

THEMA
A CANAL+ GROUP COMPANY

NEWSLETTER

A close-up photograph of two toucans perched on a thick, textured tree branch. The toucan in the foreground is shown in profile, facing right, with its large, multi-colored beak (yellow, green, red, and blue) prominently displayed. It has a yellow face and a dark brown body. The second toucan is partially visible in the background, also facing right. The background is a soft, out-of-focus green.

THEMA ASIA-PACIFIC expands its content portfolio with InWild

THEMA Asia-Pacific is delighted to announce its partnership with InWild TV channel.

InWild is all about nature and wildlife, from all corners of the world. Nature and wildlife have always been binge-able, high-value television genres.



MARCH - APRIL 2021

FRANCE

French Pay-TV-Provider SFR has launched several new channels with its "**Le Bouquet Africain**" offer.

4 channels have been added: **SunuYeuf**, **Novelas TV** (both THEMA-edited channels) along with **A+** and **NCI**. SFR now proposes up to 23 channels and includes the **+ D'AFRIQUE** On Demand catalogue.



EUROPE MIDDLE EAST & AFRICA



Love Nature 4K is now available with Bulgarian operators *Escom* and *New Dream TV*.



Museum TV HD, exclusively dedicated to art content, is now available to *GO PLC* subscribers in Malta.



MyZen TV is henceforth available with Macedonian operator *Inel Internacional*.



In the Middle East, subscribers to *Shahid* (MBC's OTT platform) will now have access to **M6 International**.



MBC is now available as part of *Telenet's* basic package in the Netherlands.

Télé Congo is now available with *Telenet's* Bouquet Africain in the Netherlands.

CANADA



M6 International's programs channel will now be available on Canadian operator *Vidéotron's* Helix platform.

THEMA CANADA's team is pleased to announce a new agency agreement with **Horizons Sports Limited** — offering the best selection of endurance sports and adventure movies, for the distribution of linear and nonlinear content offers with any satellite, IPTV, FFTx, OTT, Mobile, Cable, or any other form of network platforms in Canada.

Cuisines

Cuisines launches a new show: "Les Gourmandises de Karelle" !

Starting April 2nd, Africa's favorite food blogger Karelle begins her first program with the **Cuisines** channel – "Les Gourmandises de Karelle" !

With a sparkling sense of humor and a knack for teaching, Karelle shares her favorite easy and accessible recipes, using the African continent's favorite ingredients.



It's been welcome news for TV viewers, many of whom reacted favorably on social media. The teaser alone generated **50,000 views!**

NOLLYWOOD TV

Season 16 of "Le Journal de Jenifa" is now available!

To ring in the return of leading series Le Journal de Jenifa, on **Nollywood TV**, Jenifa shares pages from her diary on the series' website throughout the season's run.



KEY FIGURES

The
NOVELAS^{TV}
community continues
to grow!

90K
500K



COMMUNICATION CAMPAIGNS & PARTNERSHIPS

STUDIOCANAL TV LA CHAÎNE CINEMA

The 46th edition of France's annual César awards ceremony was broadcast on March 14th on **StudioCanal TV**. Canadian operator Cogeco publicized the event on its website: yet another perfect opportunity for promoting French cinema in Canada!



NOVELAS^{TV} NOLLYWOOD^{TV}

Honoring women with Novelas TV and Nollywood TV!

On March 8th, channels **Novelas TV** and **Nollywood TV** planned programming specially dedicated to women, thanks to actresses in their films and leading series. It was an opportunity to promote women's empowerment and to highlight women's important place in society.

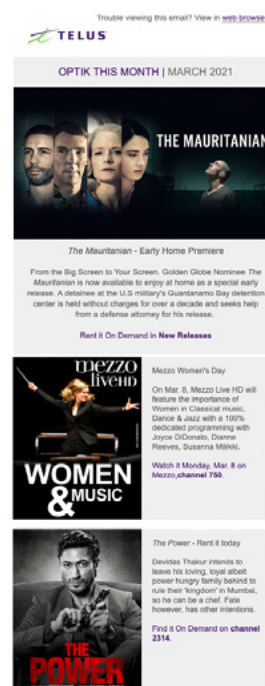


mezzo liveHD



In honor of International Women's Day, **Mezzo Live HD** has dedicated its programming to woman artists throughout the month of March!

In Canada, websites Le Devoir, Vancouver, and La Presse+ promoted the channel on their platforms. The Canadian operator *Telus* also mentioned the channel in its newsletter.



Several European operators such as Vodafone (Romania), Sledovanitz (Czech Republic) and Kuki (Czech Republic), as well as radio station Classica FM (Spain) also highlighted the feminine programming initiative on their platforms and social networks, organizing several contests.





Nollywood TV Awards are back this year!

On the channel's website, fans of **Nollywood TV** voted to celebrate the best of Nigerian cinema and its leading stars, from March 22nd to April 2nd. The results of this second edition will be announced on April 17th on Nollywood TV and its social networks.

Cuisines

"Recettes D'Afrique" returns for Season 2!

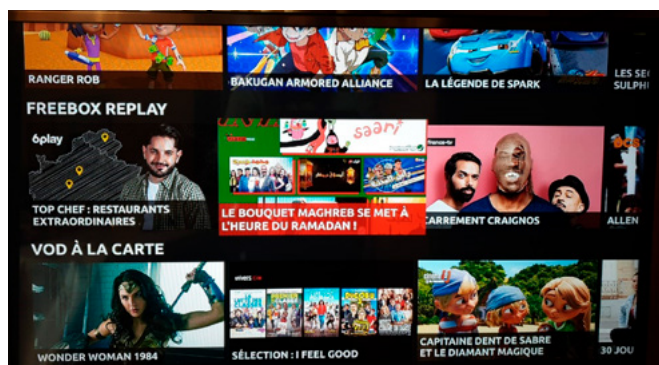
Since March 15th, **Cuisines** TV channel broadcast the second season of Recettes D'Afrique, the first TV show dedicated to African gastronomy!

Featuring a host of new chefs and new recipes, this new season should be full of flavor!

Necy Ndri, show host, as she meets new African chefs and learns new recipes. To promote the upcoming season, numerous capsule videos were shared across the channel's social networks.



Just in time for Ramadan, The Bouquet Maghreb's VOD offer, **Maghreb VOD**, has been featured on FREE's AKTU since April 5th!



Le Bouquet Maghreb was showcased on French association Twenssa's Facebook page.

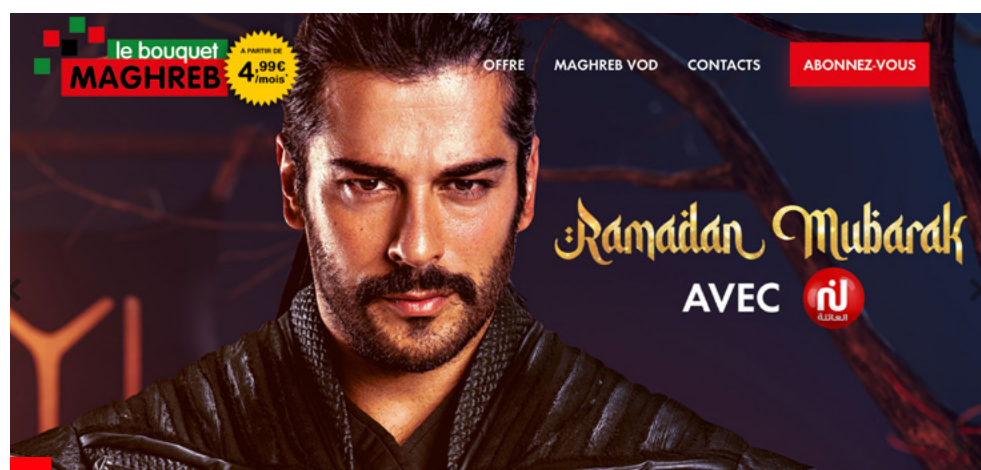
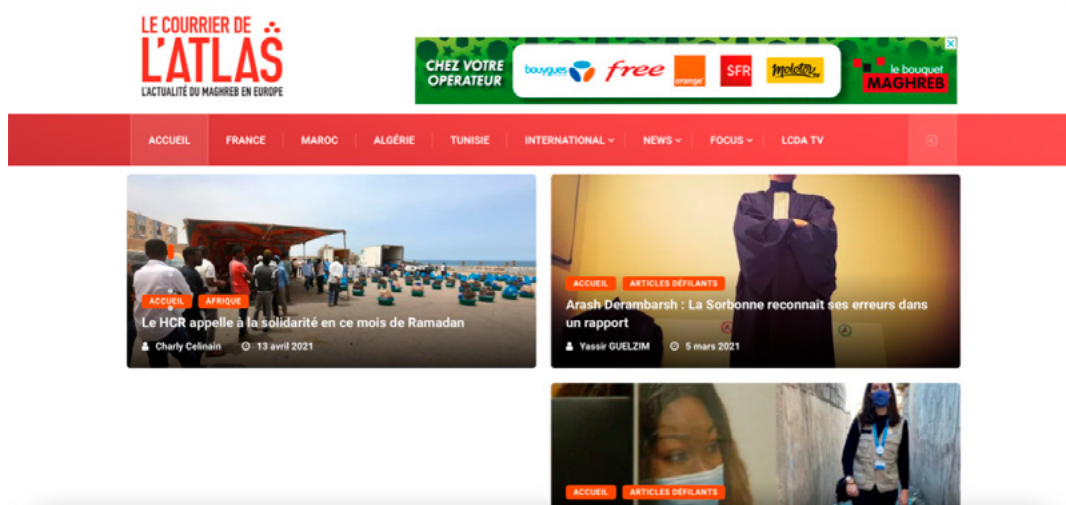


COMMUNICATION CAMPAIGNS & PARTNERSHIPS



In honor of Ramadan, the most important time of the year for Arabic diaspora, **Le Bouquet Maghreb**'s teams have set up large-scale campaigns to promote the package. The initiative includes:

- Campaigns on national radio.
- Digital campaigns on Youtube Instream and social networks promoting the channels' exclusive programming.
- Highlights of the offer on all operators' TV boxes.
- Digital partnerships with targeted groups and their pages.
- Sponsored articles in target media.



COMMUNICATION CAMPAIGNS & PARTNERSHIPS



In March, **Le Bouquet Africain** partnered with the NN network, as part of the program « L'Afrique avance avec ». The program aims to highlight entrepreneurial initiatives carried out by members of the African diaspora in France. **Le Bouquet Africain** was also featured in the network's newsletter.



Le Bouquet Africain's team was excited to meet with the African community at the occasion of a street marketing campaign.

French cities Toulouse and Bordeaux covered the colors of **Le Bouquet Africain** from April 4th to 17th. A stunning field operation !



The French cities Strasbourg, Mulhouse, and Colmar were covered with the colors of **Le Bouquet Türk**! **Le Bouquet Türk's** teams went to meet the Turkish community in Eastern France at the occasion of a street marketing campaign.



Le Bouquet Türk channels were highlighted on targeted websites dedicated to the Turkish diaspora.



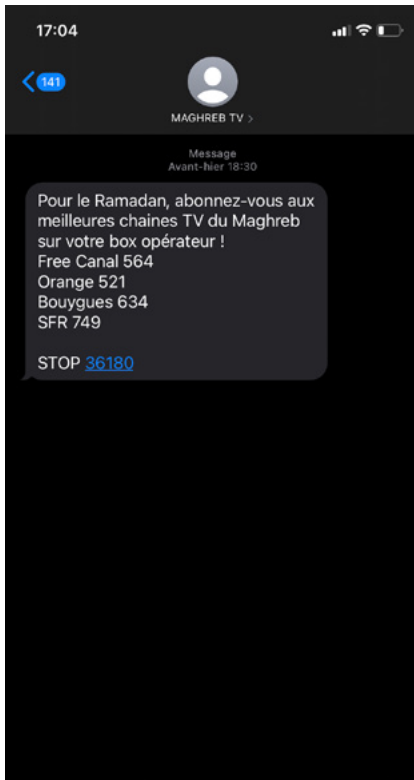
BOSPHORE VOD
content is highlighted on
all FREE Turkish channels!



MARKETING ACTIONS



For the first time, THEMA's teams have established direct contact with target clients by creating their first text-based CRM for the offer **Le Bouquet Maghreb**.



To honor International Women's Day, operator Orange Romania promoted **Museum TV** on its application and its Facebook page.



Concursuri

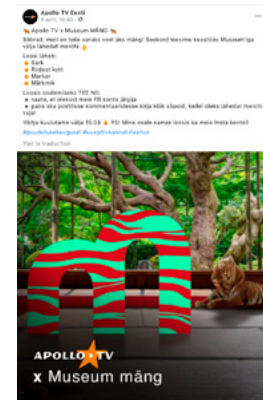
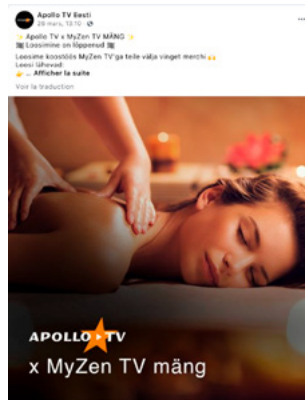
E momentul să explorezi noi pasiuni

Orange TV Go

Mai mult



Apollo TV partnered with channels **MyZen TV** and **Museum TV** to organize two contests, with an eye to promoting the channels to its subscribers (Estonia).



To promote the wellness channel **MyZen TV**, Vodafone organized a contest for its subscribers throughout the month of April (Portugal).



Museum TV partnered with the Zinaida Serebryakova exhibition organized at Vladivostok's Art Gallery, on until May 30th (Russia).



mezzo liveHD

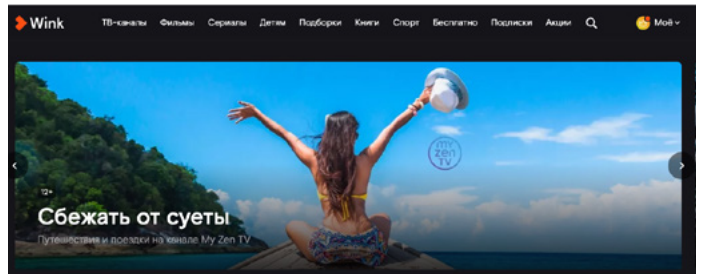
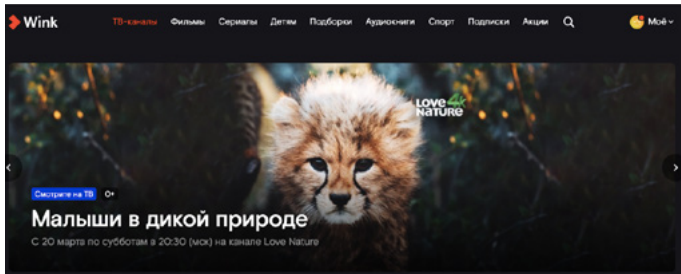
Hong Kong Magazine highlighted **Mezzo Live HD** in their Spring edition.



MARKETING ACTIONS

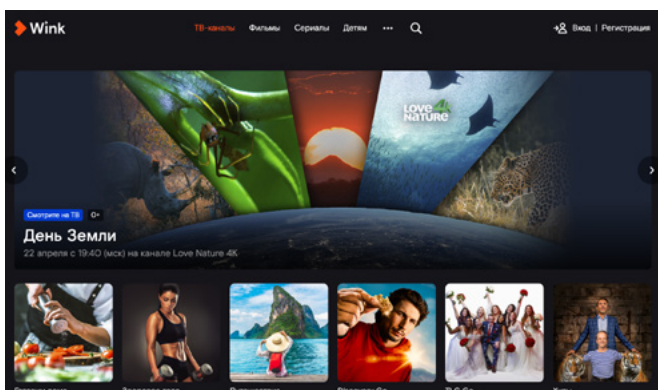


On its WINK platform, Rostelecom promoted Love Nature 4K, Museum TV, MyZen TV, and TV5 Monde programs (Russia).



In celebration of Earth Day, operators Rostelecom and Tricolor, plus platforms Telegram and Vkontakte promoted **Love Nature 4K** in Russia.

The World Wildlife Fund also promoted the channel on its social networks, organizing a special Earth Day contest.



CONFERENCE



Seasons TV channel exhibited at the virtual edition of the Montreal Outdoor, Hunting, Fishing, and Camping show, held from February 15th to March 31st.



**SALON PLEIN AIR, CHASSE, PÊCHE
ET DU BATEAU DU QUÉBEC
PLATEFORME NUMÉRIQUE**

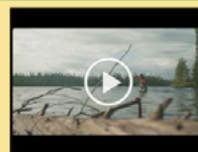
Nouvelles conférences et concours

Chaque semaine la [plateforme numérique du Salon Plein air, Chasse, Pêche, et du Bateau du Québec](#) vous offre des nouvelles conférences et des nouveaux concours! Il reste trois semaines pour profiter de tout ce que la plate-forme a à offrir. Ne manquez surtout pas les promotions que les exposants vous offrent!

[Rendez-vous à la plateforme numérique](#)

Dans notre infolettre de la semaine, découvrez nos exposants en vedette, les [conférences de cette semaine](#) et les détails des [concours passionnant](#) en cours.

Exposants en vedette



Hooké est une marque québécoise ayant pour mission de promouvoir la vie en plein air, la pêche durable et la chasse éthique. Ils visent à inspirer les aventuriers à explorer, à protéger et à mieux comprendre la nature et sa fragilité. [Consultez la plateforme numérique](#) pour de plus amples renseignements sur les produits confectionnés de façon écologique.

SAISONS est la première chaîne de télévision francophone au Canada dédiée à tous les passionnés de chasse, pêche et nature. Vous y trouverez des programmes de qualités tels que des documentaires et des reportages. La chaîne est disponible chez la plupart des câblodistributeurs et sans publicité! Pour en savoir plus, [visitez la plateforme numérique](#).




PRESS REVIEW

BROADBAND TV over 18 million homes across Europe

HOME NEWSLINE RESOURCES EVENTS ABOUT ADVERTISE SUBSCRIBE

M6 International launches in Middle East

PARIS - 15.04.2021 EUROPE/LONDON BY CHRIS SZKODLA



M6 International has made its debut in the Middle East on du's TV platform in the United Arab Emirates (UAE).

It is being offered in du's add-on French Package, which costs AED69 (€15.40) a month to receive.

M6 International, whose distribution is handled by THEMA, brings together all the best programmes from the M6 Group TV channels, with contents from M6, W9, 6ter, Paris Première and Teva.

Commenting on the launch, Karim Benkroun, acting CEO, du, said: "Delighting our customer base has always been a topmost priority for du. Because the UAE is now home for millions of expats from around the world, it is our responsibility to cater to the needs of all communities and cultures. We have made tremendous progress in this direction over an extended period of time, and the launch of M6 on our TV platform reaffirms our commitment to the audiences we serve. Moving forward, French nationals across the UAE will be able to enjoy even more options in the world of entertainment, something that has become a reality thanks to our partnership with Thema".

Laurent de Lorme, M6 Group programme director & programme marketing director, added: "M6 International gathers the best of M6 TV channel programming as well as successful flagship programs from M6 Group channels (W9, 6ter, Paris Première et Teva). M6 International now allows francophone and French expatriate access to a diversified selection of high quality content".

Silverline Garuso, head of EMEA Distribution at Thema, continued: "We are delighted to add M6 into du's offer. We are sure the channel will ravish the francophone community and the French expatriates living in the UAE as it will allow them to relish the best programs from the M6 Group".

SPECTACLES Television

Quoi regarder à la télé dimanche?

PARIS - 12.04.2021 10:00



«Les César 2021»

La soirée prestigieuse de récompenser les plus méritants du septième art français est arrivée. L'Académie des arts et techniques du cinéma est prête pour une cérémonie. Les films «Un chien qui dit», les films «Les Buis» (13 épisodes), «Elm 85» (12 épisodes) et «André les Coups» (12 épisodes) peuvent compter.

PARIS - 12.04.2021 10:00

PARIS - 12.04.2021 10:00

Monday, April 26, 2021 | Stay Connected

ADVANCED TELEVISION

HOME SHOP ADVERTISE EVENTS LIBRARY PRESS RELEASE

AI BROADCAST BROADCAST BUSINESS CONTENT IN HOME MOBILE

harmonic DYNAMIC TARGETED ADVERTISING: THE 12 KEY ESSENTIALS

THEMA ASIA-PACIFIC expands content portfolio with InWild

April 15, 2021

THEMA Asia-Pacific, a CANAL+ Group subsidiary, has announced its partnership with InWild TV channel.

InWild is all about nature and wildlife from all corners around the world. Nature and wildlife has always been a bingeable, high-value genre on television, says THEMA.

ADVANCE CONTENT DISCOVERY FURTHER

InWild is a channel where adventure and wildlife come together to offer exciting stories from around the world.

TELE NUMERIQUE prime video

fransat LA TNT PAS SATELLITE DIRECTEMENT DANS VOTRE TV AVEC LE MODULE FRANSAT

COMPATIBLE AVEC TOUTES LES GRANDES MARQUES DE TV

Par Amine ALLAM, le Mardi 9 Mars 2021 à 13:34

Rotana renouvelle son partenariat avec Canal+ International

BRING PEOPLE THE CONTENT THEY LOVE

Thema, filiale de Canal+ International et spécialiste de l'édition et de la distribution de chaînes multiculturelles, a annoncé le renouvellement de son partenariat de longue date avec le groupe de télévision arabe Rotana.

L'accord accorde à Thema les droits de distribution de l'ensemble du portefeuille des chaînes multiculturelles, à savoir le renouvellement de son partenariat de longue date avec le groupe de télévision arabe Rotana.

Aujourd'hui, Thema distribue les chaînes Rotana au sein du Bouquet Maghreb en France et une sélection des meilleurs films et séries Rotana à Maghreb VOD. L'offre non linéaire du Bouquet Maghreb, dédiée dans l'offre premium Le Bouquet Maghreb.

L'accord comprend également une collaboration marketing étroite entre les deux groupes, avec une plus grande concentration sur les activités numériques, telles que les campagnes d'influence.

Commentant le partenariat, Sylvie Michel, directrice générale adjointe de Thema, a déclaré: «Rotana a démontré le large attrait de ses chaînes et contenus premium auprès de la diaspora arabe en France.»

Suite à son changement de marque en 2019, Le Bouquet Maghreb s'est imposé comme le premier distributeur de chaînes de télévision et de contenus arabes en Europe.

Jad Joubran, VP Business Development & Partnership, Rotana, a ajouté: «Nous sommes ravis d'élargir notre offre et d'être plus proches de nos téléspectateurs en Europe, tout cela est rendu possible grâce à des années d'association avec un partenaire solide comme Thema.»

Partager sur: Facebook Twitter LinkedIn Plus d'options

NEW TEAM MEMBERS

THEMA's teams are expanding!

Kinga URBAŃSKA joined THEMA as "Novelas + Content Officer".
kinga.urbanska@thematv.com

Pauline XAVIER joined THEMA as "Content Officer".
pauline.xavier@thematv.com

BRING PEOPLE THE CONTENT THEY LOVE

EDITORIAL DIRECTION: MARKETING DEPARTMENT
Marianne BEDE - Tiffany DUBOIS - Frédéric SCHMITT

55 RUE RAYNOUARD - 75016 PARIS, FRANCE
+33 1 45 25 25 66



FOLLOW THEMA'S LATEST NEWS BY
SUBSCRIBING TO OUR [LINKED IN](#) PAGE