

**THEMA**  
A CANAL+ GROUP COMPANY

**NEWSLETTER**

**IBSBM BECOMES  
THEMA NORTHERN EUROPE,  
THEMA'S FIFTH SUBSIDIARY**

**JANUARY/FEBRUARY 2021**



# DISTRIBUTION

## THEMA NORTHERN EUROPE

The natural expansion of a number of synergies over the past few years, **THEMA** is pleased to announce **IBSBM's** arrival and integration, demonstrated by in its renaming: **THEMA Northern Europe** thus becomes THEMA's fifth subsidiary.

This operation allows THEMA to strengthen its presence as well as its commercial rollout in Belgium, Luxembourg, and the Netherlands, as well as in Nordic and German-speaking countries.

## FRANCE

Subscribers to French operator Bouygues Telecom will now have access to Level 1 of the **Bouquet Maghreb**, and access to the **Bouquet Turk's** channels starting in January.



## WORLD

THEMA RUS team is proud to announce three launches in Kazakhstan!

Three premium 4K channel distributed by THEMA RUS are now available for Kazakh telecom subscribers: art channel **Museum 4K**, wildlife platform **Love Nature 4K**, and **MyZen 4K**, an international lifestyle channel offering premium content.



**Vixen TV** channel is now available via Skylink, Canal Digitaal and TV Vlaanderen.

## EUROPE

THEMA is developing its activities across various territories with the arrival of 2 new agents in our EMEA zone: Altinsay (Turkey) and Esepe (Greece).



The iConcerts and Mezzo channels are now available with 4NET.TV in the Czech Republic.



In Bulgaria:

- Channels iConcerts, DJazz, and Antena 3 have been launched with operator Bulsatcom.
- Love Nature HD is now available via Silistra Telecom Solutions LTD and Kivi TV Limited.
- Love Nature 4K has been launched at Msat.

iConcerts, DJazz and MyZen TV were launched via Hungary's Parisat.



Now, subscribers to Moldcell operator will have access to Cmusic and MyZen TV in Moldavia.

In Iceland, MyZen TV and iConcerts are available with the operator Kapalsjonvarp.



Subscribers to Estonia's Apollo TV will now have access to Museum TV, MyZen TV, Luxe TV, Stingray DJazz, Classica, Cmusic, and iConcerts TV channels.

## HIGHLIGHTS



**MAGHREB VOD**, the VOD platform of Le Bouquet Maghreb, is extending its catalog with a youth section offering fun cartoons. It's a great opportunity for everyone to discover kid's icons from Northern Africa! The VOD service now offers hundreds of comedies, dramas, action films, and other entertainment programs.



### Catalina's saga comes to an end! **NOVELAS™**

Catalina's first season aired in 2018, and since then it's kept fans in suspense season after season. Since February 9<sup>th</sup>, **Novelas TV** viewers have access to the series' final season. Find out how it will end between Catalina and "la Diabla"!

## AFRICASCOPE 2020 STUDY

- **Novelas TV** remains a leader in a combined survey of 8 countries, with 11.4% audience share. It's also number 1 in 5 of the 8 countries studied: Cameroon, Congo, Côte d'Ivoire, Gabon, and Democratic Republic of Congo.
- **The Nollywood package** (Nollywood TV + Nollywood TV Epic) takes second place in the eight surveyed countries combined: Burkina Faso, Cameroon, Congo, Côte d'Ivoire, Gabon, Mali, Democratic Republic of Congo, and Senegal.
- In Senegal, **Sunu Yeuf TV** channel enters into the top 10 most-watched channels, with 2.9% audience share (+ 2.5 since launch).



On January 18<sup>th</sup>, the **Nollywood TV** channel underwent some changes. Sporting a fresh look with a new logo and layout design, a new atmosphere featuring new sound design, and even a new website: [www.nollywoodtv.fr](http://www.nollywoodtv.fr) !

It is a refreshing and modern look for the channels as their graphic design existed since the creation of Nollywood TV in 2012.

Everything is changing, but you will continue to enjoy the best access to Nollywood's series, blockbusters biggest stars, new and old, on Nollywood TV!



Ojukwu, one of 2020's major successes on **Nollywood TV**, is back for a new season!

Since January 25<sup>th</sup> viewers have been following the fate of Urenma (Mary Njoku), Agu (Sambasa Nzeribe), Weruche (Charity Onah), Aku (Francis duru) and all the people of Ojukwu with bated breath. Catch seasons 3 and 4 of this epic series!





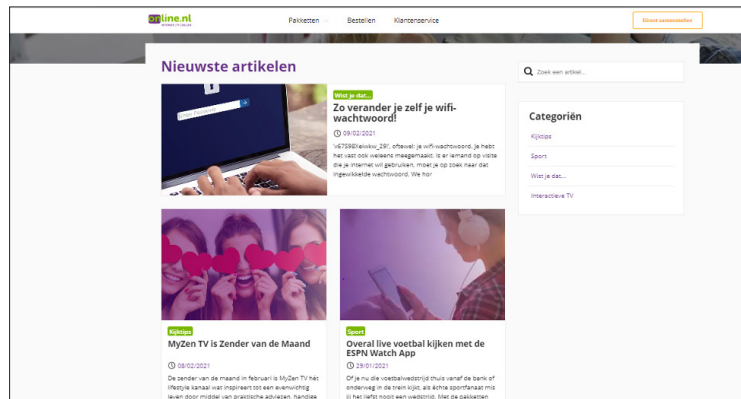


## MYZEN TV, CHANNEL OF THE MONTH IN THE NETHERLANDS

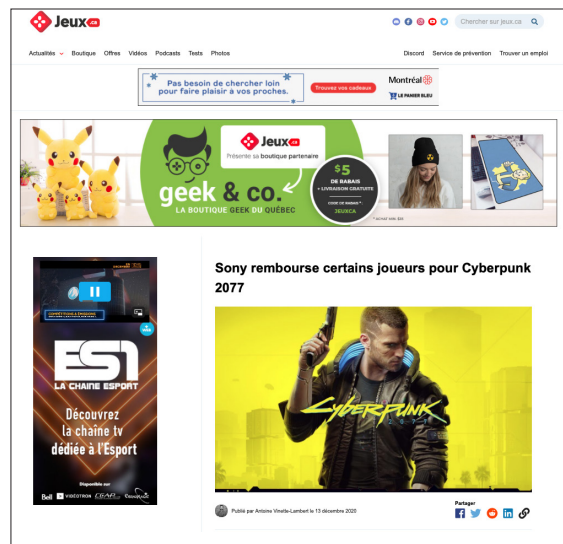
In February, operator Online.nl began offering the channel **MyZen TV** to its subscribers for free, bringing viewers a wide choice of yoga exercises, practical advice, and meditation sessions to help practice self-care!

### Zen de lockdown door

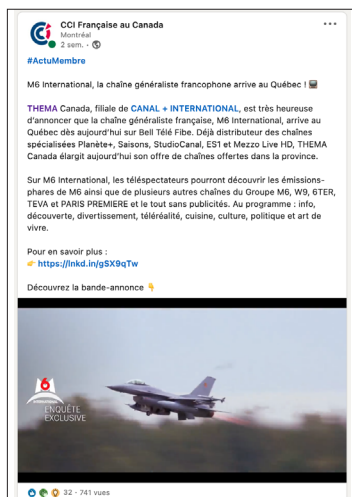
Last van lockdown stress? Pak wat extra momentjes voor jezelf met onze Zender van de Maand, MyZen TV. Ontspannende yoga-oefeningen? Check. Meditatietips? Weer check. Relaxte muziek? Ook met MyZen TV (kanaal 20) wordt je huis een wellness center. Nog meer ontspannen? Hou onze [Facebookpagina](#) in de gaten, want daar geven we binnenkort een super-relaxte prijs weg...



In Canada, the websites Jeux.ca and Pèse sur Start backed the **ES1** e-sport channel. In honor of the channel's first year in Quebec, a contest was organized on Facebook. The winner won a complete gaming kit (with a wireless headset, keyboard, etc.).



The French CCI in Canada and La Presse+ announced the rollout of the **M6 International** channel in Quebec, on their platforms. The news was also relayed on various Facebook groups for French expatriates.







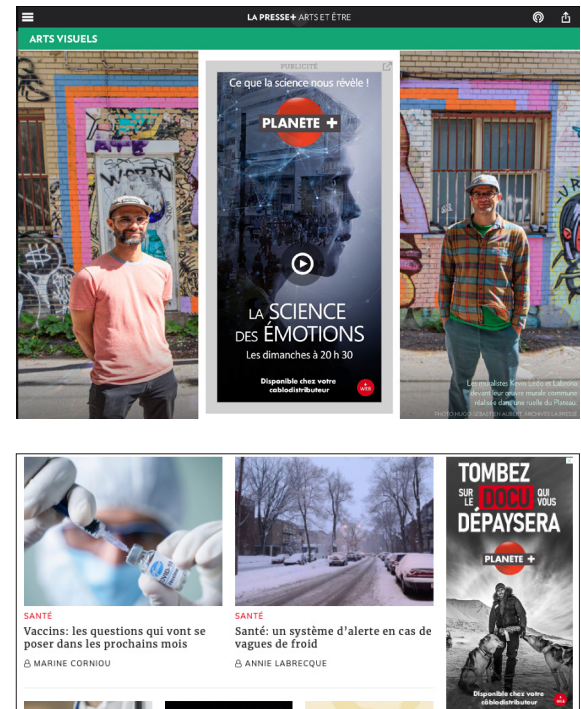
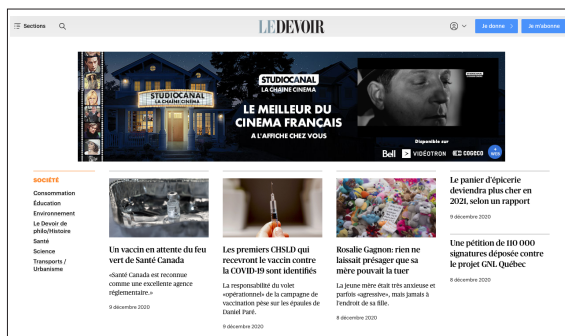
Following the announcement of the **M6 International** rollout in Canada and Dubai, THEMA's teams set up a digital campaign to promote the channel to French-speaking living in these regions.



**STUDIOCANAL**  
LA CHAÎNE CINEMA

**PLANÈTE +**  
CANADA

The last few months, Canadian websites La Presse+, L'Actualité, Quebec Science and Le Devoir have showcased the programming for channels **Planète+** and **StudioCanal**.



**NOVELAS TV**  
VOTRE CŒUR BAT PLUS FORT

**Novelas TV** has the perfect romantic cocktail for you to enjoy! The channel is launching a special promo for Valentine's Day so that we never forget that, with Novelas TV, our hearts beat faster!



This year, THEMA CANADA is an official partner of the Union Française. This is an opportunity to promote the channels distributed by the THEMA subsidiary all year round, thanks to the Union Française's communication platforms and social networks.

**Cuisines**

To celebrate the lover's day, the teams behind the **Cuisines TV** channel brought us a special Valentine's Day menu, in partnership with the cook and influencer IBA!







A complete redesign of **Le Bouquet Maghreb** website was arranged by THEMA teams, on the occasion of our big contest.

For the very first time, Le Bouquet Maghreb's teams organized a contest featuring amazing prizes: a car, a 2 person trip to Dubaï, a 4K LED TV, and many others! Every person who subscribes to Le Bouquet Maghreb between March 31<sup>st</sup> and July 1<sup>st</sup> can participate, with sign-up on the event's landing page.

Le Bouquet Maghreb's teams have set up a vast media strategy combining radio and digital actions. This will result in the broadcast of 400 radio spots, providing around 10 million impressions that will help promote this unique service.



In their January-February 2021 edition, Gazelle magazine spotlights the new Turkish series available on **MAGHREB VOD**, the VOD offer included in **Le Bouquet Maghreb +**.



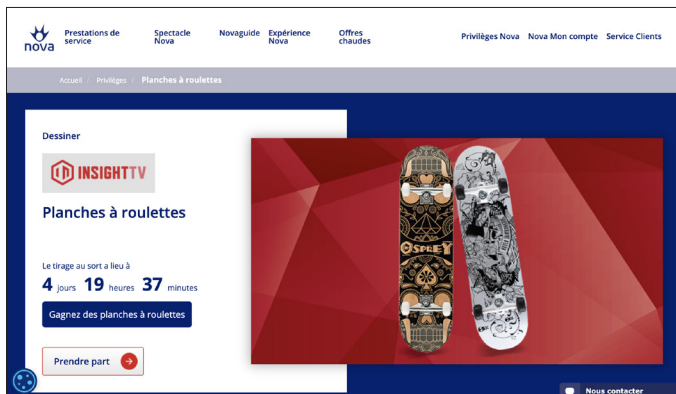
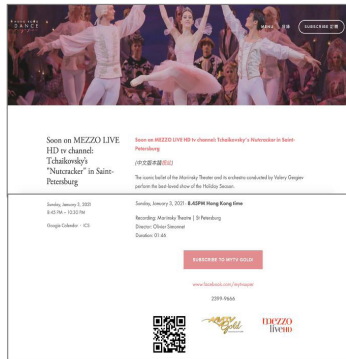
From January 11<sup>th</sup> to February 11<sup>th</sup>, SFR, a French operator, offered a promotion on **Le Bouquet Africain** and **Le Bouquet Türk**. The first month of subscription to the packages cost a single euro.





As part of a promotion on Mezzo Live HD in December and January in Hong Kong and Taiwan, the channel was highlighted in the Hong Kong Economic Journal, Sunday Ming Pao Newspaper, Hong Kong Dance Magazine, and mentioned on Classical Taiwan 997 radio.

In partnership with the channel, Taiwanese operator Elta proposed a contest to its subscribers, who were invited to enter to win a speaker and sound-board with which to better enjoy Mezzo Live HD's programs.



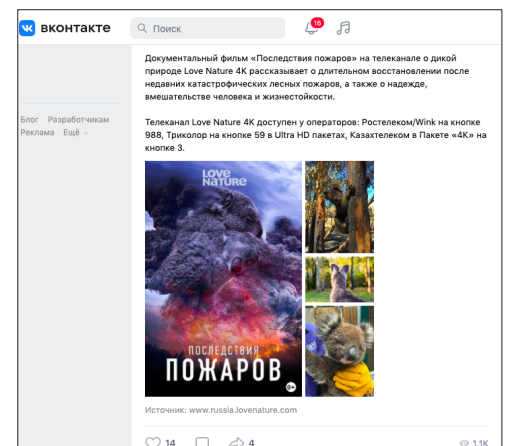
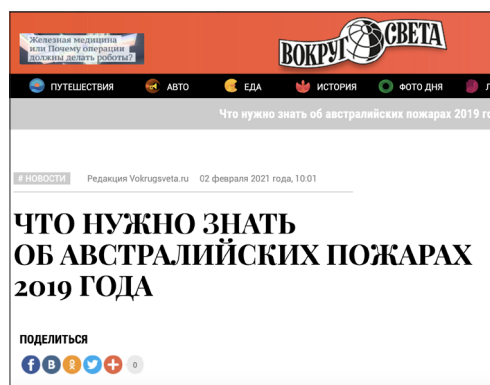
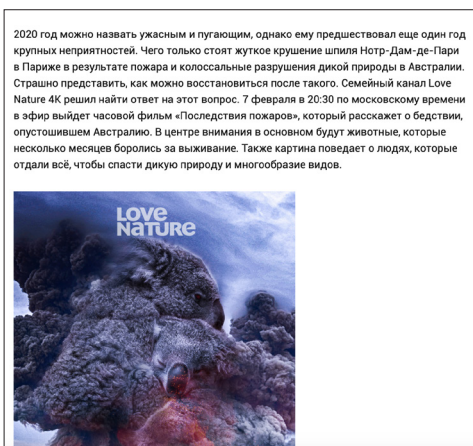
In partnership with the channel **Insight TV**, the Greek operator **Nova** proposed a contest on its website!



**Museum TV**, **Mezzo Live HD** and **Héritage 4K**, distributed by **THEMA ASIA PACIFIC**, were featured in the latest edition of **Content Asia**.



On February 7, **Love Nature 4K** aired the documentary **Around the Wildfires**. Filmed a year after disaster, the film tackles the forest fires that ravaged Australia in 2019, focusing on the animals that fought for their survival and the people who dedicated themselves to saving them. The information was relayed on the **Around the World** website and on the Russian social networks **Telegram** and **Vkontakte**. **Rostelecom** and **Kazakhtelecom** operators have also promoted this broadcast on their platforms.





## Thema intègre IBSBM

Carlos PIRES  
18 Janvier 2021 à 23h52

**Thema** annonce l'intégration de la société **IBSBM** dans le groupe, incarnée par son changement de nom en **Thema Northern Europe**, cinquième filiale de Thema.

IBSBM est l'un des plus grands représentants indépendants de contenu en Europe, basé à Amsterdam et opérant en Europe du Nord, travaillant dans les domaines de la distribution de programmes, du marketing et des droits médias depuis plus de 20 ans.

C'est un partenaire de longue date de Thema en distribuant et en promouvant activement le portefeuille Thema depuis plus de 15 ans à travers le Benelux, les pays nordiques et les pays germanophones. Cette opération permet au groupe français de renforcer sa présence ainsi que le déploiement commercial dans la région et officialise l'ouverture de la filiale étrangère de Thema Europe du Nord.

**Menno Hidajattoellah**, fondateur et ancien directeur général d'IBSBM, dirigera les opérations de la nouvelle filiale en tant que directeur général de Thema Europe du Nord, couvrant à la fois la distribution de contenu TV et la stratégie marketing.

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### IBSBM becomes THEMA Northern Europe

JANUARY 19, 2021 11:47 EUROPE/LONDON BY JULIAN CLOVER

IBSBM is to be renamed Thema Northern Europe, three years after the Dutch firm was acquired by the Canal+ Group company.

Based in Amsterdam and with operations across Northern Europe, IBSBM has been active in marketing and media rights for over 20 years. For 15 years it has represented the Thema portfolio across Benelux, Nordics and German speaking countries.

Menno Hidajattoellah, founder and former MD of IBSBM, will run the operations of the new subsidiary as Managing Director of Thema Northern Europe, covering both TV content distribution and marketing strategy. Hidajattoellah described the move as an "exciting natural next step".

Le premier quotidien de l'audiovisuel et du cinéma

Article n° 289666

### Thema : intégration de IBSBM, renommée Thema Europe du Nord ; 5<sup>e</sup> filiale étrangère

Paris - Publié le lundi 18 janvier 2021 à 18 h 28 - Actualité n° 289666

Thema, filiale de Canal+, a annoncé lundi 18 janvier l'intégration de la société néerlandaise IBSBM, dont elle avait acquis en octobre 2017 la majorité du capital (notre « Confidential » du 18 octobre 2017). Cette opération s'accompagne d'une nouvelle appellation pour la nouvelle filiale, **Thema Europe du Nord**, précise le distributeur de chaînes de télévision payantes pour les opérateurs du câble, IPTV, satellite et pour les offres mobiles et OTT.

Basée à Amsterdam, IBSBM est l'un des plus grands distributeurs de contenus en Europe du Nord depuis plus de vingt ans, et un partenaire de longue date de Thema dans la distribution et la promotion de son catalogue au Benelux, dans les pays nordiques et les territoires germanophones. Cette intégration permet à Thema de renforcer sa présence et son déploiement commercial dans la région Nord et d'officialiser l'ouverture de sa branche Thema Europe du Nord, souligne le communiqué. **Menno Hidajattoellah**, fondateur et ancien directeur de IBSBM, dirigera les activités de la nouvelle filiale, couvrant à la fois la distribution de contenus TV et la stratégie de marketing, précise le communiqué.

Fondée en 2005 et propriété du groupe Canal+ depuis juin 2016, Thema, dirigée par **Fabrice Faux**, compte désormais, avec cette nouvelle entité nord-européenne, cinq filiales étrangères (Thema Canada, à Montréal, Thema Russie, à Moscou, Thema USA-Amérique latine à Miami et Thema Asie-Pacifique à Singapour).

### «Казхтелеком» включил в телепакеты три 4К-канала: о природе, стиле жизни и искусстве

Телеканалы ТЕМА теперь доступны в пакетах телеком-компаний «Казхтелеком». Каналы в формате 4K будут доступны в сети кабельного телевидения операторов «Астана» и «Фортис» на территории Республики Казахстан. Телеканалы ТЕМА в формате 4K.

SUBSCRIBE

## News

# Thema integrates IBSBM as Thema Northern Europe

Written by [Stuart Thomson](#) 18th January 2021 @ 21:00

Canal+-owned channel distributor Thema has fully integrated 2017 acquisition IBSBM into the group and renamed it Thema Northern Europe, the company's fifth subsidiary.

IBSBM is described by Thema as one of the largest independent content representatives in Europe, based in Amsterdam and operating in Northern Europe, working in the fields of programme distribution, marketing and media rights. It is a longstanding partner of Thema, actively distributing and promoting the latter's portfolio for more than 15 years across Benelux, Nordics and German speaking countries.

Thema said the integration would allow it to strengthen its presence as well as its commercial rollout in the region.



Menno Hidajattoellah

Menno Hidajattoellah, founder and former MD of IBSBM, will run the operations of the new subsidiary as managing director of Thema Northern Europe, covering both TV content distribution and marketing strategy.

"The rapprochement of IBSBM with THEMA and its renaming into THEMA Northern Europe is an important step for THEMA and will strengthen our position in this region. The new actual scope of direct distribution with Western, Eastern and Northern Europe, Russia, Asia, USA, Canada and Latam will benefit our clients and reinforce Thema's position as worldwide partner for programmers and content providers," said Sylvie Michel, deputy CEO of Thema.

"The relationship between IBSBM and Thema spans already more than 15 years, and after the acquisition of IBSBM by Thema in 2017, this is the exciting natural next step in the right direction so I'm convinced this will be to everyone's benefit," said Hidajattoellah.

# CONFERENCE

At the occasion of « Medialogistika Days » organized the February 17<sup>th</sup> and 18<sup>th</sup>, **Ekaterina Yakushenko**, Sales Director of THEMA RUS, showcased the importance of 4K and HD content nowadays on the example of the channels distributed by our Moscow subsidiary.

### THEMA RUS – ПОРТФОЛИО ТЕЛЕКАНАЛОВ

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10.02.2021 • 15:50



# BRING PEOPLE CONTENT THEY LOVE

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