

THEMA
A CANAL+ GROUP COMPANY

mezzo
liveHD

NEWSLETTER

**ASIA PACIFIC
MEZZO LIVE HD
RENEWS ITS
CONTRACT WITH TVB
IN HONG-KONG**

**CANADA
MEZZO LIVE HD
NOW ON TELUS**

MAY/JUNE 2020



LE BOUQUET MAGHREB's teams are glad of the launch of **Maghreb VOD** in **Le Bouquet Maghreb +** offer at **Bouygues Telecom** in France!

The subscribers of **Le Bouquet Maghreb +** of **Bouygues Telecom** can from now on enjoy a catalog of more than 150 qualitative contents from North Africa and from the Arab World, stemming from the channels 2M, Nessma, Rotana and even from the new in-house channel **Cuisines**, whose culinary program « **Les Joyaux de Sherazade** » is available in the catalog.



Several launches in Europe:



- **Museum 4K, MyZen 4K and Stingray Festival 4K TV** channels on the operator **INES** in Romania.
- **Love Nature HD, iConcerts and Antena 3 TV** channels on the operator **Neosat** in Bulgaria.
- **Love Nature HD** on the operator **Virginia RN** in Bulgaria.



THEMA ASIA PACIFIC announces the launches:

- **Stingray CMusic TV** channel on **LGU+** operator in Korea.
- **Blue Ant Entertainment** and **BlueAnt Extreme TV** channels on **MNBC** in Mongolia.



THEMA RUS team is proud to announce:

- **TV5MONDE TV** channel is now available on **MTS** operator in Moscow and its Region in HD format.
- **Stingray iConcerts** has launched on **CASPIO HD** operator in Kazakhstan.



THEMA RUS team is delighted to announce the launch of the Well-being TV channel **MyZen TV** on the **MEGOGO** media service.

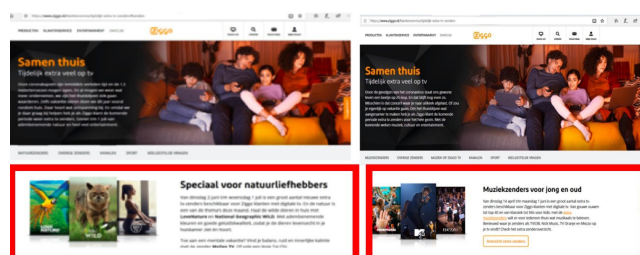


THEMA CANADA is delighted to announce the launch of **Museum TV** channel on **Telus**.

FREE TO AIR COMMUNICATION ACTIONS



MyZen TV and **Mezzo TV** channels were available Free-to-Air for **Ziggo** subscribers (Netherlands).



Mezzo Live HD was available Free-to-Air on **Videotron, Cogeco** et **CCAP** during 5 days at the occasion of the **World Day Music**.



HIGHLIGHTS



+ D'AFRIQUE, the VOD platform of **Le Bouquet Africain** extends its catalog with a youth section proposing cartoons. The opportunity for everyone to discover emblematic legends from the continent!



LA DONA Season 2 to discover on **Novelas TV** this summer ! Following the success of the first season, **Novelas TV** viewers will be delighting to discover the season 2 starting **July 23rd**.





50 000

50 000 subscribers follow the news of **Le Bouquet Africain** on Facebook.



Cuisines 10 000

10 000 **Cuisines** TV channel fans follow the news on its Instagram page.

NOVELAS^{TV} 400 000

VOTRE CŒUR BAT PLUS FORT

400 000 **Novelas TV** fans follow the channel's news on its Facebook page.



JUSQU'A 29 CHAÎNES
11 PAYS D'AFRIQUE
1 SERVICE DE VOD

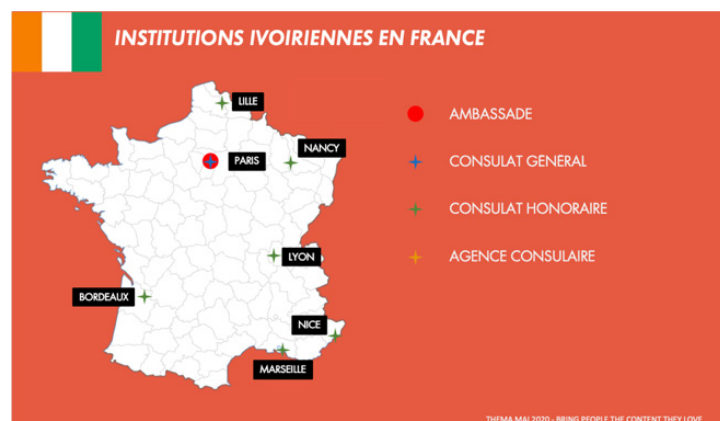
GOAL OF THE STUDY:

To have some info about the geographical repartition of target communities of **Le Bouquet Africain** in France (beside Paris).

KEY DATA:

- 81,9% of target communities of Le Bouquet Africain have an institutional representation in Lyon.
- Bordeaux is the third french city which concentrates at most institutional representation of target communities of Le Bouquet Africain (72,8%), right after Paris (100%) and Lyon (81,9%).

Target communities of Le Bouquet Africain (alphabetical order): Benin, Burkina Faso, Cameroun, Congo (Brazzaville), Congo (Kinshasa), Ivory Coast, Gabon, Guinea, Mali, Senegal and Togo.





THEMA teams were delighted to contribute to the Group project **AFRICA AT HOME** in May. The concert was organized in partnership with **CANAL+ Group** and **Universal Music Africa** and is now available in replay on **+ D'AFRIQUE**, the VOD platform of **Le Bouquet Africain**!

The event has mobilized several African artists such as Black M, Fally Ipupa, Magic System, Mokobé, Observateur Ebène and Vegedream.

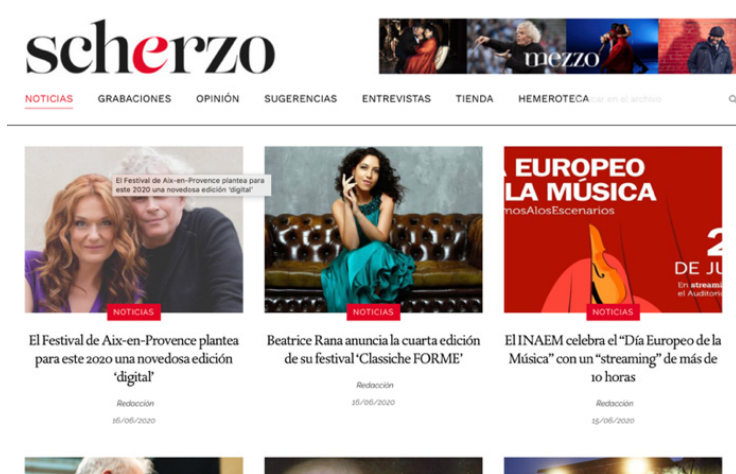
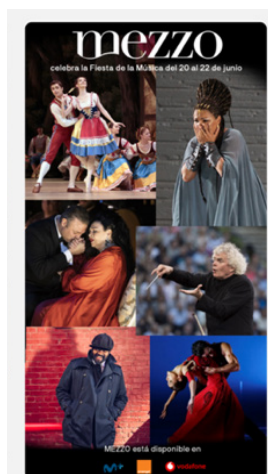


Le Bouquet Africain was partner of the concert organized by **Africa Radio** and **TV5 Monde TV** channel at the occasion of the **World Music Day**.



mezzo

At the occasion of the **World Music Day**, **Mezzo TV** channel has selected a unique program for each day from June 15th to 21st. **Mezzo** proposed to its fans of classical, jazz, and dance a world tour, from Tokyo to New York, via Saint Petersburg, Vienna, London, Berlin, Paris, Madrid, Barcelona, Amsterdam, Cleveland, Montreal, and Tel Aviv.





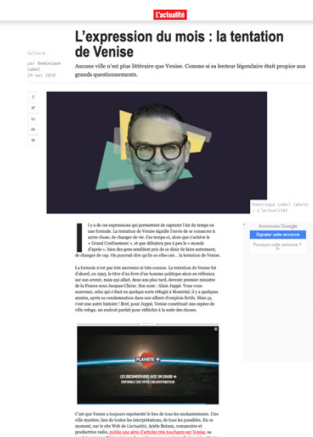
ESI TV channel was showcased on the "Père sur start" website (Canada).



StudioCanal TV has paid tribute to the French actor Michel Piccoli on May 22nd by broadcasting the movies "La mort en ce jardin" and "L'Attentat" (Canada).



StudioCanal and Planète+ TV channels were showcased on "L'Actualité" magazine during one month (Canada).

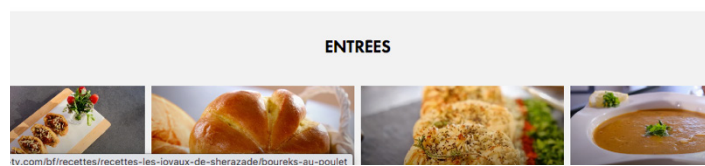
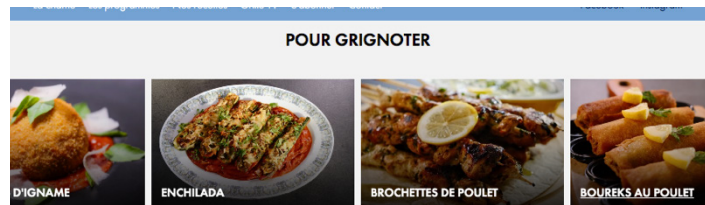


HUGE RAMADAN CAMPAIGN FOR THE CHANNEL CUISINES



From April 24th to May 23th, the channel **Cuisines** set up a communication campaign to promote their programs. Especially, their new series «

Les Joyaux de Sherazade » and the new arrival of the chief Sofia on the show « Recettes D'Afrique ». During the entire month, oriental's recipes were shared on Cuisines's website. In addition, a digital campaign took place on multiple platform, such as social media, with influencers sharing their tables before breaking their fast.



You have so many stories to live in 2020 on the **NOVELAS** TV channel!

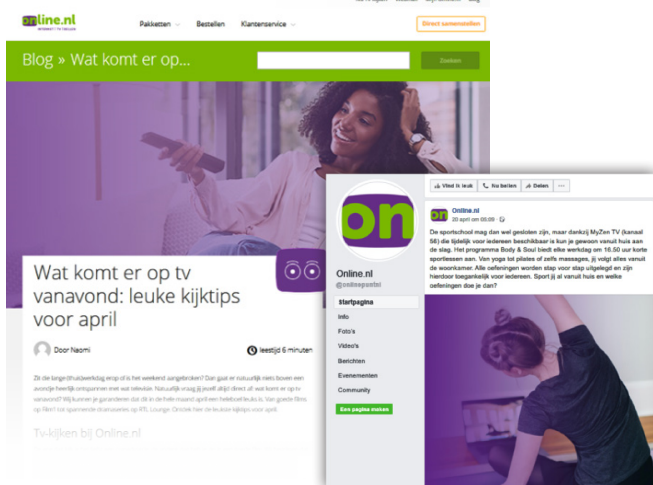


The trailer of the TV channel **SEASONS** was broadcast during a Facebook live on "La Tournée de films chasse pêche" official page (Canada).





5 workouts programs proposed by **MyZen TV** channel was showcased on **Online.nl** 's social networks and website during the quarantine period (Netherlands).



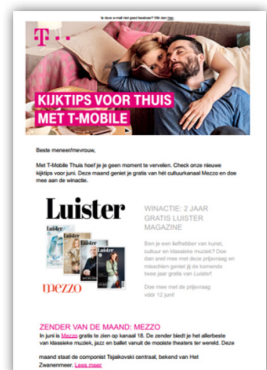
The operator **Orange** organized a contest to promote **MyZen TV** channel in Romania.



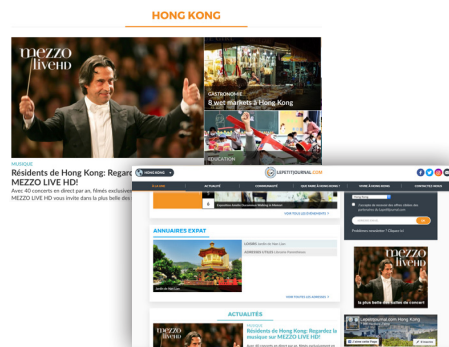
At the occasion of the **International Day of Museums** in May, the Russian operator **Er Telecom** broadcasted a painting master class online on its social network **vk.com** to highlight **Museum TV** channel.



The operator **FixPro** organized a contest to promote **Mezzo TV** channel (Czech Republic).



Mezzo Live HD was highlighted on **La French Radio** and **Le petit journal** websites (Hong Kong).

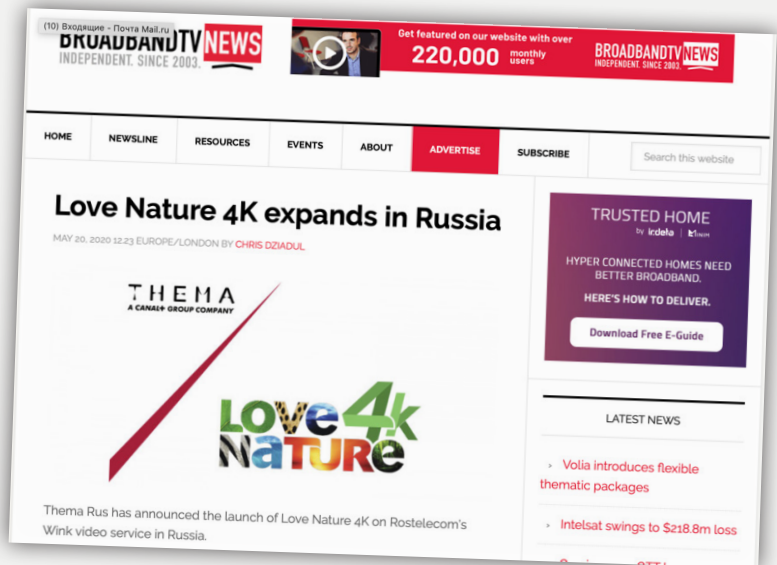
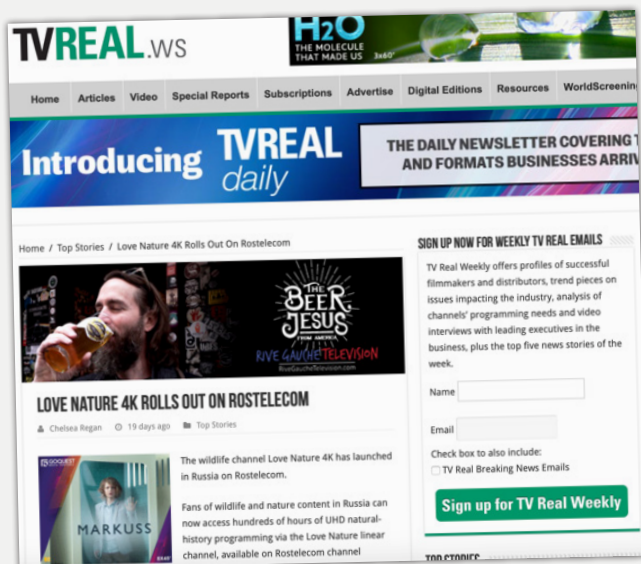


The operator **Baltcom** organized a contest to promote **Mezzo TV** channel (Latvia).



Stingray iConcerts TV channel was highlighted on the **Towercom** operator platforms and **Wink**, the VOD service of **Rostelecom** operator (Russia).





APPOINTMENTS

Timothee Vidal joined **THEMA** as **SVP Multicultural Distribution & Digital**.

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Charly Eveillard joined **THEMA** as **Sales Administration Manager**.

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BRING PEOPLE CONTENT THEY LOVE

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