecommunications company Mediantet organized two contests with the channels Stingray iConcerts and LUXE.TV.**

A full-page ad for the African Pack was published in the magazines Amina and Black Beauty in March.

The African Pack was a partner for the Salon des Entrepreneurs in Bondy, organized by the label Wati B.

A full-page ad for the Maghreb TV Pack was published in Gazelle Magazine in April.

**Telecommunications company Medianet organized two contests with the channels Stingray iConcerts and LUXE.TV.**

The Portuguese Pack was a partner for the «Fado in Paris» concert organized by MaisFado on April 6th and 7th at the Trianon in Paris!

A full-page ad for Motorvision and Kanal D Drama was published in the magazine Teleinforme in Spain.

**THEMA NEWSLETTER MARCH/APRIL 2019**
MIPTV 2019
The THEMA team was at the annual MIPTV that took place in Cannes from 8th to 11th April. THEMA also made the cover of the magazine Digital TV Europe, which was distributed throughout the event. As usual, THEMA organised its traditionnal cocktail party on the Plage du Festival.

CHANNELS DAY
THEMA organised the « Channels Day » the 20th and 21st March in Czech Republic.

COMING NEXT
The THEMA teams will be attending ZKOS (Portoroz) and DISCOP (Abidjan) from 29th to 31st May.

APPOINTMENTS
Clara Levy has joined the office of THEMA CANADA as Communications Coordinator. clara.levy@thematv.com
Alejandra Gonzalez has been promoted to Sales and Administration Sr Manager at THEMA AMERICA. alejandra.gonzalez@thematv.com
Caroline Chaulin has joined THEMA as Content Officer. caroline.chaulin@thematv.com

HUNTING AND FISHING EXHIBITION
The THEMA CANADA team was present at the Hunting and Fishing exhibition from 12th to 14th April.

APOS 2019
THEMA ASIA PACIFIC was present at APOS that ran from 23rd to 25th April in Bali. At the same time a full-page ad presenting the THEMA ASIA PACIFIC channels was published in Content Asia, which was distributed during the event.

MUSE MULTISERVICE
MUSE MULTISERVICE 2019
THEMA RUS team was present at MUSE Multiservice exhibition that ran from 24th to 27th April.

ATDP
The THEMA team was present at the ATDP conference that ran the 10th and 11th April in Bulgaria.