

# NEWSLETTER

#5 NOVEMBER - DECEMBER 2023

THEMA  
A CANAL+ COMPANY

## THEMA EMEA DISTRIBUTION

THEMA participates in the growing success of Korean dramas in Europe with multiple sales in 2023.



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**KOREAN DRAMAS**  
THEMA participates in the growing success of Korean dramas in Europe with multiple sales in 2023.



**GLOBO PARTNER**  
THEMA and Globo close exclusive distribution mandate agreement in the Asian market.



**ATF SINGAPORE**  
THEMA was present at the ATF 2023 trade fair in Singapore.



**WEBSITE MAKEOVER**  
THEMA is pleased to announce the revamping of Lebouquetafricain.com website.

# GLOBAL VISION

NOV - DEC 2023

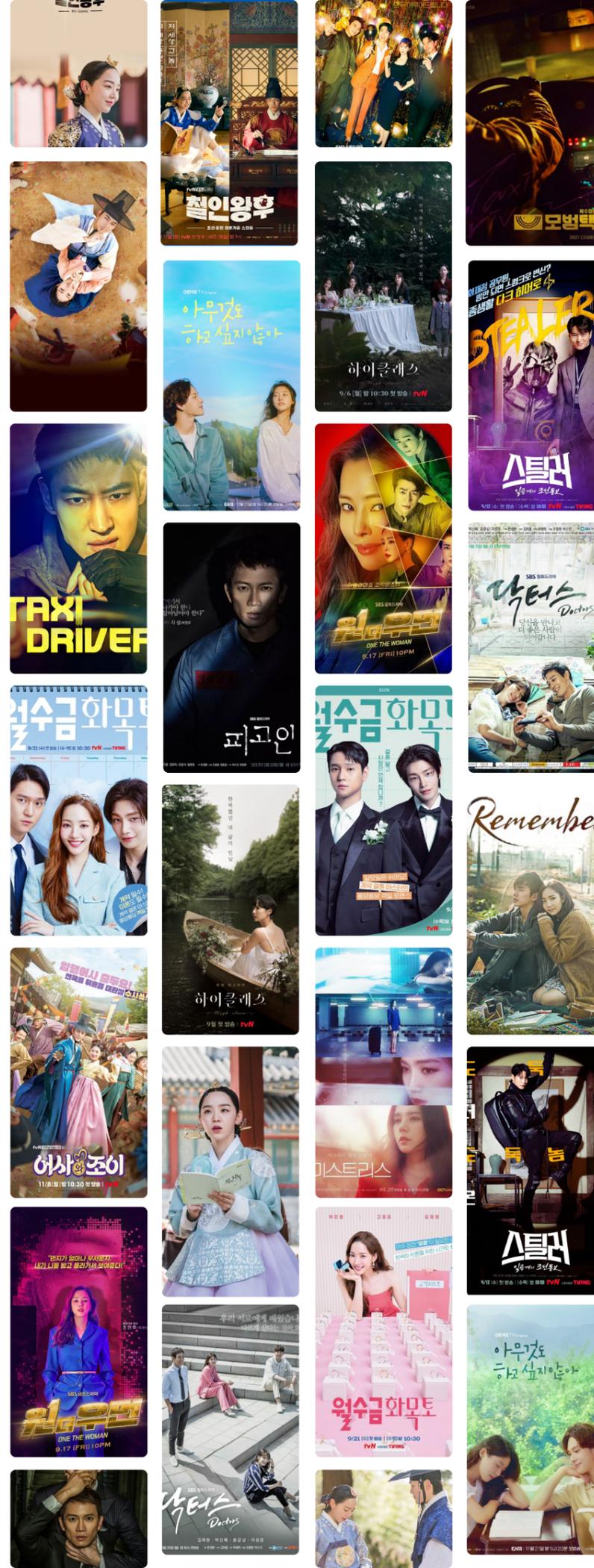
## THEMA EUROPE DISTRIBUTION

*THEMA participates in the growing success of Korean dramas in Europe with multiple sales in 2023.*

THEMA, a Canal+ company, is thrilled to announce that it has extended the distribution of the Korean dramas from its 3 partners – CJ ENM, SBS and Studio Genie – in the EMEA region during the last quarter of 2023. Viewers from France, Germany, Poland, Romania, Bulgaria, Lithuania and Africa now have access to those popular series on various local channels and platforms.

Thereby, Polish operator T-Mobile is the first in Poland to acquire the rights for 13 titles among which popular series such as *Taxi Driver* and *One the woman* for their SVOD service; German channel, RTL Passion, has been broadcasting *Doctors* since September and will launch *Summer Strike* and 2 additional series in 2024; French channel Novelas TV just introduced Korean content to its programming grid with the debut of *High Class* on December 2nd; Bulgarian channel bTV Story (ex- bTV Lady) has acquired the exclusive rights for 5 series from CJENM and Romanian SVOD platform, AntenaPlay, has already planned to broadcast at least 3 series in 2024.

2023 definitely confirms the interest for those series coming from South Korea and it offers a promising future for the genre in Europe.



# NON - LINEAR LAUNCHES

**POLAND**  
**T Mobile**

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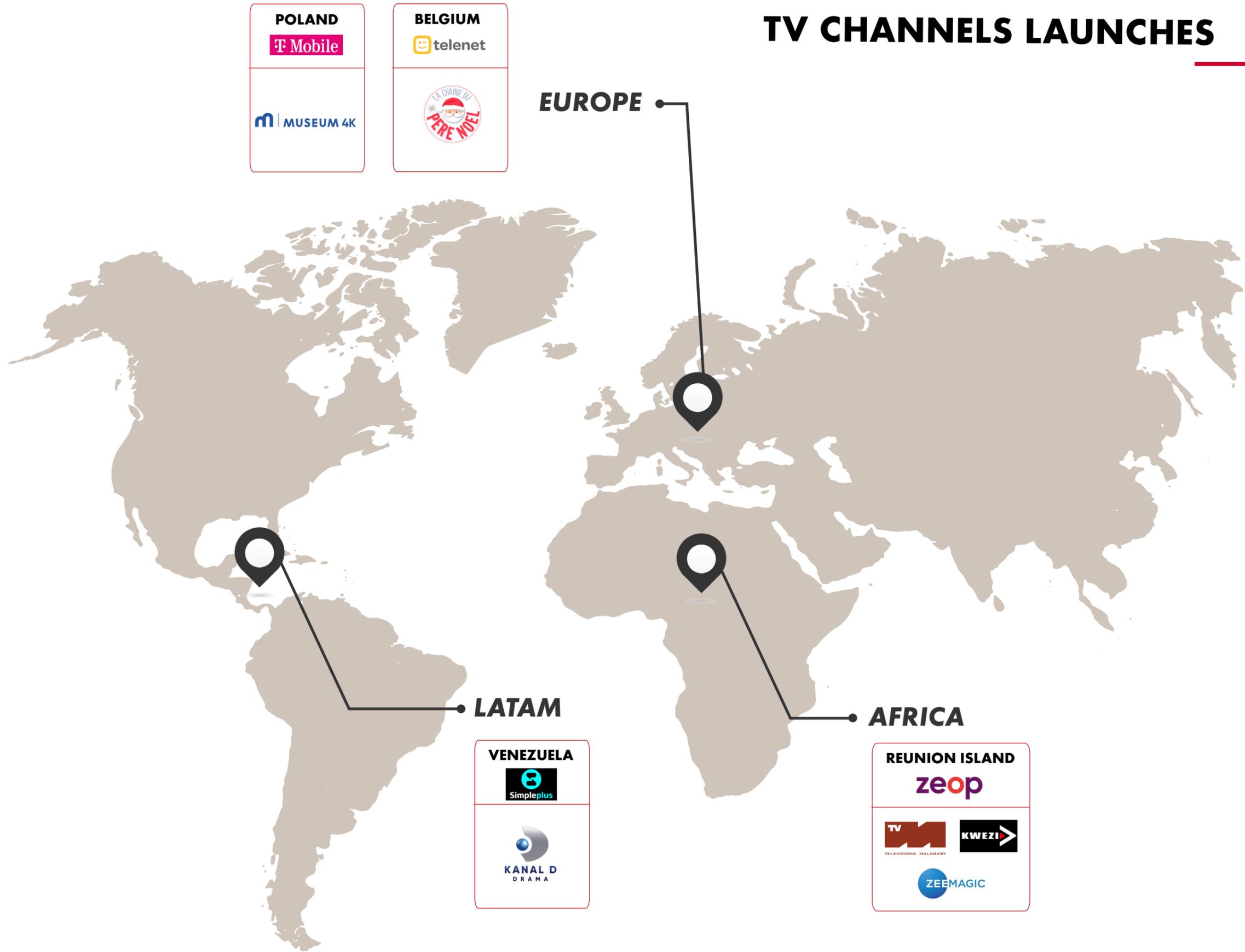
**SBS**

**BULGARIA**  
**lady**

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**CJ ENM**  
**STUDIO Dragon**

# TV CHANNELS LAUNCHES



# DISTRIBUTION



# MARKETING & COMMUNICATION CAMPAIGNS

## THEMA & GLOBO PARTNERSHIP

Seeking to further expand its presence on the Asian continent, Globo closed a distribution mandate agreement with THEMA, a Canal+ company. As of January 2024, THEMA will handle the distribution of Globo's titles across the region, bringing its success stories to new audiences.

Among the premium content that will land on the continent are drama classics, new releases and Globoplay Originals, which are part of the Brazilian company's varied portfolio. With 27 thousand hours of new productions in 2022 alone, Globo is the largest media company in Latin America, also operating the leading Brazilian streaming platform, Globoplay.

Globo's partnership with THEMA covers the distribution of premium and ready-made titles such as 'Land of Desire', telenovela that is currently airing in prime time in Brazil, and 'The Others', the most consumed series ever published on Globoplay\*, in strategic territories such as Japan, South Korea, India, Indonesia, Vietnam and Singapore, where THEMA's local expertise and market knowledge will support Globo's content regional outreach. Globo will keep operating directly its format sales activities aiming at making the company's content available for local adaptations.

**Digital TV**  
Brazil's Globo strikes distribution deal with Thema  
Written by Melissa Kasule 4 days ago

**RAPIDTV News**  
Canal+'s Thema partners with Globo  
NOVEMBER 23 09:58 AM EUROPE LONDON BY CHRIS OSWALD

**Prensario**  
Thema and Globo close exclusive distribution mandate agreement in the Asian market  
23-Nov-2023

**CONTENTASIA INSIDER**  
Canal+'s Thema closes exclusive Asia agreement with Brazil's Globo; landmark deal kicks off in January 2024  
Wednesday, 22 November 2023

### Press Coverage - Digital TV, Broadband TV News, Rapid TV News, Prensario Internacional and Content Asia.

**THEMA A CANAL+ COMPANY**

**GLOBO**  
The largest media company in Latin America, Globo reaches more than 100 million people daily in Brazil, whether on free TV, pay TV channels or digital products and services. It produces, on average, more than 3,000 episodes per year of telenovela, documentaries and series of all formats and genres with stories that are present in more than 140 countries around the world.

With its "brazilian flavor", Globo stands out in the international market, approaching different themes with lightness, joy and good humor, conquering different audience profiles. Recognized for the high quality of its productions, Globo has won 18 International Emmy Awards.

Check out [screening.globo.com](https://screening.globo.com) to know more.

Looking for a specific thematic or content?  
[Consult us](#), we might be able to help you find the content you are looking for.

**globo**

**AVAILABILITY AREAS**   
APAC

**CONTACTS**   
APAC: Alexandre BAC  
APAC: Eileen Low

[LOGO](#)

[TRAILER](#)

Creation of the Globo page on THEMA's website.

**THEMA A CANAL+ COMPANY**

**globo**

**Globo content: get ready to be captivated**  
Globo's premium titles selection such as 'Land of Desire', telenovela that is currently airing in prime time in Brazil or 'The Others', the most consumed series ever published on Globoplay\* are now available in Asia Pacific.

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Emailing Campaigns.

**THEMA A CANAL+ COMPANY**

**THEMA AND GLOBO CLOSE EXCLUSIVE DISTRIBUTION MANDATE AGREEMENT IN THE ASIAN MARKET**

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In their wish to mark and celebrate the beginning of this exciting and aspirational partnership, Globo and THEMA will be attending 2023 ATF Tradeshow together – booth L16, 5th-8th December, Singapore.

"The Asian market is very important for Globo and we want to increasingly strengthen our presence in the region. We are currently exhibiting 'God Save the King' in Japan and last year we exhibited 'Brazill Avenue', also in Japan, in addition to 'Under Pressure' and 'Hidden Truths' in Vietnam, between others. With THEMA, we will have local experts who will help us better understand the market and its cultural differences. This way, we will be more assertive in taking our content to new audiences", comments Fábio Mauro, Content Distribution and

Press Release.

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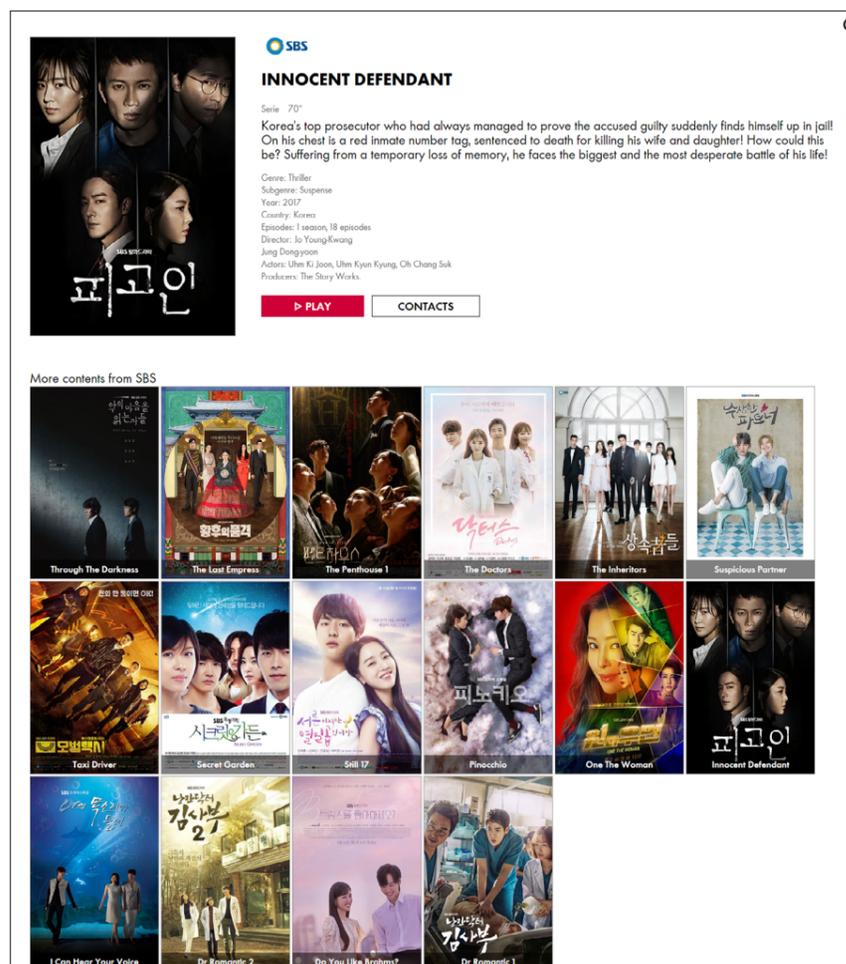
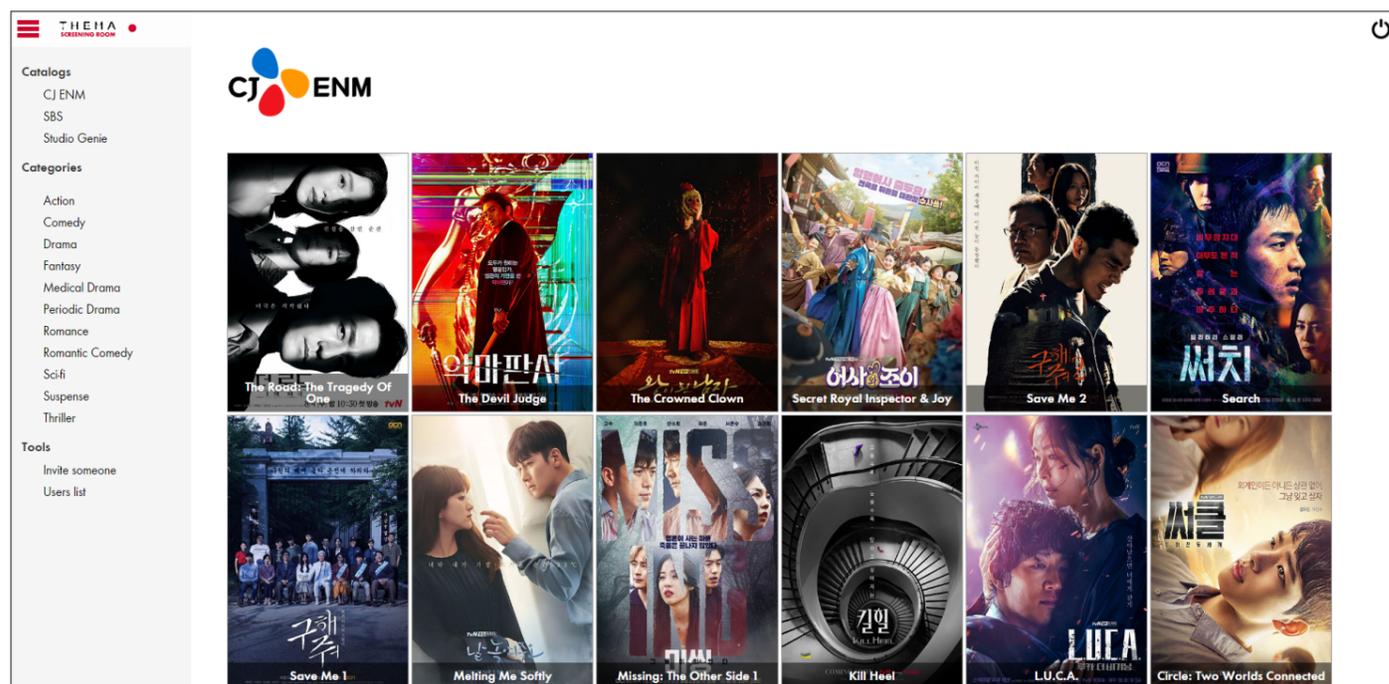
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LinkedIn Post.

# MARKETING & COMMUNICATION CAMPAIGNS

## THEMA KOREAN DRAMA SCREENING ROOM

Thema has created a screening room that is 100% dedicated to Korean dramas. This tool brings together a selection of the best of Korean dramas series from SBS, Studio Génie and CJ ENM. It contains all the technical information about the series, trailers and episodes.



## MEZZO & MEZZO LIVE - NORWAY

In November, we organised a major prize promotion with Altibox in Norway for Mezzo and Mezzo Live. Customers could win a Sonos soundbar.



## STINGRAY ICONCERT - CZECH REPUBLIC

To celebrate Stingray iConcerts switch from EBT to Basic package, Sledovani TV promoted the channel on their Facebook page.



## APAC - CONTENT ASIA

We created in an advertisement page in the Content Asia e-newsletter, promoting a few channels distributed in the APAC region and the presence of THEMA at the ATF trade show in December in Singapore as well as a banner.



## KANAL D DRAMA CLOSES A COMMERCIAL AGREEMENT WITH SIMPLETV IN VENEZUELA

The captivating Turkish series in Spanish land for the first time in Venezuela, to meet the great demand of the Venezuelan audience for more Turkish productions. Kanal D Drama has announced that it has reached a commercial agreement with Venezuelan operator Simpletv to add Kanal D Drama to its streaming service. Venezuelan audiences can log on whenever and wherever they want to enjoy hard-hitting Turkish series broadcast exclusively in Spanish by Kanal D Drama, which is now available on Simpletv's Simpleplus service. Kanal D Drama arrives in Venezuela, to meet the growing demand of an audience that increasingly identifies with universal Turkish stories, set in fascinating places, with a variety of characters who inspire and captivate audiences around the planet.



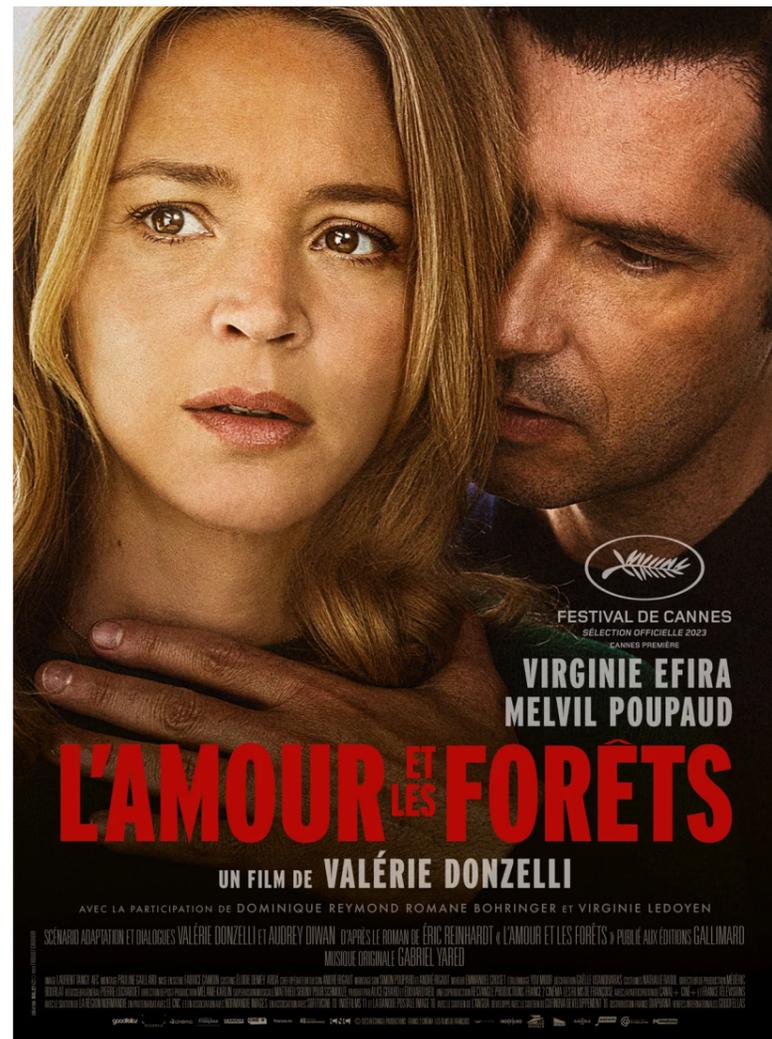


# MARKETING & COMMUNICATION CAMPAIGNS

## THEMA CANADA

### CINEMANIA FESTIVAL

The Cinemania Film Festival is a festival of French-language films held every year in Montreal in early November. This year Mezzo, Mezzo Live, StudioCanal TV and Planète + were partners of the festival. The sponsored films were *Bernadette* for StudioCanal TV, *L'amour et les forêts* for Planète + and *L'océan vu du coeur* for Mezzo Live. Planète + also presented the «Planète+ Best Documentary Award».



**L'Océan vu du coeur**  
 Réalisation : Iolande Cadrin-Rossignol, Marie-Dominique Michaud  
 La projection du 5 novembre est précédée d'un petit ciné-concert avec la participation de musicien·nes de l'Orchestre Métropolitain.

Documentaire Basé sur un roman VOSTA

**DURÉE** 1h37 **ANNÉE** 2023 **LANGUE** français **PAYS** Canada

L'océan, puissance de la nature, recèle de merveilles et de riches écosystèmes. Or, son caractère inhérent s'effrite continuellement au contact de l'activité humaine. Dans cette suite du film *La Terre vue du coeur* (2019), les cinéastes nous invitent à découvrir et comprendre la force d'adaptation du milieu marin, mais également ce qui le menace dans un contexte de catastrophe climatique. Riche en témoignages d'experts, de militants de la cause environnementale, d'explorateurs et de pêcheurs-écus, ce documentaire est autant une ode au vivant qu'un avertissement sur l'impact de notre empreinte écologique.

La projection du 5 novembre est précédée d'un petit ciné-concert avec la participation de musicien·nes de l'Orchestre Métropolitain.

RÉALISATION Iolande Cadrin-Rossignol, Marie-Dominique Michaud  
 PRODUCTION Jane Loxa Films  
 DISTRIBUTION Maison d'3  
 PARTICIPATION Hubert Reeves

PRÉSENTÉ PAR mezzo LIVE  
 EN ASSOCIATION AVEC

### MONTREAL SYMPHONY ORCHESTRA - MEZZO

We invited guests to a special evening with the Orchestre symphonique de Montréal. The concert was recorded on November 23rd at the Maison symphonique de Montréal. For the occasion, the newspaper «Le Devoir» ran a full-page spread and a digital campaign was set up to promote the concert.

### TV CAMPAIGNS

In the last quarter of the year, many television networks in Quebec launched major advertising campaigns to promote THEMA's channels and contents:

SAISONS kicked off its campaign on the RDS sports network on November 13 (until November 26th), aiming to capture the attention of sports fans.

STUDIOCANAL TV is opting for maximum exposure with the launch of its campaign on the TVA network, the number one channel in Quebec. The campaign will run from December 18th to 31st.

PLANÈTE+ has also chosen the festive period for its campaign on the NOOVO network, running from December 18th to January 18th.

M6 INTERNATIONAL will also launch its campaign on the NOOVO network, but will focus on a shorter period, from December 18th to December 31st.

### SCREENING - PLANETE +

Planète + organized a special screening at the Cinéma du Musée of the documentary *Prière pour une mitaine perdue*. It was preceded by a cocktail in the presence of the filmmaker and invited guests.

### SCREENING - MEZZO LIVE

Mezzo organized a special screening at the Cinéma du Musée of the documentary *Ensemble* in partnership with Mezzo Live and Les Films du 3 mars. It was preceded by a cocktail in the presence of the filmmaker and invited guests.



**Projection Événementielle**  
 13 DÉCEMBRE | 19H | CINÉMA DU MUSÉE  
 Précédée d'un cocktail à partir de 18h  
 En présence du cinéaste

RSVP obligatoire  
 communication@f3m.ca

Présentée par : F3M LE FILM DU 3 MARS PLANÈTE+



**Projection Événementielle**  
 11 DÉCEMBRE | 19H | CINÉMA DU MUSÉE  
 Précédée d'un cocktail à partir de 18h  
 En présence du cinéaste

RSVP obligatoire  
 communication@f3m.ca

Présentée par : mezzo LIVE F3M LE FILM DU 3 MARS

# THEMA-OWNED

## CANAL+ DIKDIK - ETHIOPIAN PRESCHOOL CHANNEL

On December 2, C+ kids channels C+ DikDik and C+ Xobbee were in the spotlight during the annual Nu Chika Enabucka event which brought together 7,000 children and their families at Meskel Square, in the heart of Addis Ababa. The children and their family were able to meet the *Tree of Knowledge* team, the educational program produced by C+ DikDik and win goodies and subscriptions to c+ offers.

## MABOKE TV - CHEZ COCO S02

The hit series *Chez Coco* is back for a season 2 on MABOKE TV, and we can't wait! The series is co-produced by Tosala and MABOKE TV, and features a 5-star cast: Maman Kalunga, Décor Ilonga, Nada Mastor, Daniella Bongongo and Pierrot Ndombasi.

## NOLLYWOOD TV - 10TH ANNIVERSARY

To celebrate the channel's 10th anniversary, NOLLYWOOD TV organised a competition to win a trip to Lagos and a visit to a ROK STUDIOS film set.

In November, the winner of the competition, Elisabeth, and her sister Sarah, were able to enjoy their prize and much more... Their favourite actors came to meet them! They enjoyed a lunch with the great Nigerian actress Ruth Kadiri and a dinner with the handsome Mike Godson (who is the winner's favourite actor)! The winner warmly thanked the Édition and ROK STUDIOS teams for this wonderful gift.



10 ANS  
NOLLYWOOD TV



DICM - DUBAI  
22-23 November 2023 / THEMA.



ADTP - BULGARIA  
07-08 November 2023 / THEMA.



MIP CANCUN  
14-17 November 2023 / THEMA America.



ACUTEL - SPAIN  
22-23 November 2023 / THEMA.



CINEMANIA - MONTREAL  
01-12 November 2023 / THEMA Canada.

# EVENTS



## THE WEBSITE MAKEOVER - LE BOUQUET AFRICAIN

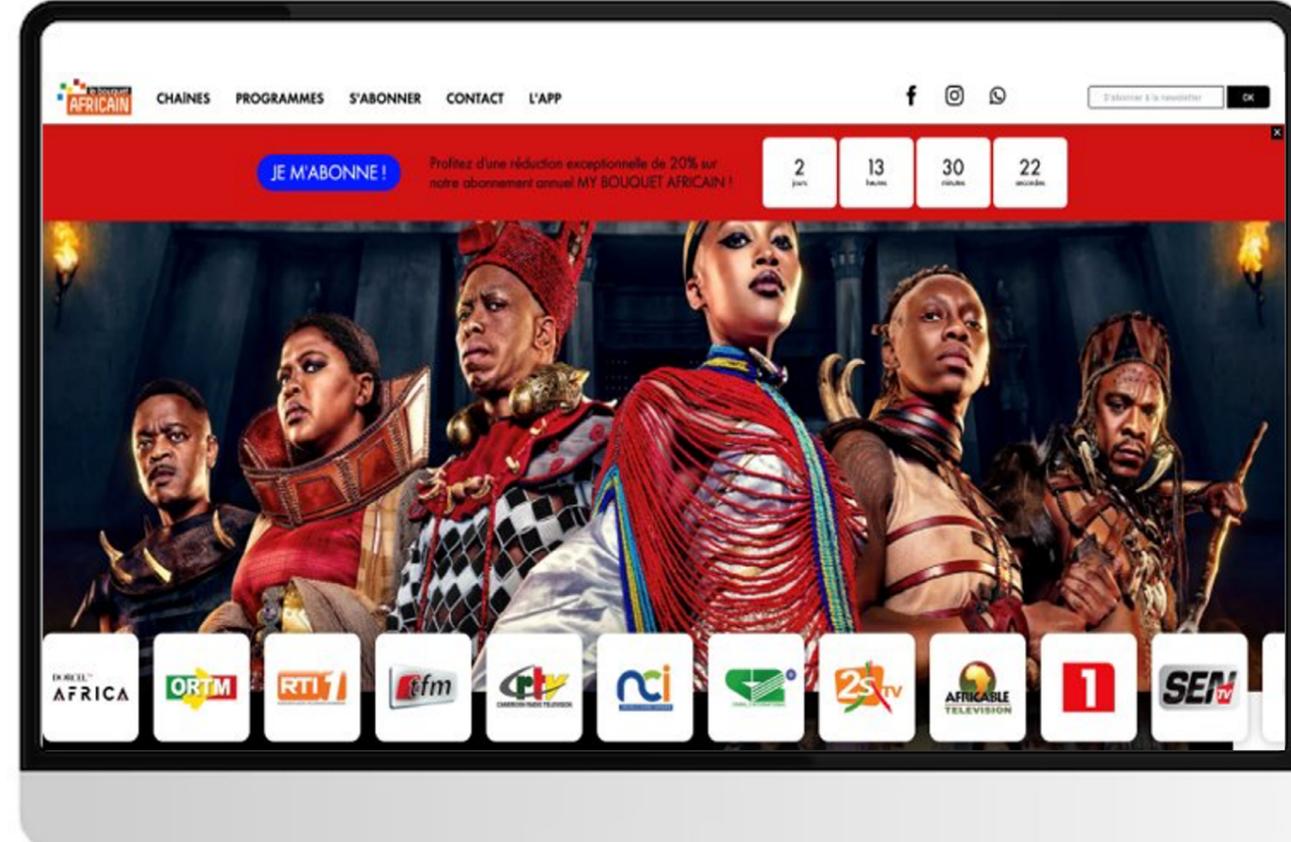
THEMA is pleased to announce the revamping of Lebouquetafricain.com website. The multicultural marketing team wants to improve the user's experience and access to information about channels and programs. The revamped website offers a modern and elegant interface, allowing greater speed and simplified navigation.

## MY BOUQUET AFRICAIN X COULGAMES PARTNERHIP

COULGAMES is the brand of a young Mauritanian entrepreneur who sells fun and educational games to the African diaspora in France. We decided to collaborate with Coulgames and the happy families game in Wolof to offer unique benefits to our customers: exclusive contests, a seamless blend of education and entertainment, cultural enrichment through interactive experiences. By scanning the QR Code on each set of the happy families card game, they enjoy a discount on the My Bouquet Africain app. This partnership enhances the overall value and engagement for our customers, making it an exciting opportunity to learn, have fun and connect with their heritage.

## LAUNCH OF AFRO SERIES, A NEW YOUTUBE CHANNEL

A new Youtube channel, AFRO SERIES, was launched on November 14th. The channel is dedicated to African series in French and is available worldwide, except Africa. The aim is to give visibility and monetise African content everywhere outside of Africa. In 15 days, the channel has gained 10,000 subscribers and over 300,000 views.



## PARTNERSHIP WITH NOFI

We partnered with Nofi, a medium that brings together the African diaspora in Europe. A digital campaign was implemented with a new branding on the website, digital articles and a promotional offer dedicated to the Nofi community.



NOVEMBER - DECEMBER 2023

# **BRING PEOPLE THE CONTENT THEY LOVE**

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INFORMATION**



*DON'T MISS OUR LATEST NEWS!*

**FOLLOW US ON**

