

NEWSLETTER



**INSIGHT UHD
and MUSEUM TV
just launched on LG U+**
in South Korea

THEMA ASIA-PACIFIC team is proud to announce the launch of two linear TV channels, **Insight TV UHD** and **Museum TV** on **LG U+**, one of the largest IPTV players in South Korea and a longstanding partner of **THEMA**.

Insight TV UHD has joined **LG U+ UHD Pack**, providing adventurous lifestyle programs and inspirational content to its Korean audience. **LG U+ Premium Pack** customers now have access to **Museum TV**, the leading channel dedicated to visual arts, which has already captured the hearts of a large audience of enthusiasts.

DISTRIBUTION

FRANCE



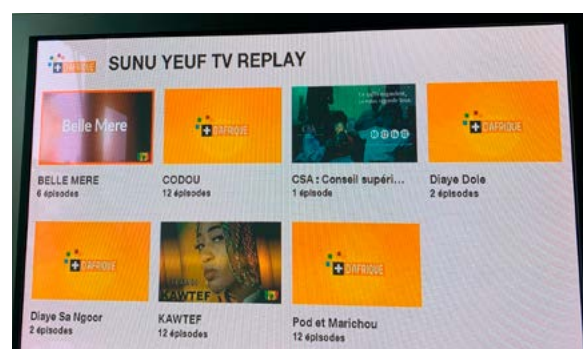
THEMA is delighted to announce the integration of seven channels from the MBC portfolio, commercialized exclusively with "Le Bouquet Maghreb" and "Le Bouquet Maghreb+" offers, available with all French operators. Since October 1st, the premium channels MBC 1, MBC 3, MBC 5, MBC DRAMA, MBCANAL+ DRAMA, MBC MASR and MBC MASR 2 have been added to the package.



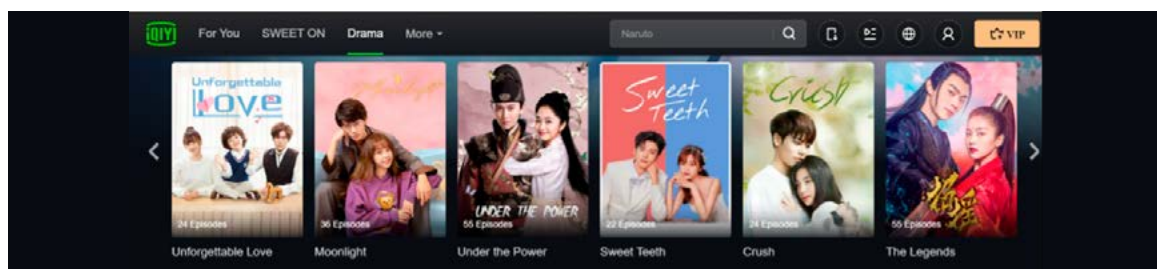
THEMA is delighted to expand its portfolio of Russian channels with **Domashniy**, **Mosfilm**, **The Golden Collection**, and **TV3**.



Sunu Yeuf is now available for replay on +D'AFRIQUE, with Orange.



EUROPE MIDDLE EAST & AFRICA



THEMA is proud to celebrate their recent partnership with **IQIYI** and the launch on Netgem TV in the UK and Ireland.

iQiyi's international app currently offers over 4,000 original and licensed titles that can be downloaded and watched offline or on-the-go – featuring movies, dramas, variety shows, anime, and more. Along with bringing the hottest Korean content to the service, iQiyi will also offer its Netgem TV audience in the UK and Ireland the Best in Chinese content – notably in genres such as Romance and thrillers.

On October 4th, Netgem launched the application IQIYI.

DISTRIBUTION

EUROPE MIDDLE EAST & AFRICA

The pop-up channel **La Chaîne du Père Noël** is available with the Telenet TV package available to all Telenet customers in Brussels and Wallonia in Belgium from November 20, 2021 to January 2, 2022.

On November 1st, the Czecho-Slovak operator Sledovanitz launched **iConcerts** in their line-up.



mezzo
liveHD

m
MUSEUMTV

On December 1st, Telekom Slovenije is launching **Museum TV** and **Mezzo Live HD** as part of a special à-la-carte Cultural Package. For two months, all subscribers will enjoy both channels as part of the Holiday promotion campaign.

mezzo

Mezzo will broadcast 3 programs on the Virgin Media UHD Channel in UK:

- The Nutcracker with the Staatsballett Berlin
- Swan Lake with Bolshoi Orchestra & Bolshoi Ballet
- The Nutcracker and the Cuddly Mouse with the Czech National Ballet



In October THEMA sent its partners and media affiliates a press-release on the launch of **MyZen TV** on Greek operator Cosmote TV. Since October 20th, MyZen TV is partially-available with Greek subtitles.

ELLA COMM

THEMA is now working with EllaComm to represent its content in Israel.

RUSSIA-CIS

m
MUSEUMTV

mezzo

Museum HD and **Mezzo** are now available on Armenia Telecom.

mezzo
liveHD

P.A.K.T Russian operator launched **Mezzo Live HD**.

Mezzo is now available on MTC in Russia.

RUSSIA-CIS



THEMA RUS is proud to announce the launch of **Love Nature** a wildlife and nature brand with linear and streaming channels available in over 135 countries on Russia's MTC TV-services. Love Nature's 4K linear TV channel will now be available to MTC subscribers in IPTV and on the KION multimedia platform.



On October 15, a new video platform VK Video was presented to the general public – a combined video resource of social networks VKontakte and Odnoklassniki: 16 web series from **Studio+** are now exclusively available to VK Video users. The platform will also offer a selection of premium programs from **Mezzo** – 30 complete performances of classical music, operas, ballet, and jazz.

Mezzo was an exclusive guest at the presentation of VK Video – Hervé Boissiere – CEO of Mezzo, addressed guests and viewers watching the live broadcast of the event with a warm video greeting.



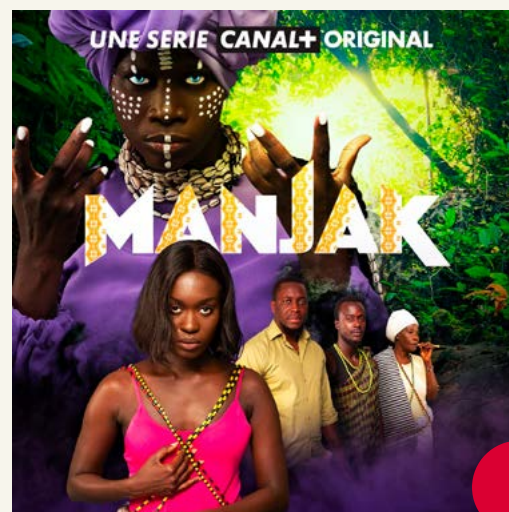
Museum TV and **MyZen TV** are now available with AKNET in Kyrgyzstan.

The CANAL+ ORIGINAL series «Mami Wata» and «Manjak» have been added to the **+D'AFRIQUE** catalog.

New series "Manjak" is a Senegalese fiction about Manjak culture that combines mystery and fantasy to explore values and traditions. The show has been added to Le Bouquet Africain's VOD catalog, along with new series "Mami Wata".

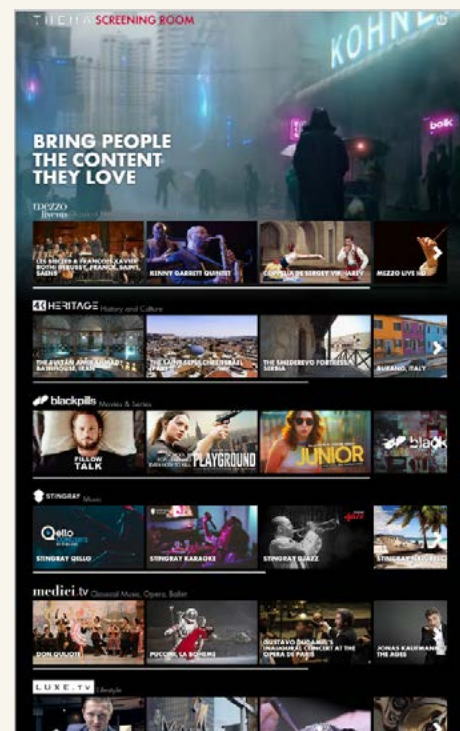
Nominated at the La Rochelle Festival, "Mami Wata" reveals the mysteries of the legendary Mami Wata, the much-feared matriarchal goddess of water.

For the first time, the diaspora will be granted access to episodes on Le Bouquet Africain's VOD platform at the same time as they are broadcast in Africa on CANAL+ PREMIERE!



THEMA Screening Room

THEMA has developed a BTB screening interface for the APAC market. By offering access to a selection of full-length episodes and programs excerpts, THEMA's screening room provides a quick overview of the content available and distributed by THEMA APAC.



mezzo liveHD

MEZZO LIVE HD, SPAIN'S CHANNEL OF THE MONTH

Throughout the month of November, Mezzo dedicated its programming to Spain: its creators, musicians, and venues were center stage thanks to special programming established collaboratively by Mezzo and the Teatro Real, the Liceu de Barcelona, and the Festivals of Peralada and Grenada. Indeed, the rest of the world got to learn more about Iberian history, culture, and music.

Magazines El Pais (Babelia), El Correo, El Mundo (El Cultural), ABC Cultura, and operators Vodafone and Movistar promoted the channel by boosting the November programming across their platforms. Movistar even organized a contest!

Vodafone TV interface showing various content categories: Amazon Original, Dial 29 Blue Bloods, Dial 107, Blaze, and a Tivo section. A prominent banner for 'MES ESPECIAL ESPAÑA' features a guitar player and the text 'En noviembre honramos la riqueza musical de España.'



Verdad y leyenda de La Baltasara

Papa Zaragoza, Inma Chacón y Choni Martín llevan La Baltasara a Madrid para hacer un homenaje a las cómicas de todos los tiempos. La actriz del Siglo de Oro hace debutar su espectáculo cuatro siglos después.

En el estreno de *El teatro* en 2017, Inma Chacón y Choni Martín llevaron a Madrid su espectáculo *Verdad y leyenda de La Baltasara*. Con el estreno de Chacón y Martín, el espectáculo de teatro se convierte en un homenaje a la actriz del Siglo de Oro, que repasa la vida de esta mujer, desde su nacimiento hasta su muerte.

VERDAD Y LEYENDA
"Es una obra que trata de la vida de una mujer, una mujer que fue una de las grandes cómicas de todos los tiempos. Es una obra que trata de la vida de una mujer, una mujer que fue una de las grandes cómicas de todos los tiempos. Es una obra que trata de la vida de una mujer, una mujer que fue una de las grandes cómicas de todos los tiempos."

Chacón, que, tras pasar por el Festival de Sitges, Regaló el 11 de noviembre al público de la Compañía Nacional de Teatro Clásico. No es la primera vez que la actriz de *Verdad y leyenda de La Baltasara* lleva a los escenarios a esta obra. Ya lo hizo en la temporada de verano de 2017, en el teatro de la ciudad de Valencia.

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"LAS ACTRICES DEL SIGLO XVII SON LAS TARTANAS SARDAS DE QUE SON LAS COMEDIAS AL CONTRASTO SOCIAL"
PEPA ZARAGOZA

Algunas actrices del Siglo XVII, como Pepa Zaragoza, fueron las tartanas sardas de las comedias de la época. Estas actrices, que eran las protagonistas de las obras, eran las que hacían reír al público. En este sentido, Pepa Zaragoza es una de las actrices más importantes del Siglo XVII.

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TEATRO ESCENARIOS

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CRÍTICAS LIBROS

La Baltasara
Carmen Molé
Punto, 2017
544 páginas, 22,00 euros

En su libro, la novela propiamente dicha, la autora, una valenciana, nos cuenta la vida de una mujer, una mujer que fue una de las grandes cómicas de todos los tiempos. Es una obra que trata de la vida de una mujer, una mujer que fue una de las grandes cómicas de todos los tiempos. Es una obra que trata de la vida de una mujer, una mujer que fue una de las grandes cómicas de todos los tiempos.

mezzo
La mejor música clásica, jazz y danza en televisión

GUSTAVO DUDAMEL
En directo desde el Gran Teatre del Liceu
21 de noviembre 17:00

MES DEDICADO A ESPAÑA EN NOVIEMBRE
Homenaje a Manuel de Falla y Andrés Segovia, Jordi Savall, Paco de Lucía
Festivales de Granada y Peralada, Teatro Real...

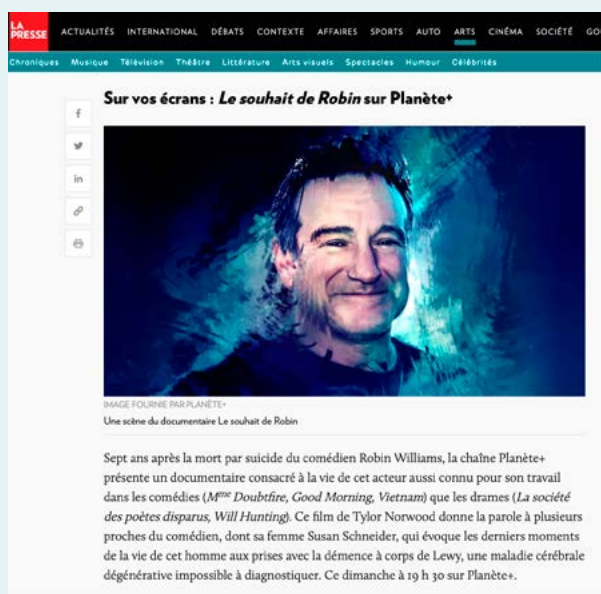
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PLANÈTE +

To celebrate the November 7th launch of documentary "Robin's Wish" on **Planète +**, **LA PRESSE +** and **LE DEVOIR**'s newspapers and websites promoted the film, dedicated to the life and work of Robin Williams.



STUDIOCANAL TV LA CHAÎNE CINÉMA

On October 7th, to pay tribute to actor Jean-Paul Belmondo, **StudioCanal TV** programmed a special event dedicated to the actor, along with a screening of "Joyeuses Pâques."



STUDIOCANAL TV LA CHAÎNE CINÉMA

For the 6th edition of culinary festival "Taste of France," the French Consulate of Montreal, in partnership with channel **StudioCanal TV**, organized a special screening of the film "Delicieux" on October 19th.



COMMUNICATION CAMPAIGNS & PARTNERSHIPS



« Le Journal de Montréal » and « Le Journal du Québec » promoted **M6 International** and its programming.



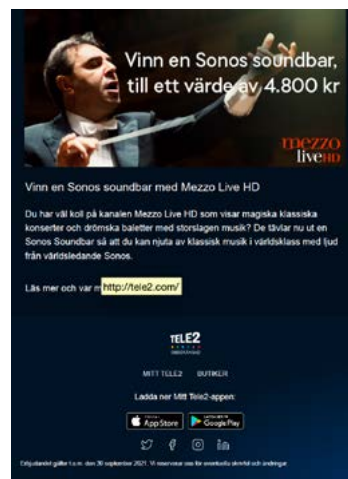
mezzo liveHD

A significant advertising campaign is underway for **Mezzo Live HD** in the Netherlands! Luister Magazine highlighted Mezzo Live HD on their digital platform and social networks. A promotional campaign on national channels Radio 1 and Radio 4 took place from December 10 to 16th. Plus, operators Ziggo, Canal Digitaal, and **Online.nl** promoted the channel on various platforms.



mezzo liveHD

Tele2 Sweden promoted **Mezzo Live HD** on its platforms. 2000 people participated in the contest organized by the operator!

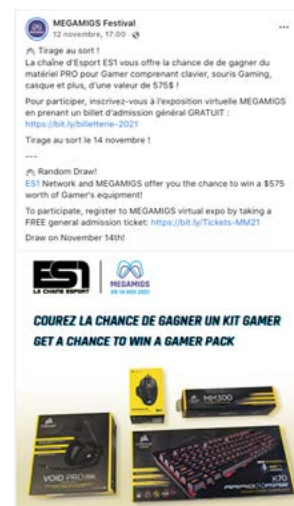


PLANETE +

Cinemas Beaubien, Du Parc, and Du Musée will be broadcasting the new trailer for the **Planète+** channel prior to each documentary screening from October to December.

ESI LA CHAÎNE ESPORT

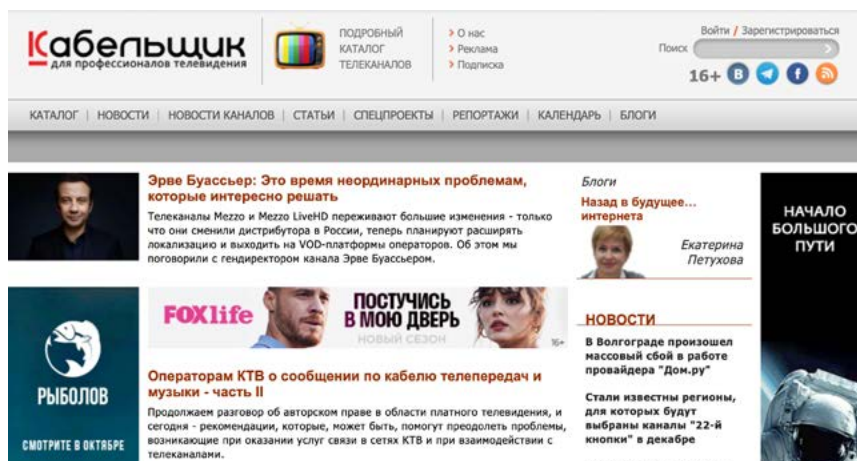
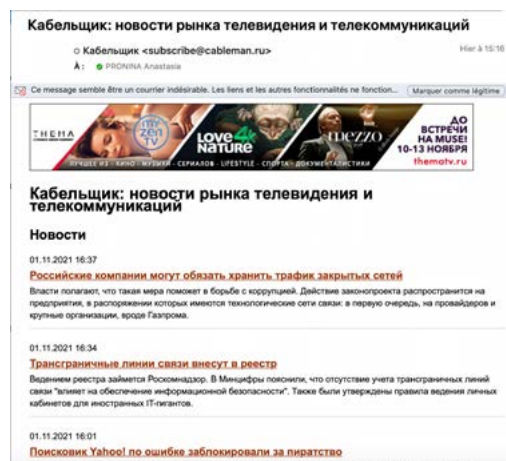
Channel **ESI** partnered with virtual event MEGAMIGS from November 9 to 14. The channel organized a contest, with a gamer kit as a prize.



COMMUNICATION CAMPAIGNS & PARTNERSHIPS

In October, Cableman broadcast an exclusive interview with Hervé Boissière, CEO of **Mezzo**, who took the opportunity to speak about distributor changes in Russia and the channel's plans for future development in Russia and CIS.

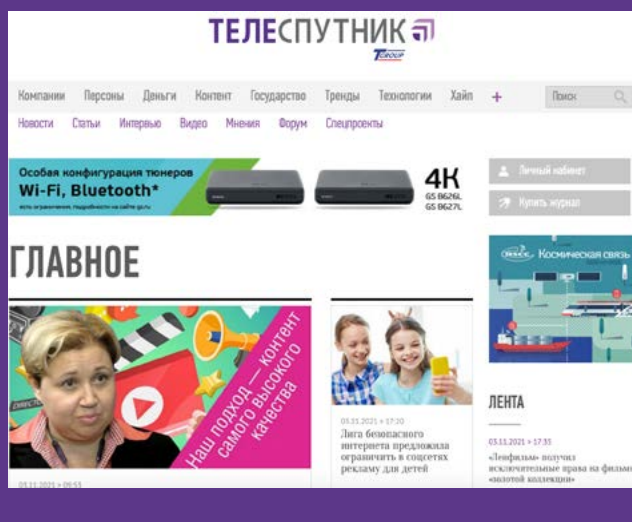
THEMA RUS online banners were published Cableman's website and online media magazine, as well as in their October and November newsletters. The banners highlighted the company's portfolio, including Mezzo, which was added to THEMA's Russian portfolio on October 1st with participation in the Multiservice conference.



Throughout November a digital campaign for **Mezzo** took place, featuring live events and diverse programming for November and December. The campaign was held on Google, Yandex, and social networks in Russia.



In November, Natalya Kabikova, Managing Director of THEMA RUS, gave an interview to Telesputnik, a Russian online magazine, to speak about the new channel in the portfolio – Mezzo – and the plans for its distribution in Russia and CIS countries.



COMMUNICATION CAMPAIGNS & PARTNERSHIPS

mezzo
liveHD

Russian operator NTV-PLUS held a communication campaign on **Mezzo Live HD** channel, offering a small quiz activity for its subscribers on Instagram.



ЛЮБИТЕ КЛАССИЧЕСКУЮ
МУЗЫКУ?

СМОЖЕТЕ УГАДАТЬ,
КАКИЕ ИНСТРУМЕНТЫ
МЫ СПРЯТАЛИ?

ДАВАЙТЕ ПРОВЕРИМ!



STUDIOCANAL TV
LA CHAÎNE CINÉMA

Planète+ and **StudioCanal TV** partnered for the 22nd edition of the Outaouais Film Festival, from October 21st to 29th.



Festival du Film de L'Outaouais

31 octobre, 12:00 · 🌐

Aujourd'hui, nous tenons à remercier nos merveilleux partenaires sans qui le Festival ne pourrait tout simplement pas être:

[Hydro-Québec](#)

[@ville_gatineau](#)

[@ledroitofficiel](#) ... Voir plus



m
MUSEUMTV

On November, Greek operator Cosmote TV held a marketing campaign for **Museum TV**, the channel entirely dedicated to art. Winners received painting tablets as prizes.

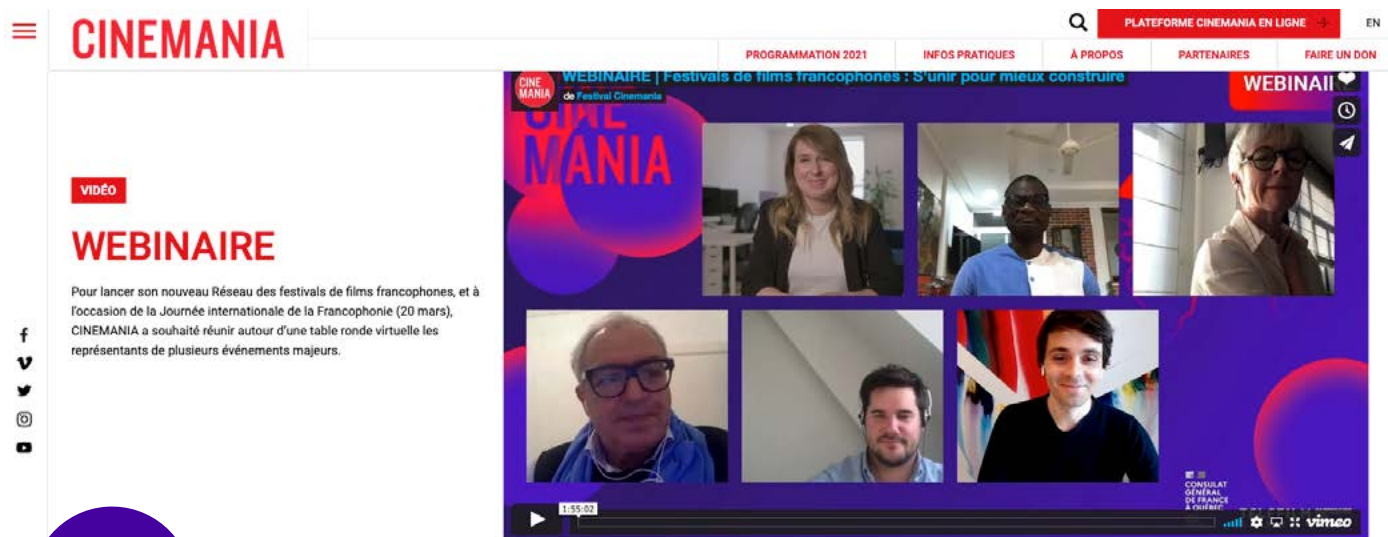


COMMUNICATION CAMPAIGNS & PARTNERSHIPS

PLANÈTE +

STUDIOCANAL TV
LA CHAÎNE CINEMA

For the 27th edition of francophone film festival "Cinemanía," held from November 2nd to 21st (in theaters and online), channels **Planète+** and **StudioCanal TV** partnered with the event for the "Best Planète+ documentary" category and the presentation of films "Boîte noire" et "De son vivant."



COMMUNICATION CAMPAIGNS & PARTNERSHIPS

mezzo

In the United Kingdom, where **Mezzo** is broadcasting, operator Virgin will be boosting this clip throughout December.



+D'AFRIQUE presents its Advent calendar. Every day, discover a new Senegalese series!



MARKETING ACTIONS



For the first time, **Le Bouquet Maghreb's** teams have organized "LE TOUR DE FRANCE DU BOUQUET MAGHREB! For 2 weeks, the bus visited more than 10 French cities including Paris, Lille, Lyon and Marseille.



This unique campaign was sponsored by our partners Yassir France, France Maghreb 2, and Gazelle Mag. It included fun activities and distribution of goodies, plus national radio campaigns and digital partnerships with specially-selected influencers.

It was a great opportunity to exchange with other members of the diaspora, all while promoting the offer!

MARKETING ACTIONS



To celebrate the National Day of Spain on October 12th, the teams in charge of **Le Bouquet Espagnol** set up a partnership with media outlet QueTal Paris, specialized in Hispanic cultures. The campaign included a feature on QueTal Paris' website, Facebook page, and a dedicated newsletter sent to their fan base.



Le Bouquet Africain's team is delighted to partner with media outlet NOFI (contraction of «Noir&Fier»), a platform for information, reflection, and interaction in the Black African community. The initiative includes: Creation of video content, features on NOFI's website, sponsored articles on NOFI's website and social pages, social media campaigns, and contests to win free subscriptions.



In October, French cities Paris, Lille, Lyon and Bordeaux were covered in the colors of **Le Bouquet Africain** for 3 whole weekends! A great occasion for Le Bouquet Africain's team to bond with the diaspora, all while promoting the offer!

MARKETING ACTIONS

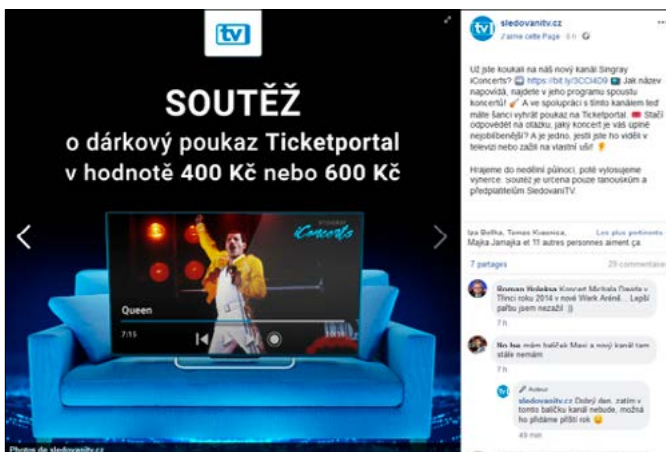


On October 11, **Le Bouquet Turk**'s team partnered with "Festi Quai", an event aimed at highlighting Turkish culture, including diverse activities.

A raffle was organized during the event, giving participants the opportunity to win a free 1-year subscription to the package!



To celebrate the launch of **iConcerts** on their platform, the Czech operator **Sledovanitz** organized a contest on social media, offering participants a chance to win ticket vouchers.



Planète+ launched a large-scale geotargeting marketing campaign in collaboration with Bell Media.



Mezzo and **Medici** were honored in Content Asia's November newsletter, as well as at the ATF's special edition in December.



TRADE SHOWS & EVENTS

THEMA RUS team, in association with **Mezzo**, is delighted to have gathered their Russian clients and partners at the occasion of the Mariinsky Theater Symphony Orchestra concert, directed by Valery Gergiev, at the Zaryadye Concert Hall in Moscow. The team was honored by the presence of Sir Pierre Levy, French Ambassador in Russia.



THEMA's Spanish agent, Pablo Romero Sullà, attended the **ACUTEL** exhibition on November 24th and 25th. It was a great opportunity to meet Spanish operators and to promote **Mezzo** and **Love Nature TV** channels.



TRADE SHOWS & EVENTS

On October 7th, in Moscow, THEMA RUS was a partner at the 6th International **CONTECH 2021** conference. Ekaterina Yakushenko, THEMA RUS sales director, delivered a speech on the success of subscription TV channels featuring music and original content, with **Mezzo** and **Mezzo Live HD** acting as perfect examples.




On November 10-13 in Moscow, the **MULTISERVICE** forum was held. THEMA RUS took the opportunity to present its whole portfolio of channels and VOD content. During the breakfast, the forum participants enjoyed a jazz concert organized by THEMA RUS and **Mezzo**.



THEMA INITIATIVES

In accordance with its new Social Responsibility policies, THEMA teams got together at the end of October for the second edition of the rubbish pick-up initiative.





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SIGN UP FOR OUR NEWSLETTER

Love Nature launches in Russia on MTS

Faye Sutton | 25 November 2021

THEMA RUS has launched Love Nature, a wildlife and nature brand with linear and streaming channels available in over 135 countries, on Russia's MTS TV-services.

Love Nature's 4K linear TV channel will now be available to MTS subscribers in IPTV and on the KION multimedia platform.

In Russia and CIS countries, Love Nature's linear TV channel and its VOD offering will be distributed by THEMA RUS.

Love Nature first launched in Russia in 2019, and adding MTS to its roster of broadcast partners in the region expands Love Nature's presence to subscribers of the three largest operators in Russia, which also include Tricolor and Rostelecom.



PDS TV News
@tv_pds

Grand **#chambardement** dans l'offre des bouquets en langue **#arabe** : le bouquet **#Arabia** perd les chaînes du groupe **#MBC** au profit du bouquet **#Maghreb** édité par **#Thema**. Les 6 chaînes MBC rejoignent le bouquet Maghreb+ sur **#Free** ainsi que la nouvelle MBC Masr 2. **#Freebox** **#Bouquet** **#TV**



le bouquet MAGHREB

PACK ARABIA



media smart business ready

You missed us. We missed you.
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Natasha Koldikova, managing director of THEMA RUS, said: "The channel is appreciated by viewers all over the world because of its Ultra HD footage and the wildlife stories that touch your soul and truly captivate. The viewers of MTS TV-services now have a wonderful new source of vivid emotions."

Added Mikhail Goryshchen, director of linear broadcasting and operator projects development at MTS PUSC: "MTS is constantly expanding the list of TV channels available to our viewers with interesting HD content. And Love Nature will take its rightful place among other channels of similar quality. HD quality will give the viewers a new look at wild nature and the opportunity to get new emotions from 'touching' it on the screen."

Chana Mokev, VP EMEA Love Nature, commented: "The expansion of Love Nature in Russia continues to be key to our global strategy and is a true testament to the high-quality content about wildlife that we have to offer. Launching on MTS continues the amplification of the brand allowing us to share inspiring wildlife stories with a significant Russian audience."

Love Nature offers viewers exclusive content from around the globe and shows animals in their natural habitat. Its documentaries and series include rare species of animals such as India's dolphins, endangered yellow-eyed parrots and South American spider monkeys. Additionally, Love Nature works with animal rescue organizations around the world to produce series, such as the Lionheart Wildlife Trust in Africa, which is profiled in Million Wildlife Rescue and the Vancouver Aquarium, featured in the series Wild Pacific Rescue.

The launch of Love Nature in the packages of MTS TV-services expands the operator's partnership with THEMA RUS, earlier, viewers got access to the French-language TV channel with Russian subtitles TV5MONDE and 23TV in channel in Japanese. Both channels are represented by THEMA RUS in Russia and CIS.

Monday November 29, 2021 | Stay Connected

ADVANCED TELEVISION

HOME SHOP ADVERTISE EVENTS LIBRARY PRESS RELEASES NEWSLETTER REGISTER ABOUT

Live sports programming you never stop the ball with MUSEUM TV

MUSEUM TV launches on LG U+ in South Korea

November 14, 2021

THEMA ASIA PACIFIC has announced the launch of MUSEUM TV on LG U+, one of the largest IPTV players in South Korea and a longstanding partner of THEMA.

LG U+ Premium Package customers have now access to MUSEUM TV (channel #225), the leading channel entirely dedicated to the visual arts, appealing to a large audience of passionate and amateurs. In November, the channelists are featured on MUSEUM TV with a selection of programmes putting in perspective the work of its iconic figures, as well as design and documentary nights.

Jun Lee, from LG U+ IPTV Linear Channel Acquisition Team comments: "We are so excited to provide MUSEUM TV, the world's first museum specialized channel to domestic viewers through LGU+. Traveling abroad is very difficult due to the coronavirus, but museums and famous works of art around the world will make you watch them from your home. There are many expectations on this channel. We really hope to see channel growing!"

"We are delighted to launch MUSEUM TV in Korea on LGU+ and penetrate, with our partner THEMA, this new market. MUSEUM TV will bring to our new Korean audience the best of programming about visual Art and we are looking forward to developing new partnerships with the Korean Art scene," said Nela Pavloukova, Managing Director of MUSEUM TV.

"We are thrilled to bring MUSEUM TV channel for the first time in South Korea on LG U+. Art and culture will certainly delight and entertain LG U+ subscribers," added Alexandre BAC, Managing Director at THEMA ASIA PACIFIC.

LATEST NEWS

- Analysis: Disney taps 100m US DVD subs
- Streaming is an arms race, with the same morals
- Europe telcos seek 'big tech' network funding
- Vision/CBS NBT partner for Pluto TV Nordic launch
- Red Notice sets Netflix viewing record
- SABC invites bids for streaming platform
- Indian government warns against Starlink
- Super League on Channel 4
- Regional Rights appoints Smyth as CEO
- atmedia H1 revenues up 44%

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Satellifacts

Le premier quotidien de l'audiovisuel et du cinéma

espace abonnés

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Articles gratuits > Article n° 297927

Thema : intégration des chaînes du groupe MBC dans Le Bouquet Maghreb

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Les sept chaînes du groupe MBC sont, depuis le 1^{er} octobre, commercialisées en exclusivité dans ses offres **Le Bouquet Maghreb** et **Le Bouquet Maghreb+**, disponibles chez tous les opérateurs français, a annoncé **Thema**, société spécialiste de l'édition et de la distribution de contenus audiovisuels multiculturels, et filiale de Canal+ International. Il s'agit des chaînes MBC 1, MBC 3, MBC 5, MBC Drama, MBA+ Drama, MBC MASR et MBC MASR 2. Certains programmes issus des chaînes seront proposés dans « **Maghreb replay** », le corner de contenus à la demande associé au Bouquet Maghreb+, précise le communiqué.



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