

# NEWSLETTER

MAY - JUNE 2025

## ALWAYS AT THE HEART OF THE INDUSTRY'S KEY EVENTS!

From *Dubrovnik* to *Budapest*, all the way to *Bali* – our teams were on the ground at **NEM**, **NATPE**, and **APOS**.  
A big thank you to everyone we had the pleasure of meeting at these major industry gatherings!



# ●●● TV CHANNELS LAUNCHES & CONTENT DEALS

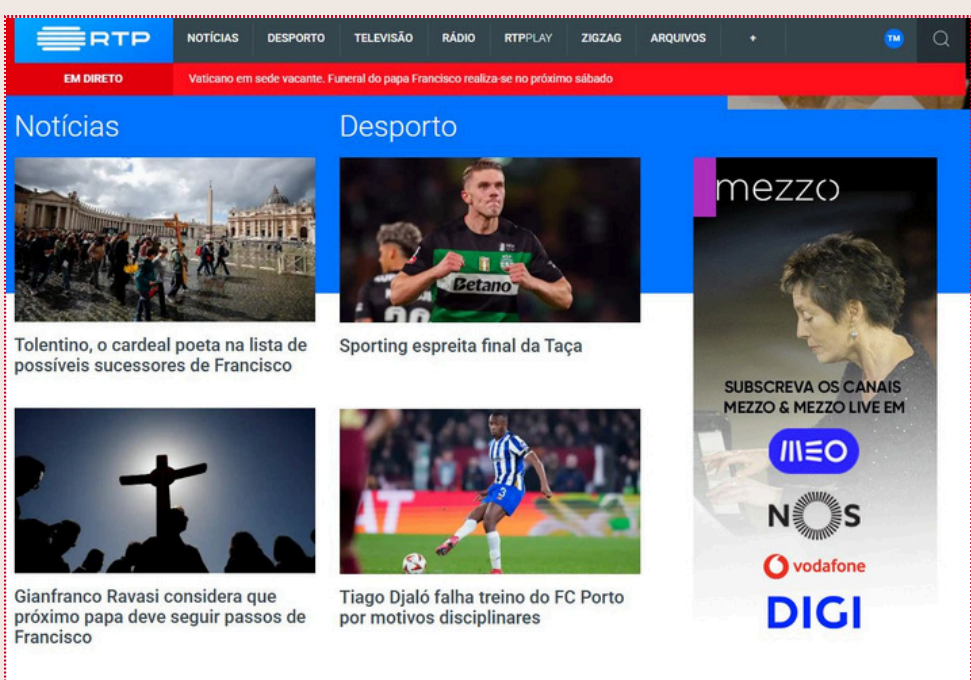




● ● ● COMMUNICATION & MARKETING CAMPAIGNS



MEZZO IN ACTION ACROSS EUROPEAN & ASIAN MARKETS



Mezzo banner on Rádio e Televisão de Portugal (RTP) website.

● GREAT VISIBILITY FOR MEZZO IN PORTUGAL!

Mezzo was recently featured on the website of **Rádio e Televisão de Portugal (RTP)**, the country's leading public broadcaster.

This premium exposure reinforces **Mezzo**'s unique position as a key destination for classical music, jazz, and dance — connecting Portuguese audiences with world-class cultural performances.

● MEZZO TAKES CENTER STAGE IN HONG KONG

On May 8, **Mezzo** was featured in a special newsletter from the **Hong Kong Sinfonietta** reaching over 17,000 classical music enthusiasts — a great opportunity for targeted visibility.

To further boost presence, a **Mezzo** ad was also included in the concert booklet distributed at the orchestra's performance on May 17, aligning the channel with this key cultural event.

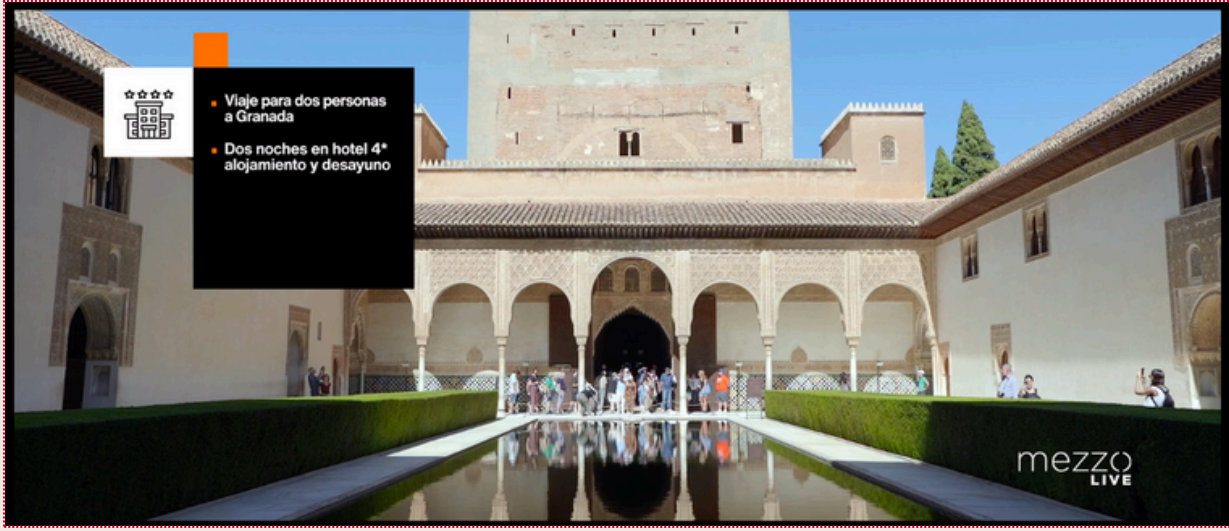


Mezzo banner on Hong-kong Sinfonietta emailing.



Ad page in the Orchestra booklet.

These targeted activations strengthen **Mezzo**'s positioning as a leading destination for classical music lovers in Asia.

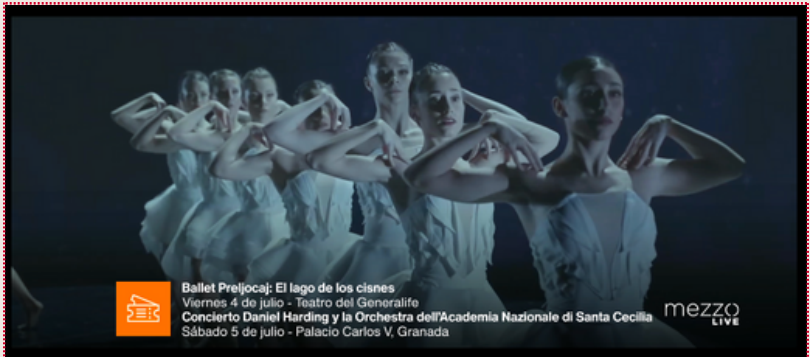


The campaign also encouraged viewers to subscribe to the **Mezzo** newsletter, strengthening engagement with classical music lovers and reinforcing the brand's connection with its audience.

A great opportunity to boost **Mezzo**'s visibility in Spain!

● MEZZO CONTEST ON ORANGE TV SPAIN

From May 26 to June 6, **Mezzo** ran an exclusive contest on **Orange TV Spain**, giving subscribers the chance to win a premium weekend at the prestigious Granada Festival — a unique way to engage audiences and highlight **Mezzo**'s cultural offering.



MEZZO X T2 CAMPAIGN : MAXIMUM VISIBILITY FOR THE CHANNEL

From May 20 to 28, operator **T2** launched a dedicated marketing campaign in collaboration with **Mezzo**, aiming to boost the channel's visibility and viewer engagement.

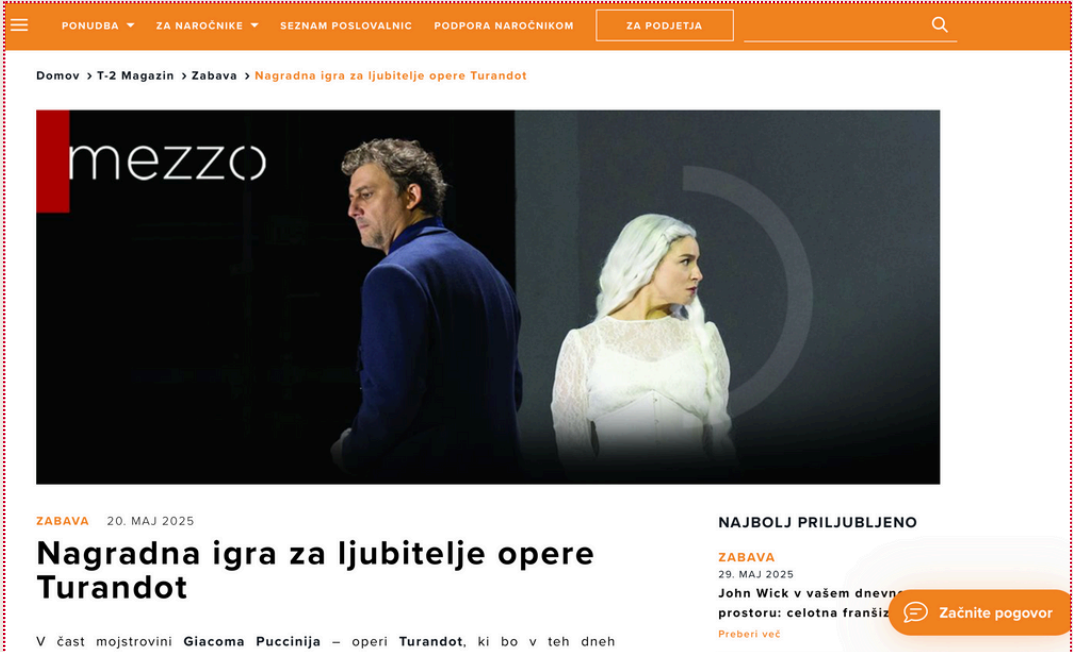
Key promotional actions included:

- A banner on the **T2** app homepage.
- A Facebook post to announce the campaign.
- A dedicated landing page on **T2**'s website.
- A viber message sent to the entire customer base.

This well-coordinated, multi-channel campaign gave **Mezzo** strong exposure and reinforced its presence among **T2** viewers.



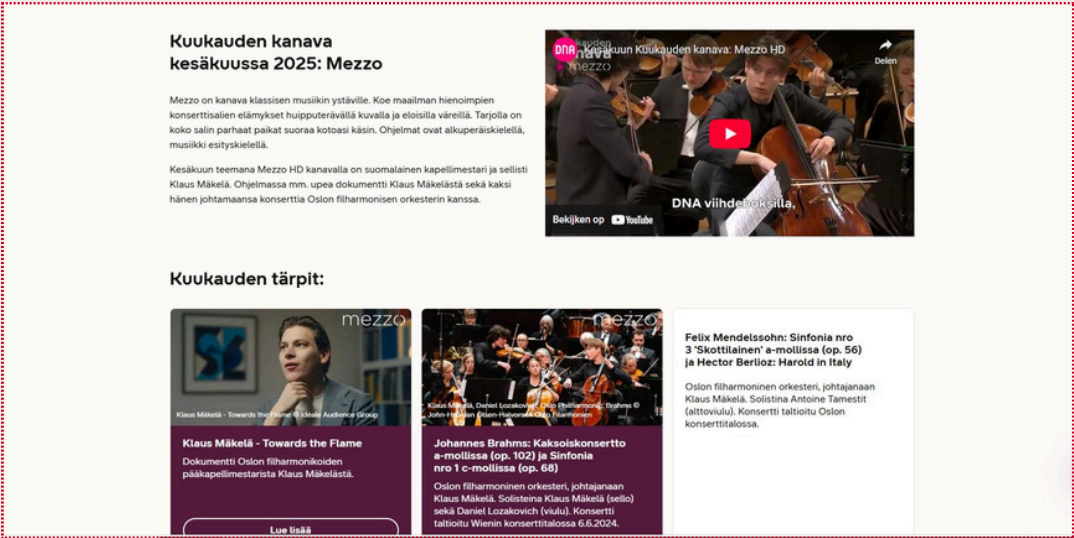
Landing page



Banner

STRONGER VISIBILITY FOR MEZZO WITH DNA

**Mezzo** recently gained increased exposure through a dedicated marketing campaign with **DNA**, one of the leading operators in the region. Promotional banners were displayed on both the **DNA** website and directly on users' TV interfaces — delivering strong, targeted visibility for the channel.



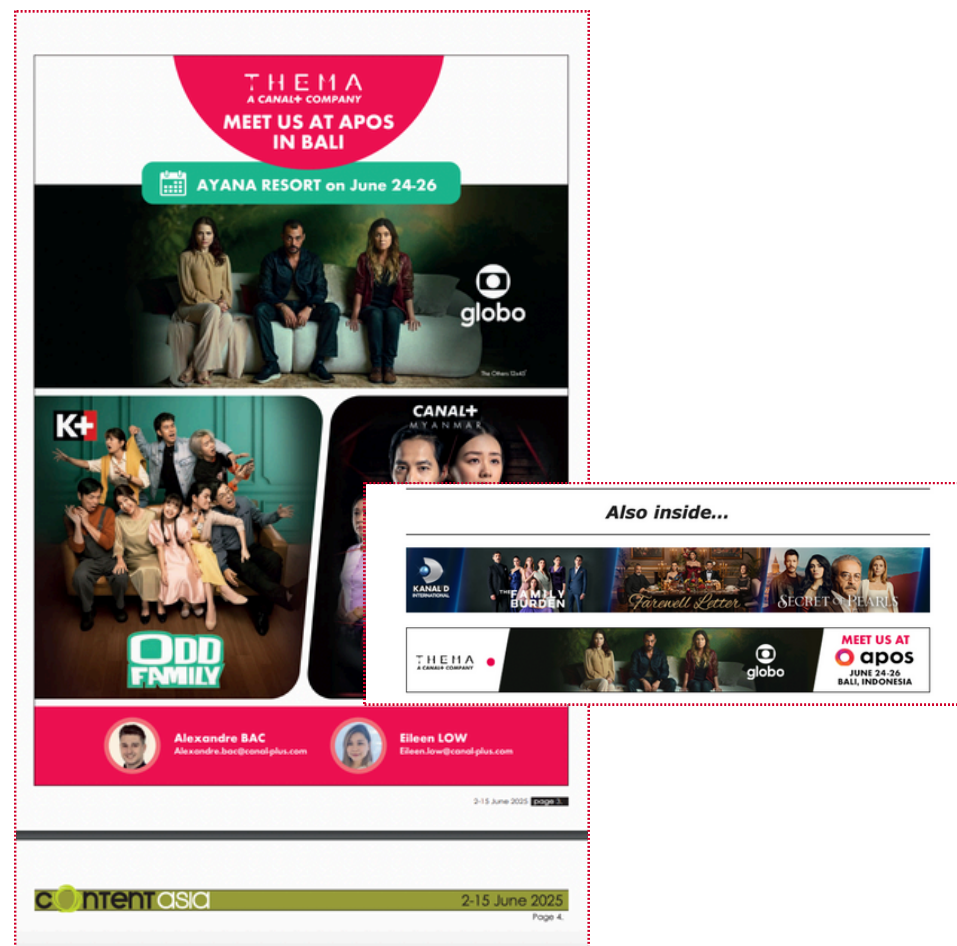


# COMMUNICATION & MARKETING CAMPAIGNS

## SPOTLIGHT ON APOS : THEMA FEATURED IN KEY INDUSTRY NEWSLETTERS

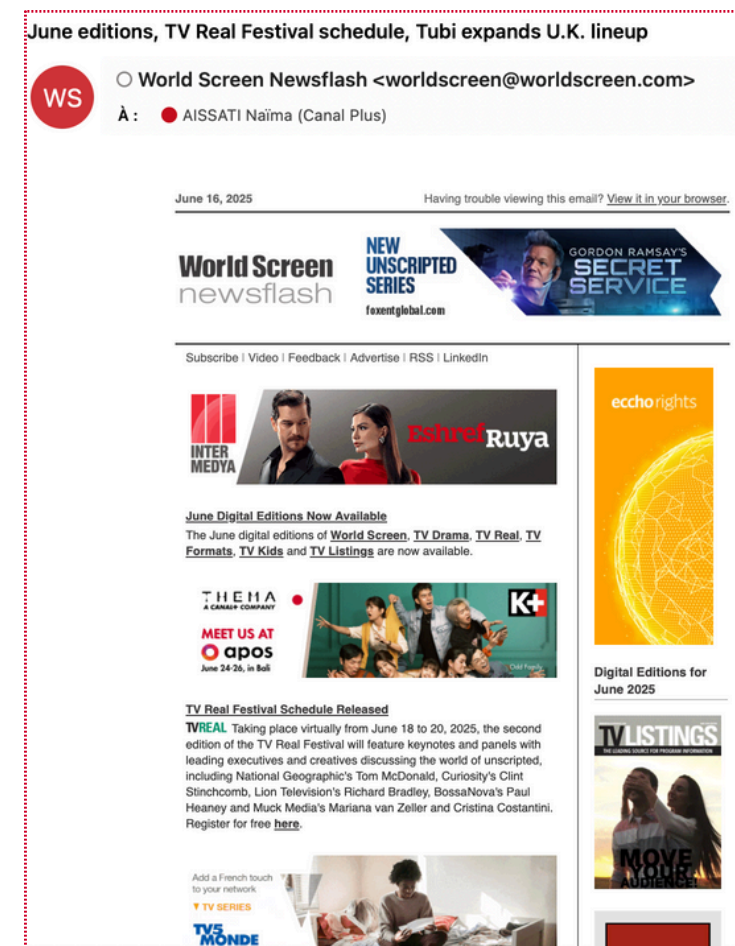
### CONTENT ASIA E-NEWSLETTER

Banner + ad page driving traffic to *THEMA* Screening Room showcasing our latest content lineup.



### WORLDSCREEN E-NEWSLETTER

Announcing *THEMA*'s attendance at APOS and reinforcing our presence on the international stage.



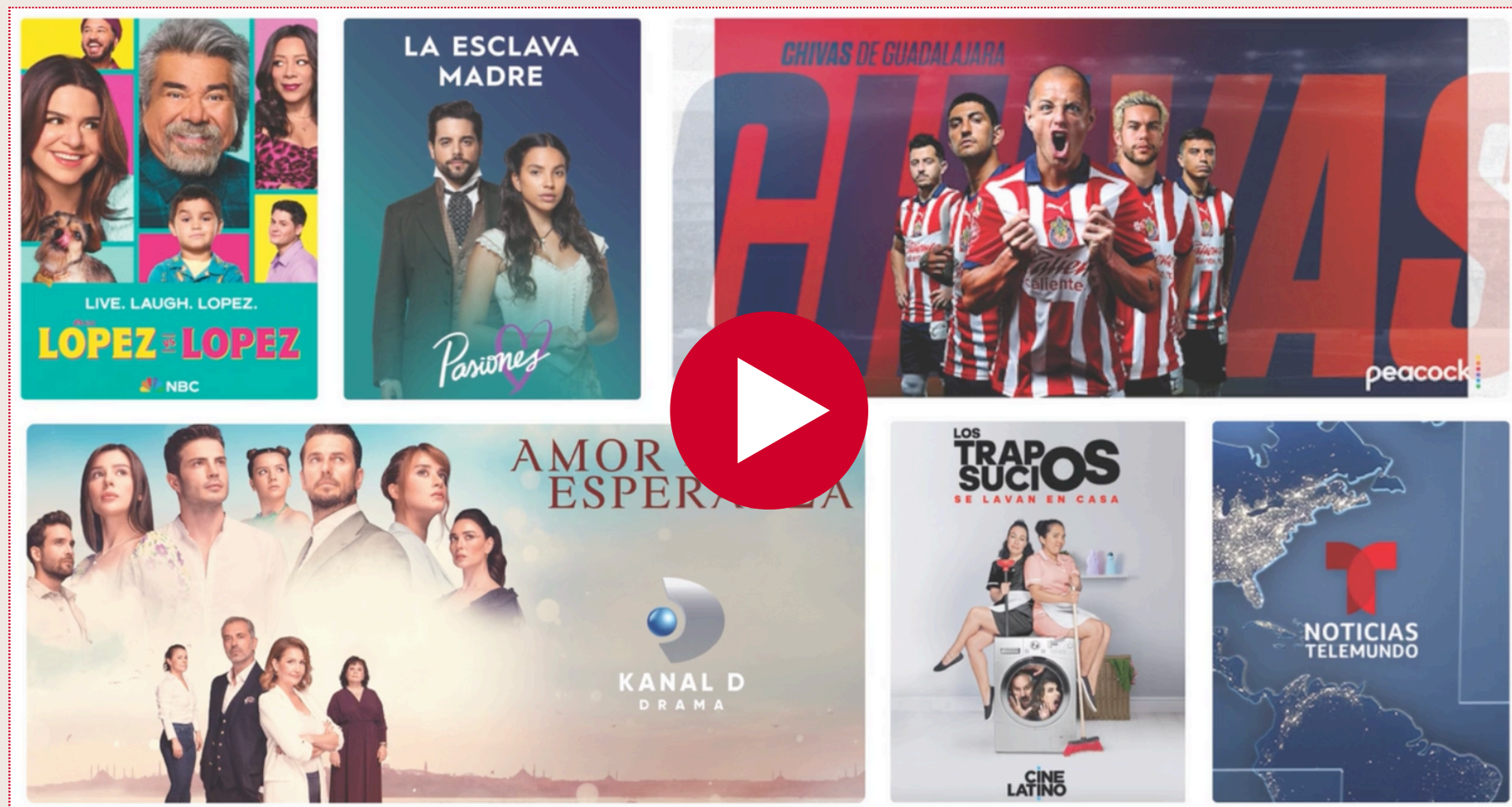
A targeted and impactful communication strategy to connect with key industry players and highlight *THEMA*'s diverse portfolio in the run-up to this major trade event.



# COMMUNICATION & MARKETING CAMPAIGNS

## XFINITY – KANAL D DRAMA

VIDEO CAMPAIGN THAT WILL PLAY ON TV SCREENS IN NOW TV STORES - WILL LIVE FOR A FULL YEAR







MY BOUQUET AFRICAIN X SYLVIA YIRI TV : SHOWCASING AFRICAN CREATIVITY



- In June, the spotlight turns to "Nouvelle Reine", a reality show produced by **Canal+**. Broadcast simultaneously with Africa and available on replay each week across our platforms, this vibrant and engaging program is a great opportunity to strengthen the connection between the diaspora and the African continent.



PROJECTION & TURN UP 2025 : A VIBRANT CELEBRATION OF AFRO CREATIVITY

- For the second year in a row, **My Bouquet Africain** hosted its signature event, "Projection & Turn Up" – a festive and inspiring evening that once again proved to be a great success.

- Highlights from the 2025 edition included :
- Exclusive screening of the first episode of Season 2 of the **Canal+ Original** series "EKI".
  - Inspiring conversation with Cécile Gerardin and Anthony Koka (Canal+ teams) about the creative process.
  - Semi-gastronomic cocktail dinner, featuring Afro-inspired fusion cuisine.
  - Live showcase by Kulturr, a rising star on the Afro music scene.
  - DJ sets to keep the party going in a vibrant, high-energy atmosphere.

250  
GUESTS  
*Journalists,  
Content creators,  
Diaspora influencers*



INTRODUCING AFRO FOCUS – A NEW PODCAST BY MY BOUQUET AFRICAIN



Teaser

- **Afro Focus** is the brand-new video podcast by **My Bouquet Africain**, hosted by actress Aïssatou Diallo Sagna. A space for sincere, in-depth conversations about personal journeys, artistic creation, and the many voices of the African diaspora.

Each episode invites reflection on profound questions:  
-what narratives does Africa convey through its cinema?  
-How do members of the diaspora articulate their connection to Africa through their art, lives, and heritage?

**Afro Focus** gives a voice to the people shaping the future of African audiovisual creation : artists, producers, journalists, cultural leaders...  
Through intimate and authentic interviews, they share their personal ties to Africa, what African visual culture means to them, and how their roots fuel both their art and their vision of the industry.

The first episode, featuring actress Karidja Touré, is now available on **My Bouquet Africain's YouTube channel** !



First episode





## MYZEN TV CELEBRATES INTERNATIONAL YOGA DAY

- To mark *International Yoga Day*, **MyZen TV** launched a special digital campaign on META platforms (*Facebook & Instagram*), promoting its June wellness-focused programming.

Bright and uplifting banners were displayed to encourage viewers to reconnect with their well-being and explore exclusive content centered around yoga, mindfulness, and healthy living.



A 100% feel-good activation that strengthens the channel's positive, zen-driven identity and engages its wellness community.



PLANÈTE +

&



## PLANÈTE+ CELEBRATES MUSIC ON CANADIAN TV CHANNELS

- From June 6 to 27, **Planète+** puts music in the spotlight with a dedicated TV campaign broadcast across major Canadian networks : **RDI**, **Explora** and **ARTV**.

The campaign showcases the channel's rich music-themed programming for the month – featuring a curated selection of documentaries, artist profiles, and concert films that pay tribute to iconic figures in the global music scene.

*It's a strong editorial statement for **Planète+**, reaffirming its commitment to offering premium cultural content that resonates with francophone Canadian audiences and celebrates the power of music.*



## M6 INTERNATIONAL SHINES ON CANADIAN SCREENS



- From June 9 to 30, **M6 INTERNATIONAL** is featured in a dedicated TV campaign broadcast on **CANAL D** and **CANAL VIE** across Canada.

The campaign aims to boost the channel's visibility among francophone audiences by showcasing its diverse content offering – from entertainment and lifestyle to food and society programs, all reflecting **M6**'s signature expertise and creativity.

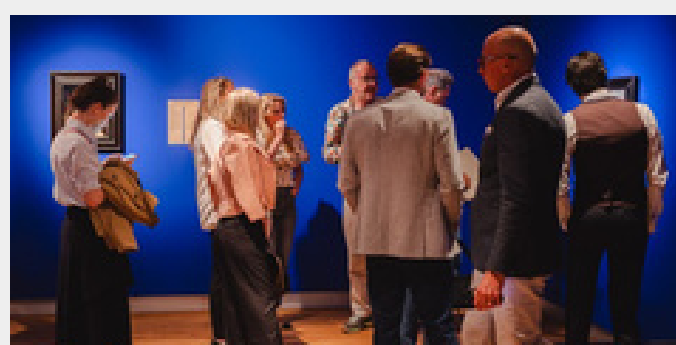
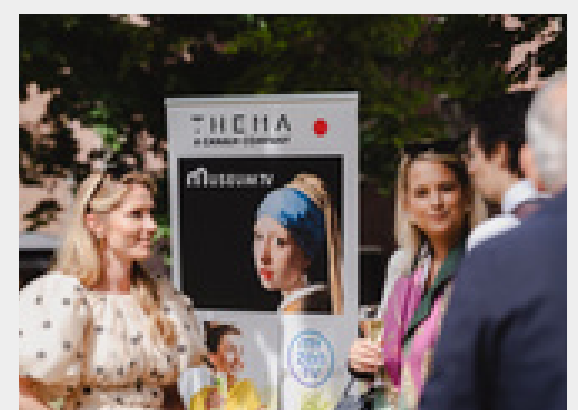
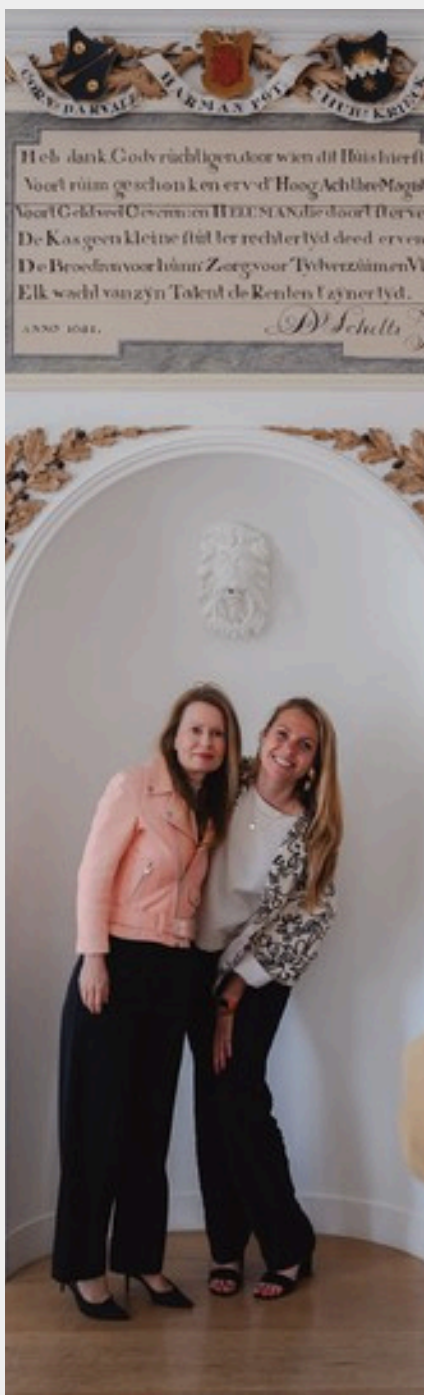




## **THEMA'S EXCLUSIVE EVENING IN AMSTERDAM**

On May 21st, THEMA had the pleasure of hosting an exclusive event in Amsterdam for our partners and clients in the Netherlands. Set in the prestigious H'ART Museum, the evening offered a unique blend of culture, fine dining, and a deep dive into our channel universe. Guests enjoyed a private guided tour of the museum, followed by a presentation of THEMA's portfolio – with a special spotlight on **Museum TV** and **MyZen TV**, introduced by Nela Pavlouskova (CEO of Secom group's TV channels MyZen TV and Museum TV).

This special night was a wonderful opportunity to reconnect with our local partners and showcase the richness of our content in a warm, inspiring setting.



[Photos Gallery](#)



## UPCOMING EVENTS

  
**Unifrance**  
**Rendez-Vous**  
**in Le Havre**

1-5 September 2025  
Le Havre, France



8-10 September 2025  
Toronto, Canada



8-11 September 2025  
Toronto, Canada

**mipcom**<sup>®</sup>  
CANNES

13-16 October 2025  
Cannes, France

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