

THEMA
A CANAL+ GROUP COMPANY

NEWSLETTER

**TUS
DRAMAS TURCOS
FAVORITOS**

**DONDE QUIERAS
CUANDO QUIERAS
100% EN ESPAÑOL**



**SERIES
COMPLETAS**

**EPISODIOS
DIARIOS**


**KANAL D
DRAMA**
ATRÉVETE A VIVIRLO

THEMA America is proud to announce the launch of Kanal D Drama's SVOD app, dedicated exclusively to Turkish dramas dubbed in Spanish.

Starting this month, Kanal D Drama fans in Latin America, the US, and Spain will be able to subscribe to the new service and enjoy more than 4,000 hours of their favorite Turkish series on multiple devices without a Pay TV subscription.

SEPTEMBER - OCTOBER 2021

FRANCE



Domashny, the Russian entertainment channel for women, and **Mosfilm**, the entertainment channel dedicated to classical and contemporary Russian cinema, are now available on the Russian package with Bouygues Telecom and Orange operators.

EUROPE MIDDLE EAST & AFRICA



THEMA NORTHERN EUROPE is proud to announce the launch of the two French television channels, **M6 international** and **Gulli**, at Vodafone Germany.

These two channels have been available in the new version of Vodafone's French TV optional pack.



Love Nature 4K is now available with Orange in Spain.



After the Antena 3 and Classica launch in June, Bulgarian operator Polaris launched **Mezzo** and **Mezzo Live HD** in September.

THEMA is proud to announce the launch of a selection of TVOD titles from the **Mezzo** catalogue on the Icelandic operator, Vodafone Iceland. Those titles have been available on «LEIGAN» their VOD platform.

CANADA



M6 International TV channel is now available at Cogeco in Quebec.

RUSSIA



As part of the development of our Russian branch and the consolidation of all of THEMA's assets within one portfolio, THEMA RUS is pleased to announce the distribution of **MEZZO** and **MEZZO LIVE HD** linear TV-channels, as well as their non-linear assets, in the Russian Federation and certain CIS countries – Kazakhstan, Armenia, and Georgia.



In September the viewers of MTS Info channel were able to watch an interview with THEMA RUS Sales Director - Ekaterina Yakushenko - about **Love Nature 4K** TV-channel which recently entered the MTS portfolio. Ekaterina talked about Love Nature 4K's unique wildlife content and its new TV season.



RUSSIA

TV5MONDE

THEMA RUS also launched two TV channels on KION multimedia platform – a French-language channel with Russian subtitles **TV5MONDE** and **JSTV** – fully in Japanese.

ASIA-PACIFIC

m | MUSEUM 4K 4K HERITAGE

Museum TV 4K and **4K Heritage** premium UHD content are now available on SBS F!L UHD TV channel, one of the leading Korea's UHD channel.

SBS audience will now be able to enjoy a new selection of programs in UHD, such as Paris' Museums stories provided by Museum TV, the

channel fully dedicated to Art, and will also be invited to discover a different view on world historical monuments and sacred sites from Heritage 4K-native content library.

THEMA is proud to announced the creation and launch of **Nathan TV**, the first French educational channel destined for Francophone Africa. The channel will combine the knowledge of THEMA, CANAL+ and Nathan, an major actor in childhood education, and the Editis Group.

The channel will keep up with elementary school curriculum, offering French classes, math, and programming around science, discovery, and creativity. Since September 30th, Nathan TV has been available exclusively with CANAL+ in Francophone Africa and Haiti.



THEMA partners with **Cheval TV** to support the VOD content publisher, specialized in equestrian sports and the equine world, in the creation of its linear television channel and its distribution, particularly in France, the EU, Switzerland, and Canada.

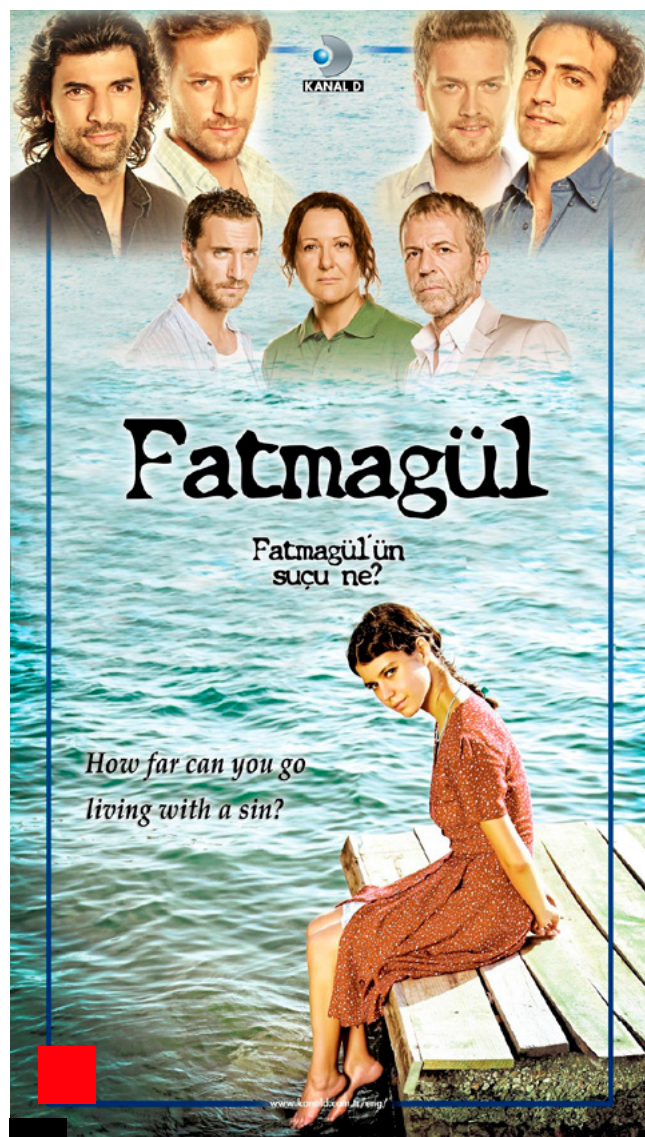
Cheval TV's editorial offer (linear and non-linear content) will be organized around equestrian sports (national and international competitions with jumping, cross-country, and dressage) which will be offered live on weekends, but also around lifestyle and tutorials dedicated to a very committed community. Cheval TV will also benefit from a partnership with Merapi Productions, which will be in charge of the production and linear broadcasting of the channel, thanks to its expertise in the production of flow and stock content.



HIGHLIGHTS



The catalog of **Bosphore Replay**, offer edited by THEMA, continues to grow with the arrival of the cult series «FATMAGÜL». This iconic series is in addition to the 300 movies and series already available on BOSPHORE REPLAY, a service included in Le Bouquet Türk.



At the occasion of Aïd el-Kébir, wich is one of the most important days of the year for the Arab diaspora, **Maghreb Replay's** catalog has expanded with the arrival of 3 new movies: El Kanz 02, Bani Adam and Hamlet Pharaon.



In October, **Nollywood TV** will bring their viewers the best of Nollywood TV Series, every day of the week! To complete the Monday to Friday TV series offer on Nollywood TV, a new TV series will also be broadcast every Saturday and Sunday on Nollywood TV EPIC! This means that in October, viewers will be able to follow urban drama or comedy on Nollywood TV and epic drama on **Nollywood TV EPIC**.

This new programming will accompany the comeback of JENIFA'S DIARY on Nollywood TV every day at 8pm from October 6th, and a new epic TV series GIFTED (EBELE LA PRODIGE) on Nollywood TV EPIC every Saturday and Sunday at 6pm, starting October 9th!

COMMUNICATION CAMPAIGNS & PARTNERSHIPS



Planète+ was chosen as partner at the "Courts d'un soir" festival, from 1 to 6 September in Montréal, to award a prize for the Best Documentary Short Film 2021.



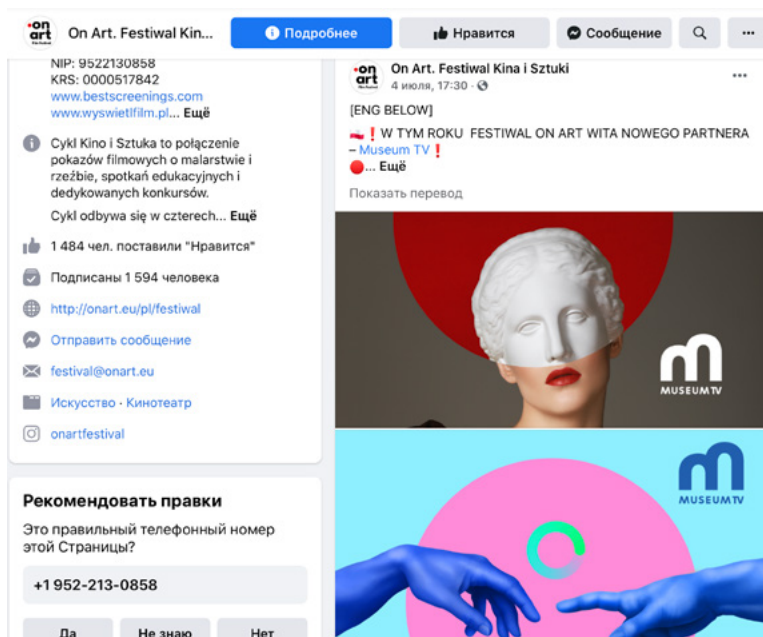
mezzo

For the occasion of **Mezzo's** special programming, Czech operator Sledovanitz, the Mezzo team, and the music festival Lipa Musica made a collaborative promotion campaign on their social media pages to celebrate Antonin Dvorak's 180th anniversary.



On Art Film Festival in Poland
(3 July – 6 September)

Museum TV, a channel fully dedicated to art, has become a partner of the On Art Film Festival in Poland which took part in nine Polish cities this summer. A Museum TV promotion was broadcast before each screening.



Cuisines

In September, **Cuisines** TV channel renewed its key visual with the main in-house production RECETTES D'AFRIQUE, LA CUISINE DES MAMANS and of course LES GOURMANDISES DE KARELLE. Plus, all this with one of the channel's favorite cooks, the famous Jamie Olivier!



MARKETING ACTIONS



The programs ENQUETE D'AFRIQUE, LES INFLUENCEUSES and IMPACT are highlighted on all of **Le Bouquet Africain's** TV channels, with operator Free. Colorful banners are used to promote new series available on the TV channel A+ and **+D'AFRIQUE**, the VOD service included in Le Bouquet Africain Premium!



As every year, **MyZen TV**, the lifestyle and wellbeing TV channel, was a partner of Yoga Day festival in Russia. The channel was represented with branded flags, yoga courses, and a Megogo free promo code distributed to the visitors of the event.



MARKETING ACTIONS

mezzo
liveHD

In July, the Serbian operator SBB promoted **Mezzo Live HD** through a contest on their Facebook page.



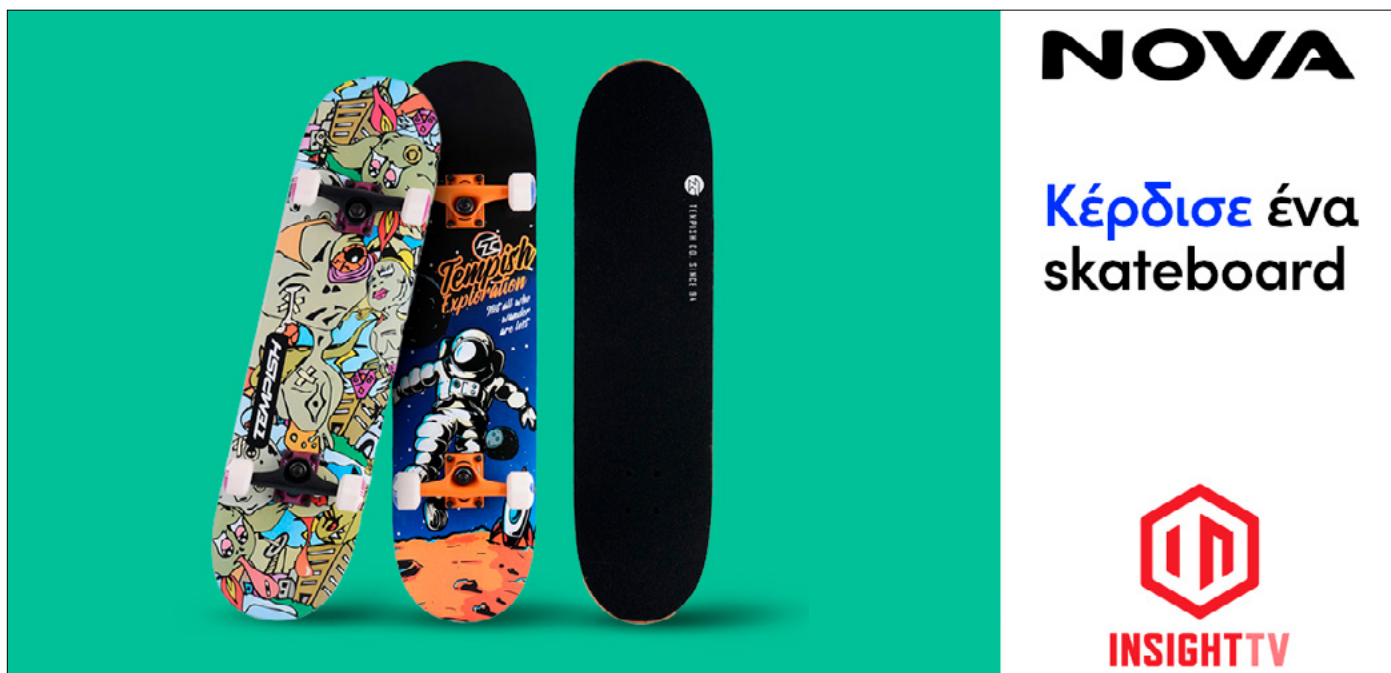
Stingray and **BlackPills**, distributed by THEMA ASIA-PACIFIC, was highlighted in Content Asia's September newsletter.



In August and September Greek operator Vodafone held a motivation marketing program for the call center salespersons of the operator – the most successful salesperson received a smart sport watch to help them keep fit. This marketing action was dedicated to the launch of **MyZen TV** channel with Greek subtitles in Vodafone's portfolio.



In September Greek operator Nova held a marketing action with **Insight TV** channel with skateboards as main prizes to the winners.



TRADE SHOWS & EVENTS

On September 16, THEMA CANADA organized an event to promote **Mezzo Live HD**, inviting the biggest operators to the opening concert for the Symphonic Orchestra of Montreal's new season. **Mezzo Live HD** broadcast the concert the following day.



On Friday, September 10, the Royal Concertgebouw Orchestra opened the 2021/2022 season with a festive open-air concert on Dam Square in Amsterdam.

The concert conducted by Daniel Harding and with violinist Leonidas Kavakos was broadcast on **Mezzo**.



Camille Mury-Decouflet, Distribution Europe Manager and the CHANNELS team, our agent in Czech Republic, attended **CHANNELS DAY** in Czech Republic on September 8th.



On September 7th THEMA RUS Sales Director Ekaterina Yakushenko took part in the AKTR cable and media conference in Russia with a presentation - Development of thematic television using the examples of 4K wildlife content with **Love Nature 4K**, and celebrated concerts with **Qello Concerts by Stingray**.



TRADE SHOWS & EVENTS

Séverine Garusso, Head of Distribution EMEA, was present at **NEM** in Dubrovnik, to meet European operators and introduce them to THEMA's portfolio.



COMING SOON...

mipcom

11 - 14 OCTOBER 2021
CANNES, FRANCE

BOOTH R7-B13

THEMA INITIATIVES

At THEMA, we do our part!

With the support of the Surf-Rider association, THEMA's team organized a waste collection activity on Friday June 25th at the Vincennes woods, in Paris. A great initiative proposed by the team THEMA GREEN, as part of the development of the new CSR policy.



BRING PEOPLE THE CONTENT THEY LOVE

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