

# NEWSLETTER

#4 SEPTEMBER - OCTOBER 2023

THEMA  
A CANAL+ COMPANY

## THEMA ASIA-PACIFIC DISTRIBUTION

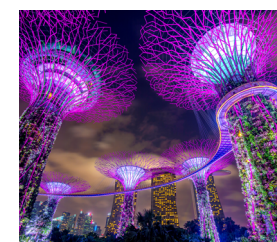
THEMA celebrated EAZIE TV kick off in Singapore with launch of 5 TV channels.





# SUMMARY

<b>04 - 05</b>	<b>THEMA ASIA-PACIFIC DISTRIBUTION</b>
<b>06 - 07</b>	<b>DISTRIBUTION</b>
<b>08 - 11</b>	<b>MARKETING &amp; COMMUNICATION CAMPAIGNS</b>
<b>12 - 13</b>	<b>THEMA-OWNED</b>
<b>14 - 15</b>	<b>EVENTS</b>
<b>16 - 17</b>	<b>MULTICULTURAL OFFER</b>



**EAZIE TV**  
THEMA celebrated EAZIE TV kick off in Singapore with launch of 5 TV channels.



**MYZEN TV**  
Numerous marketing initiatives were organized on the occasion of MyZen TV 15th anniversary.



**MIPCOM 2023**  
THEMA was present at the MIPCOM trade fair in Cannes with a stand shared with SPI.



**MAGHREB TV +**  
In partnership with Tivify, THEMA launched a suite of nine premium Moroccan TV channels.

# GLOBAL VISION

SEPT - OCT 2023



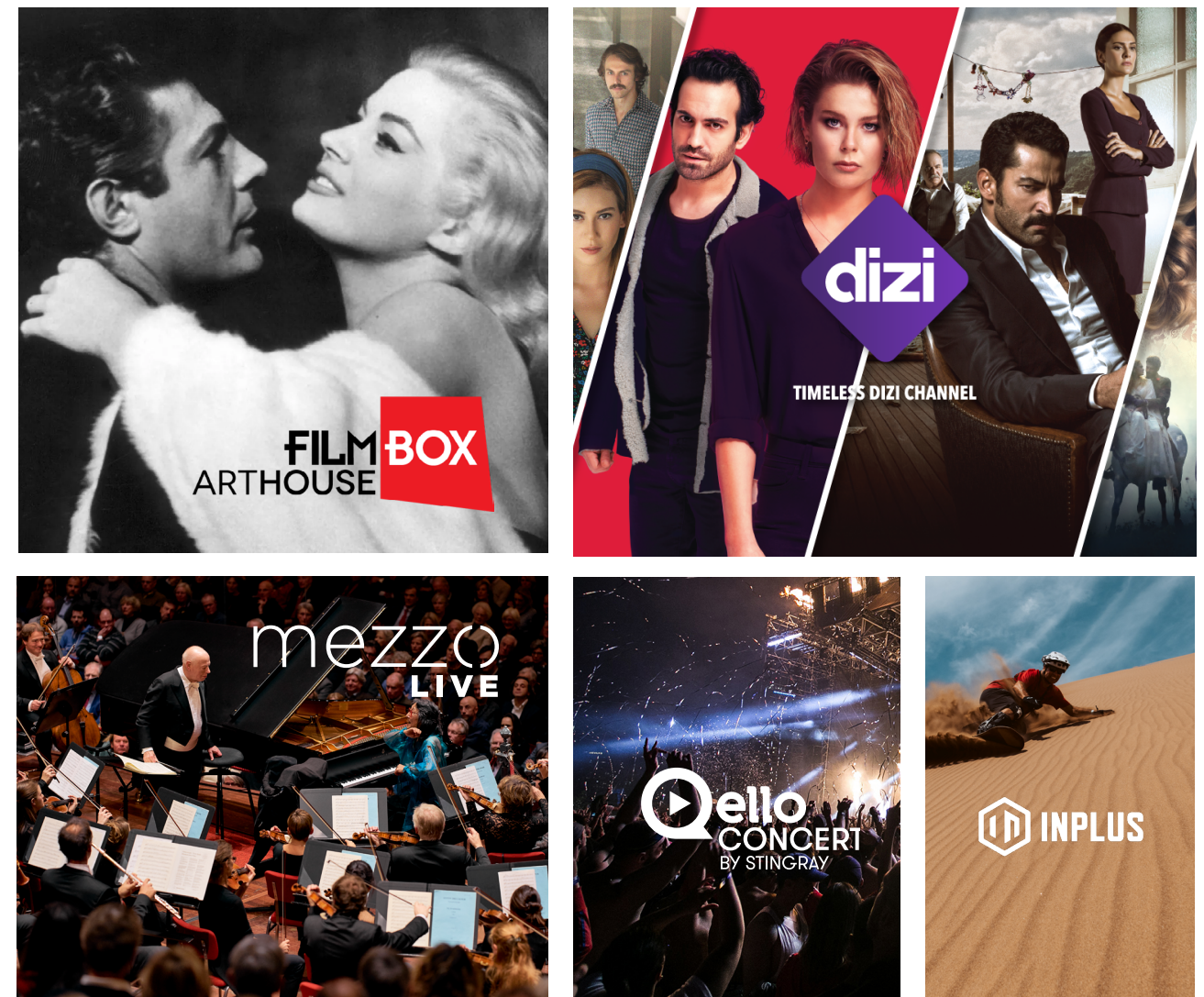
## THEMA ASIA-PACIFIC DISTRIBUTION

*THEMA celebrated **EAZIE TV** kick off in Singapore with launch of 5 TV channels.*

THEMA, a Canal+ company, is thrilled Eazie TV kick off in Singapore and celebrates the launch of a selection of five of its thematic channels on this innovative platform, providing high quality live music, entertainment, cinema and dramas.

Eazie TV users now have access to the best of classical music, ballet and opera on Mezzo Live as well as to the ultimate Live concert video experience of best-selling artists in all popular genres on Qello Concerts by Stingray. They can enjoy the premium selection of classic and independent cinema masterpieces on FilmBox Arthouse, the major popular Turkish series on Dizi Channel, both produced by SPI International, and will discover INPLUS unique and disruptive stories and adventures.

edzie<sup>tv</sup>  
TV made easy






NON - LINEAR LAUNCHES


AFRICA - FRANCE

NOVELAS<sup>TV</sup>



하이클래스  
9/6 (월) 10:30 첫 방송 | tvN

**High Class**  
16 x 60'



미스트리스

**Mistress**  
12 x 60'

SOUTH KOREA

kt



+ 10 Turkish Titles



Göç Zamanı

**Time of Departure**



RED SCARF  
AL YAZMALIM

**The Red Scarf**

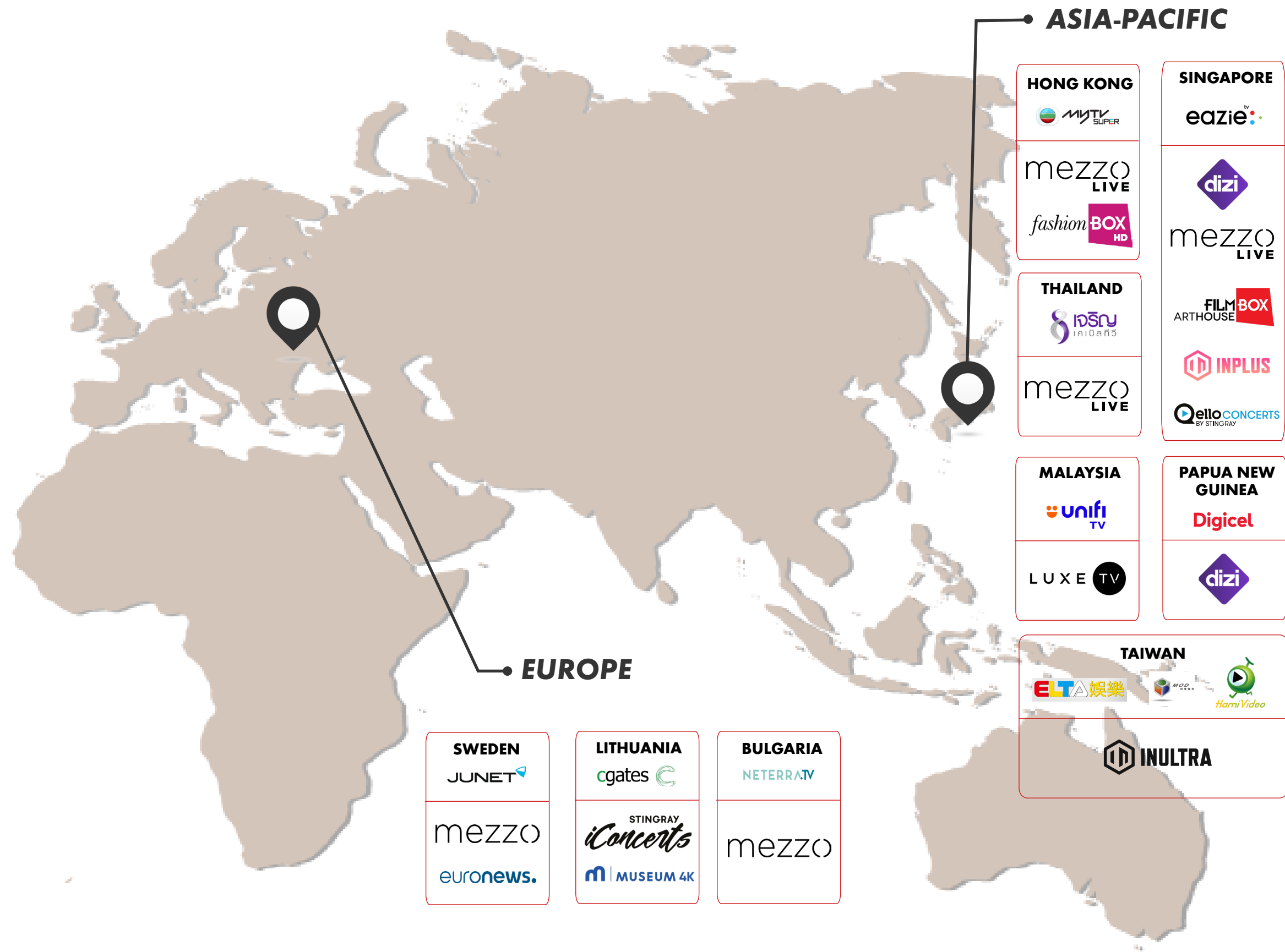
GERMANY

RTL PASSION



**Doctors**

TV CHANNELS LAUNCHES







# MARKETING & COMMUNICATION CAMPAIGNS

## MYZEN TV - 15 YEARS

### GREECE

THEMA organized a digital campaign with the Weborama agency for the creation of banners displayed on Greek well-being, fashion and beauty websites. These banners were clickable and led to THEMA's landing page, with all the information about the anniversary and subscription to the channel.

In parallel, there was a campaign with the Greek online magazine dedicated to fashion, beauty and well-being, 'The Cover'. They published an article for the channel's anniversary, put up a digital banner on their site and Facebook and sent out a push notification. These 2 campaigns highlight the 3 operators: Cosmote, Vodafone and NOVA. Competitions in the NOVA operator's shops were organised to win a €400 gift card for a spa, a Dyson hairdryer and an SMEG espresso machine.

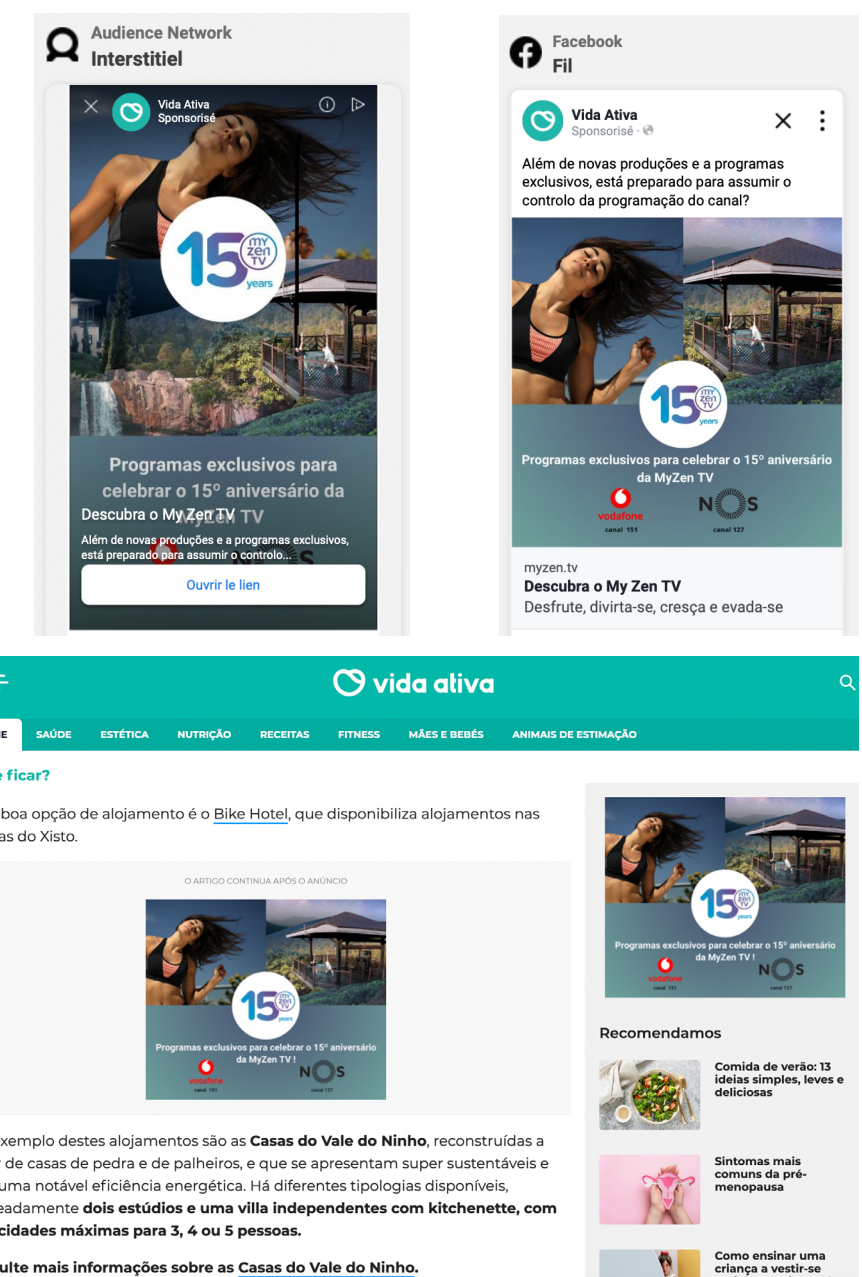
### ROMANIA

On the occasion of MyZen 15th anniversary, Orange Romania granted access to MyZen TV to all its subscribers for one month on Orange TV Go. They promoted the anniversary on their social media as well.



### PORTUGAL

THEMA organized a campaign with Vida Ativa, the online magazine dedicated to health and well-being. They published an article for the anniversary, broadcast banners on their site and sent push notifications as well as on their Facebook and Instagram accounts.





# MARKETING & COMMUNICATION CAMPAIGNS

## CINE TOUR BUS - MY BOUQUET AFRICAIN

For the launch of the 2nd season of the Canal+ Original OASIS, Thema offers an intimate and unforgettable experience to the African diaspora in France. One bus equipped with cinema seats and touring. Nine towns across the Paris region. Five screenings per day with lots of popcorn, drinks and gifts and one contest to win a flight ticket to Africa with Royal Air Maroc.



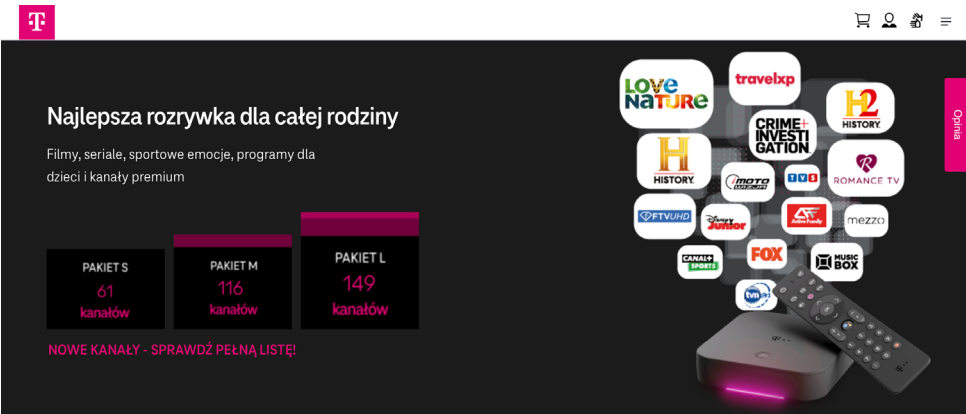
## ONART - MUSEUM TV

Museum TV's partnership with On Art film festival in Poland: the channel's trailer aired before each screening of the film, with publications on social networks, the logo on their web site and on the festival poster.



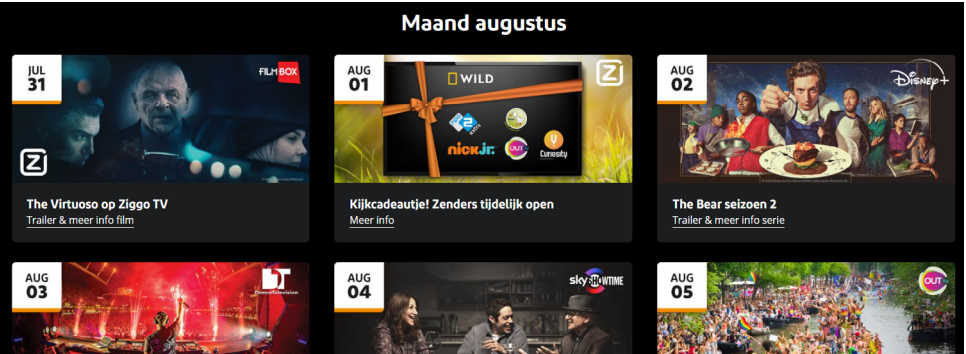
## T MOBILE POLAND - MEZZO

Digital communication campaign for the launch of Mezzo channels.



## MYZENTV & CURIOSITY CHANNEL - ZIGGO

Open window on Ziggo with MyZen TV and Curiosity Channel.



## KANAL D DRAMA

### KANAL D DRAMA HAS BEEN NOMINATED FOR THE NEXT EDITION OF PRODU AWARDS 2023

Kanal D Drama has been nominated in three categories for this year's 'Premios Produ' (Produ Awards): Best Non-Spanish Language Actor, Furkan Andıç for Romance a la vuelta (çati kati ask) ; Best Non-Spanish Language Actress, Hande Doğandemir for Amor de mi vida (Hayatımın Aşkı); and Best Non-Spanish Language Novela Ciudad Cruel (Zalim İstanbul).

The nomination shows the impact of the Turkish series and actors in the Spanish-speaking audiences in the Americas, thanks to its high production values and the talent of its stars. The judges at the Produ awards this year are comprised of 500 leaders and professionals in the Spanish-language media industry, including producers, directors, distributors, and notable creators, among others. The award event will take place on November and the winners will be announced live online.

### KANAL D DRAMA IS EXPANDING ITS PRESENCE IN MEXICO

The channel of the best Turkish dramas in Spanish, Kanal D Drama, is now part of Dish's DTH offer as well as its popular streaming platform MVShub. This strategic agreement with Dish Mexico will strengthen the position of Kanal D Drama on this key market, and its excellent Turkish productions will reach millions more in the country.

### KANAL D DRAMA LANDS IN PRIME VIDEO COLOMBIA AND CHILE

Kanal D Drama continues to make waves in the region as it lands on Prime Video Channels in Colombia and Chile, following its successful launch in Mexico earlier this year. Now, Prime Video members in both countries can subscribe to Kanal D Drama and enjoy more than 3,000 hours of our most exciting and successful titles.





# THEMA-OWNED

## NOLLYWOOD TV

NOLLYWOOD TV launched the third season of MAN PIKIN, a Nigerian family sitcom that NollyFans love! 5 young talents, led by Uche Odoputa, a great Nollywood actor, who never fails to make us laugh!

## CANAL+ DIKDIK - CANAL+ XOBEE

Canal+ preschool channel in Ethiopia, launched in September its first educational production : *Tree of knowledge* (in english) / *YE EKWAT ZAF* (Amharic) / *ODAA BEEKUMSAA* (afan oromo). This ambitious production, produced by Canal+ and a educational production partner, Nu Chika Enabuka / Rizvan Addis Treading, teaches young children the alphabet, sounds, words, numbers, animals, and many other topics all within a peaceful and nature-focused environment.

## SUNU YEUF - LA GRAINE DU POUVOIR

SUNU YEUF launched its new exclusive series *La Graine du Pouvoir* on October 5th. Produced by the successful producer of Senegalese series *Massamba Ndour* (MARODI TV), this innovative new series (50 eps) talks about agriculture, social ascension, and local culture.



## NATHAN+ - BACK TO SCHOOL

It's time to go back to school for the third year on Nathan+ ! Since September 18th, primary school level children in French-speaking Africa can access math, French, and science lessons that complement their school curriculum on Nathan+. What's new this school-year : intensive and specific preparation for post-primary school exams, extended English lessons, problem-solving sessions in mathematics, and adult educational lessons.

## CANAL+ CINEMA 2

The Ethiopian movies channel of Canal+ launched its new series in September, *MESRIYA BET*. The entertaining 48 episodes sitcom is produced by Abel Dagmawi (Abrhot Entertainment) in Amharic language for Canal+ and shoot in Addis Ababa. The series follows the life of savings and loan offices run by a new manager. Many of funny situations accentuated by the presence of guests.

## ZACU TV - ISHUSHO YA PAPA

ZACU TV launched *ISHUSHO YA PAPA*, the story of Jean-Luc, a young mixed-race Belgian and Rwandan who has returned to his father's homeland to find him. A touching story, strong characters and breathtaking landscapes await this new series starting on September 12.

## MABOKE TV - TENSION

MABOKE TV brings us into the dance with *TENSION*, a production by artist Lumino, which tells the story of Dav, a talented young artist who works in the shadow of his boss, Bigmak. Bigmak is the star of the capital, but perhaps he's too sure of himself because Dav is in danger of stealing the limelight and the heart of his beloved...



**MIPCOM CANNES- 16-19 October 2023**  
Sharing the Stand with SPI - Canal + Company



**THEMA**  
A CANAL+ COMPANY

**EVENTS**



**JORDANAS**  
03-05 October 2023 / THEMA America.



**MABOKE TV - BACK TO SCHOOL**  
14 September 2023 / THEMA-Owned.



**IBC AMSTERDAM**  
15-18 September 2023 / THEMA Northern Europe.



**UNIFRANCE BIARRITZ**  
03-07 September 2023 / Marianne Bede, Rachel Tremblay - THEMA Canada.



**APOS BALI**  
26-28 September 2023 / THEMA Asia-Pacific.



**TRADE-SHOW COGECO**  
September 2023 / THEMA Canada.



## MAGHREB TV+ - TIVIFY

The Moroccan community living in Spain now have access to the leading general entertainment and thematic Moroccan TV channels. They can enjoy the most popular entertainment shows and dramas, informative and documentary shows as well as the latest music and cultural releases on 2M, Al-Aoula, Chada TV, Al-Maghribia, Tamazight and Al-Thaqafia. While staying tuned on the latest news and in-depth analysis from Morocco on MEDI 1 TV and M24, and watching religious lectures and educational programs on Assadissa.

Tivify is an innovative and constantly growing platform operating in Spain since 2019, focused on providing its customers a wide range of local and international TV channels, FAST channels, VOD catalogues, as well as a large selection of all leading local and international content apps. Tivify services, including MAGHREB TV+ package, are available everywhere, on all devices and with no commitment.

“Maghreb TV+ is an offer designed to answer the Arabic community’s expectations in Spain. This TV segment in Spain was not addressed, whereas the Arabic community established in Spain reaches more than 2,5M people. We are delighted of this partnership with Tivify which is the right partner to launch the first Arabic TV offer on the Spanish market”, said Timothée Vidal, SVP Multicultural Distribution and Digital at THEMA.



## Disfruta de los mejores canales marroquíes con Maghreb TV+



Por solo  
**3'99**  
€/mes

Sin compromiso ni permanencia  
Puedes cancelar en cualquier momento

**Contratar ahora**



SEPTEMBER - OCTOBER 2023

THEMA  
A CANAL+ COMPANY

# **BRING PEOPLE THE CONTENT THEY LOVE**

**SCAN ME FOR MORE  
INFORMATION**



**DON'T MISS OUR LATEST NEWS!**

**FOLLOW US ON**



**EDITORIAL DIRECTION - MARKETING DEPARTMENT**  
MARIANNE BEDE - MARGAUX CATARINA