

THEMA
A CANAL+ GROUP COMPANY



A DAILY DOSE OF **FRANCE**

— ON **HOT** —
CHANNEL 141

M6 International,

whose distribution is handled by THEMA, brings together all the best programs from the **M6 Group** TV channels, with contents from the renowned French channels M6, W9, 6ter, Paris Première and Téva. With a diversified program selection gathering culture, entertainment, cooking, reality TV, news, politics and lifestyle, French speakers and learners in Israel have now access 24/7 to a TV channel tailor-made for them.

#1

NEWSLETTER

JANUARY - FEBRUARY 2022

DISTRIBUTION

THEMA teams are proud to celebrate its partnership agreement with Amagi, a global leader in SaaS for broadcast and connected TV on the cloud, to distribute channels across FAST platforms around the globe, such as two in-house Fast channels VIVE KANAL D DRAMA and WANNA SEE TV.

THEMA will use the award-winning broadcast-grade channel playout platform, Amagi CLOUDPORT and the lightweight content scheduling platform, Amagi PLANNER for media asset management and distribution. Also, Amagi CONTENT PLUS will enable THEMA to manage the workflows of multiple streaming TV channels and other Video-On-Demand assets.

■ FRANCE ■

SFR has enriched its offer by adding four new channels to **Le Bouquet Maghreb**, in addition to MBC Drama (level 2), MBC 5 (level 1 and 2), MBC Masr and MBC 1 (level 2).

Subscribers to French operator Molotov will gain access to a new level **Le Bouquet Africain Essentiel** and **Le Bouquet Africain Premium's** new channels Sunu Yeuf (level 2), CDirect and NCI (level 1 and 2)

General-interest African TV channel NCI will be added to **Le Bouquet Africain** (level 1 and 2) with operator Orange.

French Pay-TV Provider FREE has launched a new channel with **Le Bouquet Africain Privilege**, Dorcel TV Africa.

Le Bouquet Africain's B2C offer is now known as **My Bouquet Africain!**

The best TV channels (TFM, SEN TV, RTSI, 2STV, CDirect, NCI, Equinoxe TV and many more...), plus loads of on-demand content, are now available on our app and web platforms.

■ EUROPE MIDDLE EAST & AFRICA ■

Mezzo and **Mezzo Live HD** are available on AI Bulgarian and Macedonian networks.

In the Czech Republic, Vodafone added **Stingray iConcerts** to their portfolio. The launch was accompanied by a radio campaign.

A selection of **Mezzo Live HD** premium programs was broadcast on Virgin Media 4K in the UK.

In Bulgaria, Viora launched **Love Nature 4K**, **MyZen HD** and **MyZen 4K**.

Escom, a Bulgarian operator, launched **MyZen 4K**.

On February 1st, Bulgarian operator Bulsatcom launched no less than six THEMA channels with their IPTV offer : **MyZen HD**, **MyZen 4K**, **Museum HD**, **Museum 4K**, **Stingray Cmusic** and **Stingray Classica**.

■ ASIA-PACIFIC ■

THEMA ASIA-PACIFIC team is proud to announce the launches of **Mezzo Live HD**, **Museum TV**, and **LUXE.TV** on India's Jio Reliance platform.

Museum TV and **Insight TV** are now available on Korean platform LG U+.

■ USA/LATAM ■

In Latin America and Africa, **Mezzo live HD** has been initialized in Brazil on Claro.

NEWS

NOLLYWOOD  TV

Over the holiday season, **ROK** and **Nollywood TV** launched a new show called "Man Pikiñ", produced by Chris Ighidero, featuring famous actor Uche Odoputa and a cast of four young performers. This Nigerian family sitcom strives to be authentically Nigerian in every way possible, and is both a throwback to the great series of the 90s as well as a step forward in contemporary Nigerian storytelling. This new content brought to ROK viewers and the "Nollyfamily" from December to January was a huge success, supported by strong promotional content featuring the actors.



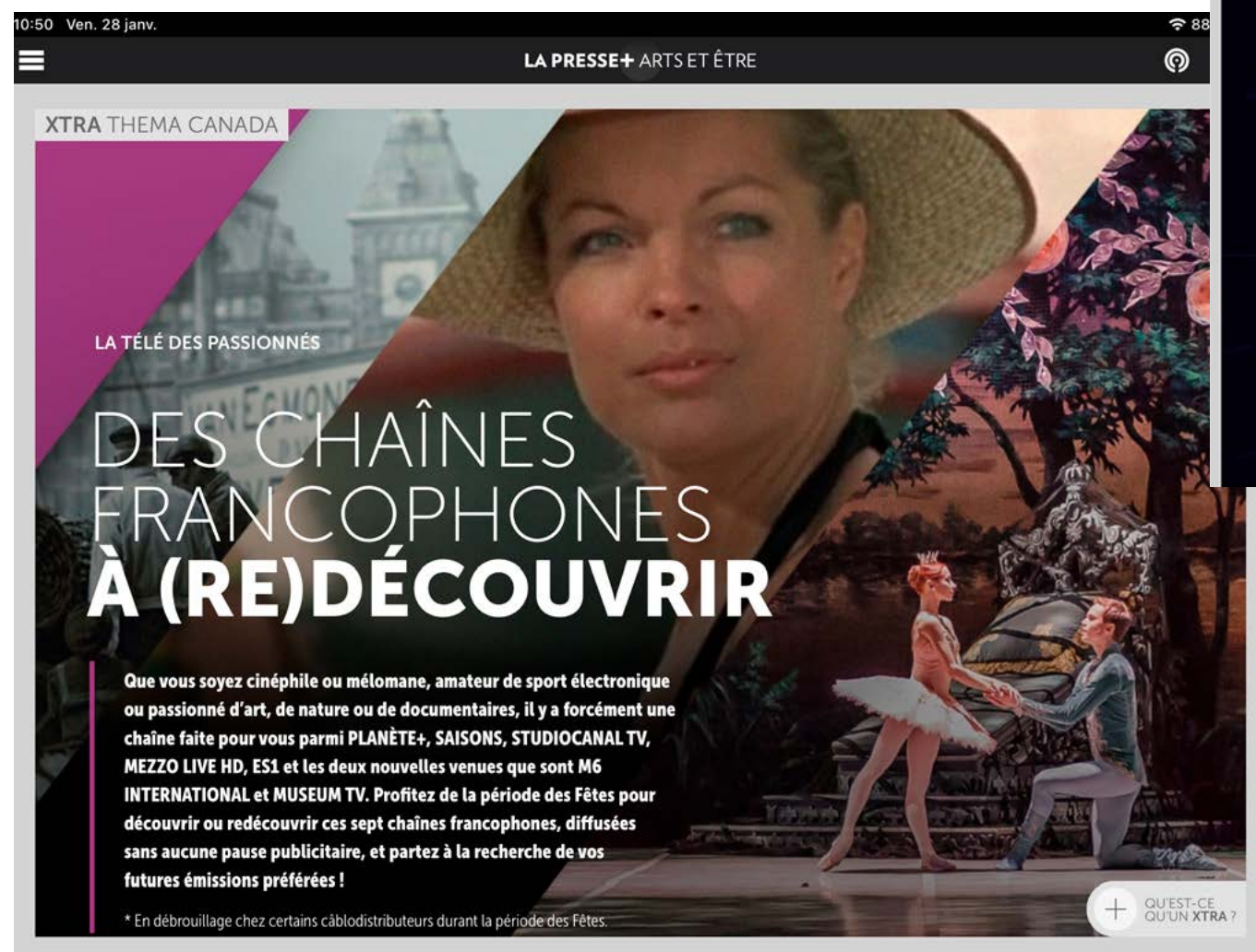
Cuisines

The first semester of **Cuisines** is going to be exquisite! Loads of new shows and new seasons are on their way. Cuisines kicks off with an all-new season of "Les Gourmandises de Karelle" on February 18th, with Karelle Vignon-Vullierme – the leading francophone food influencer on the continent (+ 201K followers on Instagram). In March, Cuisines is launching the third season of "Recettes D'Afrique" with an all-new cast of chefs! Among them, viewers will recognize Chef Anto from her television appearances on "Rendez-Vous" (CANAL+) and "Echappées Belles" (France 5).

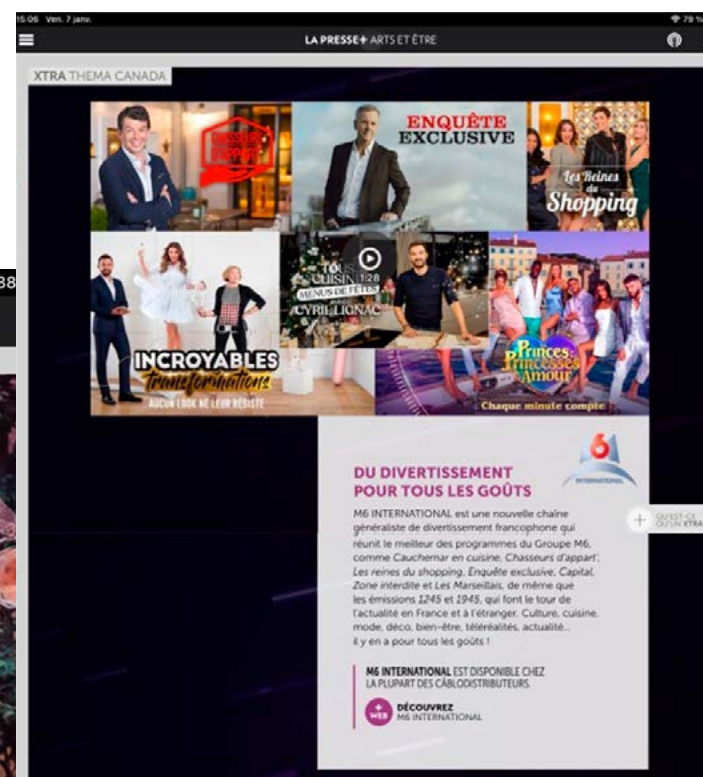
+ 23K followers



COMMUNICATION CAMPAIGNS & PARTNERSHIPS



Last month in Canada, channels **Mezzo**, **M6 International**, **Planète+** and **StudioCanal TV** made headlines on the homepage of LA PRESSE+.



For a whole month, Noovoo, the third leading general-interest channel in Quebec, broadcast the trailer for **Planète+** prior to each documentary it aired.

Thanks to a partnership with Montreal cinemas *Cinéma Beaubien*, *Cinéma du Musée* and *Cinéma du Parc*, throughout the month of February the trailer for channel **Planète+** was broadcast prior to each documentary screening.

Cuisines

La coupe Africaine des gourmands

While football lovers were supporting African teams in the CAF – Africa Cup of Nations, food lovers were participating in the "Coupe Africaine des gourmands," or the African Cup of Foodies. Every week our followers were invited to vote for one of two chefs from "Recettes D'Afrique", and the winner's recipe was aired on Cuisines the following Friday.

Around 20,000 people voted this month for the "Coupe Africaine des gourmands," and guess what – the chef that won is none other than Chef Diatta from Senegal!



COMMUNICATION CAMPAIGNS & PARTNERSHIPS

NOVELAS^{tv}
VOTRE CŒUR BAT PLUS FORT

For Valentine's Day, **Novelas TV** invited its fans to play a little game: a blind-test for couples on Novela's website, to match a couple with their perfect theme song.

+11 600
people participated
in 12 days

**le bouquet
AFRICAIN**
www.lebouquetafricain.com

Le Bouquet Africain's teams are delighted to present the episode « Inyaya découvre les mythes et légendes africaines! », an original creation in partnership with Nofi, a media promoting interaction and creative thinking within the Black community. This spot is the 2nd episode of a miniseries about **Le Bouquet Africain** and its content.

A dedicated campaign will mark the launch of this miniseries on various digital platforms:

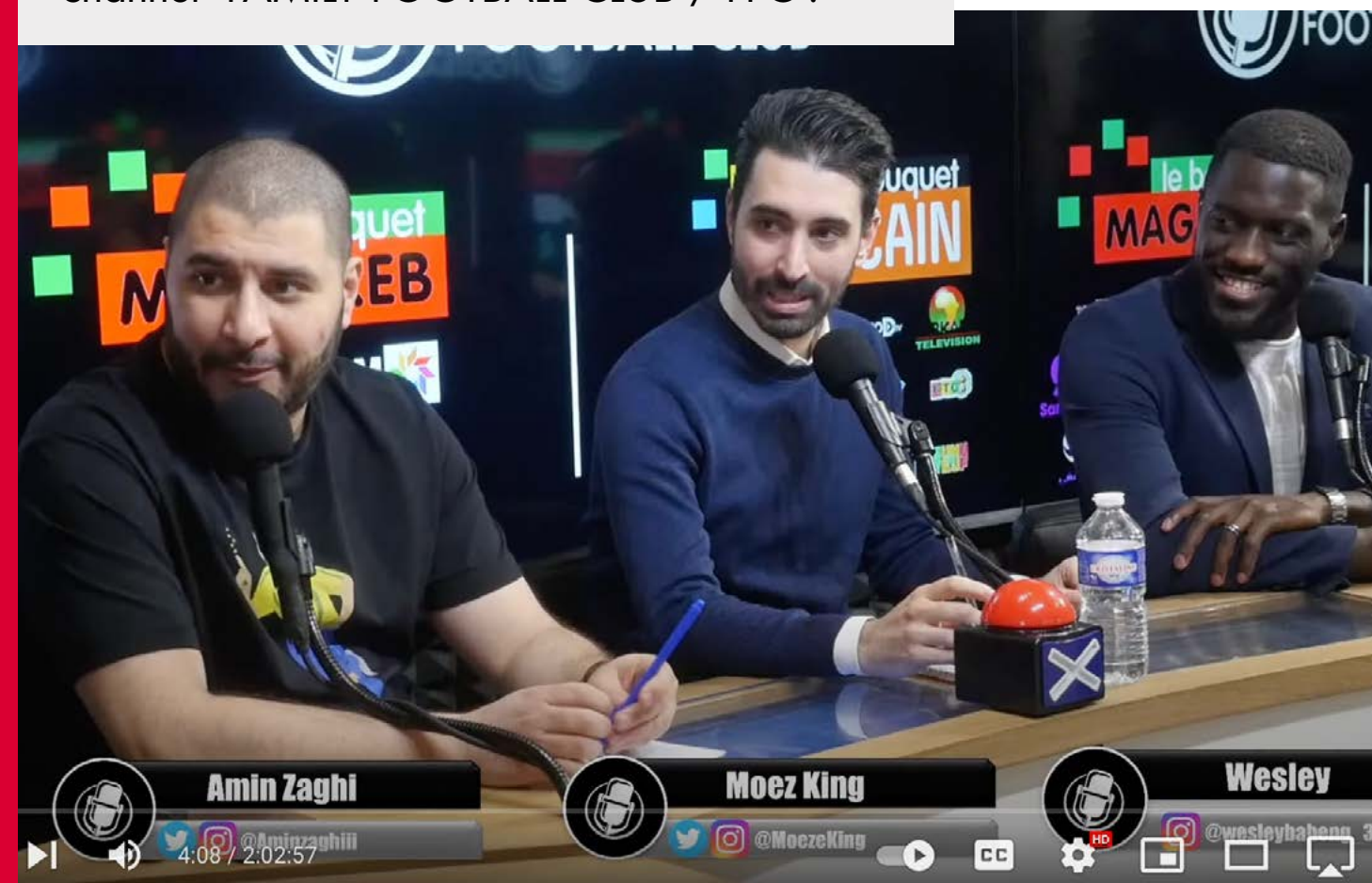
- Nofi's website, which will be covered with the colors of Le Bouquet Africain
- Posts about Le Bouquet Africain on Nofi's Facebook and Instagram pages
- Articles about the offer and programs available



**le bouquet
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www.lebouquetafricain.com

**le bouquet
MAGHREB**

In honor of CAN2021, **Le Bouquet Maghreb** and **Le Bouquet Africain** partnered with YouTube channel "FAMILY FOOTBALL CLUB / FFC".



Both offers, distributed on all French TV providers, are showcased in the channel's latest show, with special guests Mansour Loum, Managing Editor at Sport News Africa and actor-comedian Redouane Behache.

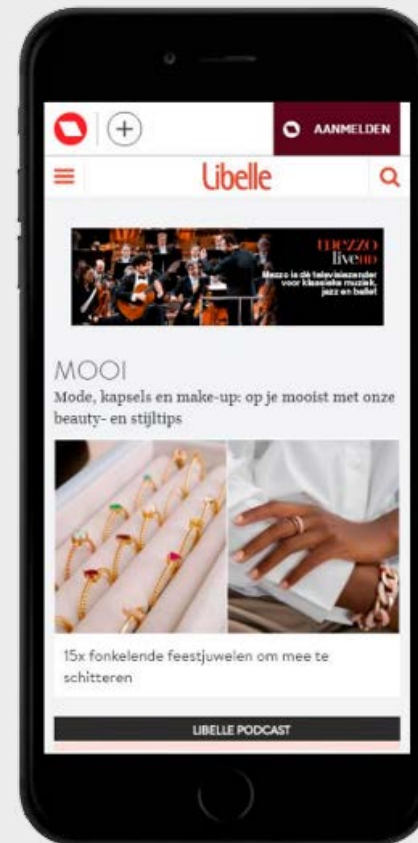
MARKETING ACTIONS

mezzo

Operators Canal Digitaal, Ziggo and Online.nl organized several contests to promote **Mezzo**. The perfect opportunity to offer subscribers an incredible audio experience!



Belgian digital publisher Roularta/Knack promoted **Mezzo** with banners displayed across its platforms.



From February 7 to 10th, CANAL+ and **Mezzo** teamed up to offer two lucky people a set of seats to a concert of 'La flûte en or' at Geneva's Victoria Hall, broadcast on Mezzo on February 24th. 108 people participated in the contest!

LE CLUB CANAL

LA FLÛTE EN OR - MEZZO

Venez assister aux oeuvres expressives et virtuoses des compositeurs Jacques Ibert et Gustav Mahler; le Concerto pour flûte et la Cinquième Symphonie.

C'est dans ce lieu d'exception, qu'est le Victoria Hall, que Jonathan Nott à la direction et Emmanuel Pahud à la flute, se produiront le mercredi 16 février 2022.

Du 7 au 10 février, CANAL+ et Mezzo vous permettent de gagner deux places pour assister au concert, qui sera ensuite diffusé sur Mezzo Live HD le 24 février 2022.

STINGRAY *iConcerts*

A two-week-long radio campaign was organized on Expres FM with two 30-second spots to promote **iConcerts'** launch on Vodafone Czech Republic. Vodafone's subscribers had a chance to win 4 sets of two 4-day passes to Color of Ostrova Festival with their social media participation.

MARKETING ACTIONS



Throughout February, leading Asian streaming entertainment service **iQIYI** was promoted by a digital campaign with UK operator Netgem.

Netgem and **iQIYI** have also teamed up with a contest, offering an Iphone 13 to one of the operator's subscribers.



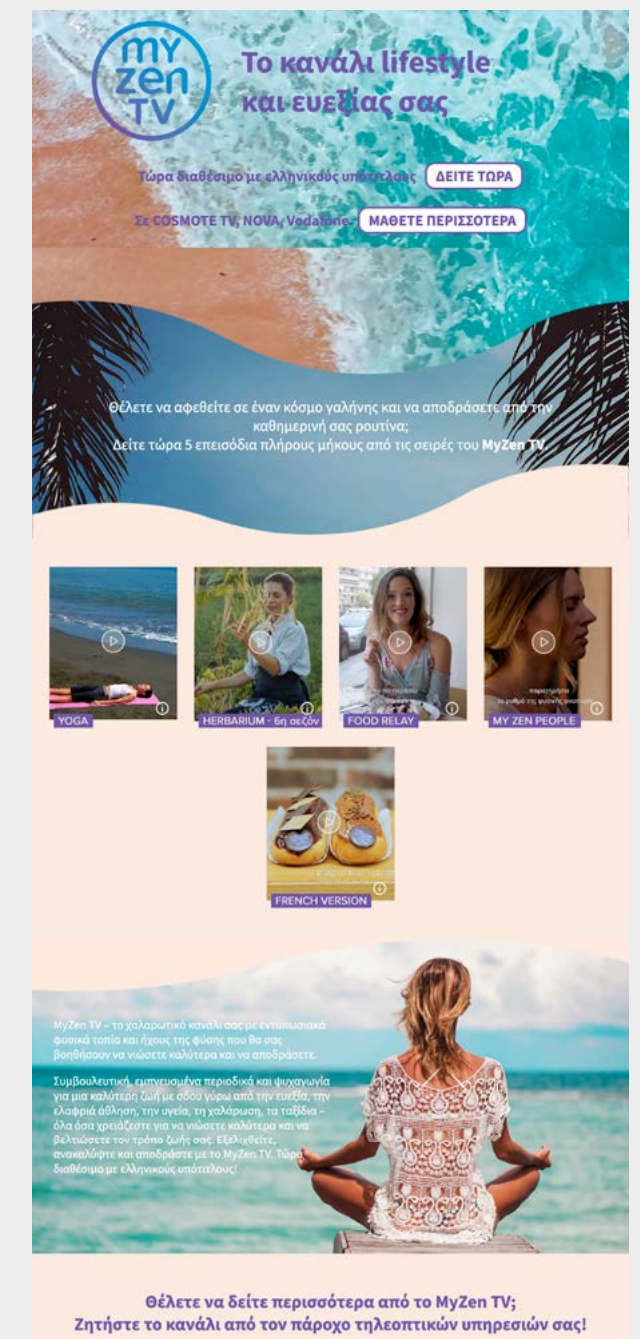
Mezzo Live HD was highlighted in the Hong Kong Economic Journal, in the Sunday Ming Pao Newspaper, and mentioned on TVB's platforms.



Operator Grec NOVA promoted **Insight** programs across its platforms.



Early in the year, a large digital campaign dedicated to **MyZen TV** was organized with an eye to promoting the channel across Greece's three major operators: Cosmote TV, Vodafone and Nova.



MARKETING ACTIONS



Throughout the month of January, operators Vodafone and Nos promoted **MyZen TV** in Portugal.



In its latest edition, Gazelle Magazine spotlights **+D'Afrique** programs available with Le Bouquet Africain.



Teams at **Le Bouquet Africain** and **Le Bouquet Maghreb** organized contests on their respective Facebook pages !



Luxe TV and Greek operator Cosmote TV teamed up to organize a contest offering a relaxing weekend to two lucky winners.



Programs from the **BlackPills** catalog were promoted by Content Asia in print and online.



An ad page dedicated to **M6 International**, distributed in Canada, was published in the last issue of Coup de pouce magazine.



PRESS REVIEW

ADVANCED TELEVISION



CONTENT SECURITY FOR PREMIUM VIDEO

HOME SHOP ADVERTISE EVENTS LIBRARY PRESS RELEASES NEWSLETTER REGISTER ABOUT

AI BROADBAND BROADCAST BUSINESS CONTENT IN HOME MOBILE OTT RESEARCH SOCIAL MEDIA UHD VOD

ADVANCE CONTENT
DISCOVERY FURTHER



THEMA kicks off 2022 with commercial hits worldwide

January 27, 2022

Share 0 Tweet Share

THEMA, a Canal+ Group company is proud and thrilled to share and celebrate the latest commercial achievements and fruitful partnerships outcomes worldwide.

As a new milestone in THEMA Asia Pacific and South East Asia development, Mezzo Live HD, Museum TV and Luxe TV launched in India on Jio Reliance platform, while Museum TV and Insight TV started broadcasting on LG U+ platform in Korea.



MEDIA PACK 2022

THEMA strengthened and broadened its global partnership A1 Telekom Austria Group by launching Mezzo and Mezzo Live HD on A1 Bulgarian and Macedonian networks, expanding the existing channels' presence in Croatian, Slovenian and Belarussian line ups to these two new countries.

A selection of Mezzo Live HD premium programmes was also broadcast on a Virgin Media 4K TV channel in the UK.



THEMA RUS subsidiary has managed to foster dynamic commercial pathways with CIS countries and Eastern Russian operators, as evidenced by the launch of Love Nature 4K on Armenia Telecom, of MyZen TV and Museum TV on Aknet platform in Kyrgyzstan or of Stingray iConcerts, Stingray C Music, Fuel TV and Museum TV on Ufanet in Russia.

Across Latin America and Africa, Mezzo live HD has been initialized in Brazil on Claro's line up as well as in Canal+ Ethiopia offers, while Mezzo, Mezzo Live HD and Museum TV just launched on Canal+ Caribbean line up.

THEMA teams in Paris, Moscow, Singapore, Miami, Montreal and Amsterdam,

LATEST NEWS

- HBO Max set for 15 more European markets
- Sony to buy Bungie for \$3.6bn
- AT&T spins off WarnerMedia to shareholders
- Univision, Televisa complete merger
- £50m boost for UK creative sector

- Report: 2021 strongest year ever for marketing budgets
- SES vs Intelsat 50/50 claim gets to court
- Report: 886% increase in AI usage
- C4 scores rights to FIFA Club World Cup final
- Record quarter for BBC Sounds

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VaEX New FX182 Optical Channel Checker

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Measure C/DWDM channels anywhere in your Fiber Deep network



THEMA partners with Amagi

February 9, 2022

Share 0 Tweet Share

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"Having worked with Amagi for an earlier project, we were impressed with their expertise and commitment to deliver as promised," said Sylvie MICHEL, Deputy CEO THEMA. "Amagi's cloud-built solutions, Amagi CLOUDPORT and Amagi PLANNER, have been instrumental in helping us elevate our media asset management and worldwide distribution to FAST platforms such as Xiaomi, LG, TCL, and Roku. As we extend our reach across the globe, we hope to increasingly tap into Amagi's extensive distribution network and rich expertise in bringing new platforms on board."

"Over the years, THEMA has built an incredible presence, rapidly increasing its footprint across the globe and supporting content providers admirably," said Srinivasan KA, co-founder, Amagi. "We look forward to a fruitful partnership as the world of entertainment evolves to create exciting new opportunities."

Amagi provides a complete suite of solutions for content creation, distribution, and monetization. The company also has a state-of-the-art cloud broadcast operations center that can support 1000+ live linear channels. Amagi clients include ABS-CBN, A+E Networks UK, beIN Sports,

Satellifacts

M6 International : lancement de la chaîne sur Hot en Israël

THEMA
A CANAL+ GROUP COMPANY



AUD - Paris - mercredi 16 février 2022 - Actualité n° 302369

La chaîne M6 International a été lancée sur la plateforme de TV payante de l'opérateur israélien Hot, a annoncé mercredi 17 février, Thema, la société spécialiste de l'édition et de la distribution de contenus audiovisuels multiculturels (filiale de Canal+ International). La chaîne, qui regroupe des programmes de M6, W9, 6ter, Paris Première et Téva, est en accès libre pour tous les abonnés Hot jusqu'au 15 mars. Puis elle sera proposée à 19,90 shekels par mois (soit 5,48€/mois).

BROADBANDTV NEWS
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Amagi to distribute FAST channels for Thema

FEBRUARY 9, 2022 12:17 EUROPE/LONDON BY JULIAN CLOVER

THEMA
GROUPE CANAL+

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BRING PEOPLE THE CONTENT THEY LOVE

EDITORIAL DIRECTION: MARKETING DEPARTMENT
Marianne BEDE - Tiffany DUBOIS

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



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