

THEMA
A CANAL+ GROUP COMPANY



m
MUSEUMTV

**MUSEUM 4K WIDENS REACH IN POLAND
WITH A RENEWAL ON CANAL+ POLSKA
AND A LAUNCH ON POLSAT BOX AND NETIA.**

#5

NEWSLETTER

NOVEMBER - DECEMBER 2022

DISTRIBUTION

■ FRANCE ■

Correo Da Manha channel launched in **Le Bouquet Portugais** on FREE.

Le Bouquet Africain launches **Dorcel TV Africa** with SFR.

Real Madrid TV and **Tele Madrid** are now available in **Le Bouquet Espagnol** on FREE.

MBC 5 was launched in **Le Bouquet Maghreb** on Bouygues Telecom.

■ ASIA-PACIFIC ■

THEMA expands its distribution activity in Japan with the launch of **Vivaldi** FAST TV-channel via **R Channel**, a linear streaming service operated by **Rakuten Group**. From December, the classical music channel is available to users across the R Channel platform.

■ EUROPE MIDDLE EAST & AFRICA ■

Euronews and **Curiosity Channel** are now available with the Dutch OTT platform NLZIET.

From November 19th to January 2nd, **La chaîne du Père Noël** is temporary available with the Brussel operator, Telenet.

THEMA is proud to announce that it has renewed its deal with **Canal + Polska** for the Polish version of **Museum 4K** for three additional years.

Museum 4K was launched on December 1st on **Polsat** Box, **Polsat Box Go** and **Netia**. The fully localized channel is now available to the subscribers of S Package on **Polsat** Box and **Netia**, and Premium Package on **Polsat** Box Go.

Three channels from THEMA's portfolio were launched on the new Croatian OTT platform, **Televio** on December 1st: their subscribers will have access to **Mezzo**, **Stingray Djazz** and **Stingray iConcerts**.

NEWS

VOD OFFERS

Three new **CANAL+** original series were added to **+d'AFRIQUE**'s catalog: **LE FUTUR EST A NOUS**, **TERRANGA** and **KONGOSSA LOUNGE**.



Bosphore Replay renews its catalog by adding 5 new series to its offer: **IKIZLER**, **MEMO-CAN**, **KUZEY GÜNEY**, **GÜLİZAR**, **SANLIK SUÇU** and **IKI YALANCI**.



COMMUNICATION CAMPAIGNS & PARTNERSHIPS



For its 28th edition, the 3 channels **Mezzo Live HD**, **Studiocanal TV** and **Planète+** were partners of the CINEMANIA French Film Festival held from November 2nd to 13th in Montreal.



PLANÈTE +

A festive December on the 1st documentary channel!

In December, **Planète+** proposed a special programming around events and strong documentaries to celebrate the end of the year.



THEMA
A CANAL+ GROUP COMPANY

A television campaign promoting the **Mezzo TV** channel is being broadcast from November 28th to December 31st on the TV channels of **Radio-Canada** network.



MARKETING ACTIONS

mezzo liveHD

In Sweden, the operator Tele2 promoted the **Mezzo Live HD** TV channel. Customers could win a soundbar. Over 800 participants for this contest!



In November, **M6 International** was featured in several Israeli media outlets: *L'Actualité Juive*, *Le petit Hebdo* and *The Times of Israel*.

To support the launch of the channel among its subscribers, the operator Hot also promoted M6 International through its newsletter and social networks.

The French Institute in Israel regularly communicates about the new French-speaking entertainment channel on its platforms.



HOT

6
INTERNATIONAL

LE MEILLEUR DE L'UNIVERS DU GROUPE M6 DISPONIBLE **POUR VOUS, MAINTENANT SUR HOT**

Découvrez la chaîne française M6 INTERNATIONAL! >>

REGARDEZ M6 INTERNATIONAL GRATUITEMENT ET SANS ENGAGEMENT SUR HOT DU 9 AU 23 NOVEMBRE*!

Chaîne 141
*Hors période de promotion : 19,90 ILS/mois
Pour vous abonner : tapez 400 sur votre télécommande

6
INTERNATIONAL

LE MEILLEUR DE L'UNIVERS DU GROUPE M6 DISPONIBLE **POUR VOUS, MAINTENANT SUR HOT**



REGARDEZ M6 INTERNATIONAL GRATUITEMENT ET SANS ENGAGEMENT SUR HOT DU 9 AU 23 NOVEMBRE !*
Chaîne 141

* hors période de promotion : 19,90 ILS/mois
Pour vous abonner : tapez 400 sur votre télécommande ou composez le *6910 depuis votre ligne fixe ou mobile

MARKETING ACTIONS

mezzo

This November, **Mezzo** TV channel was «channel of the month» on **DNA TV** in Finland. It was an opportunity to highlight the content of the classical music and jazz TV channel to its subscribers.

DNA asiakaspalvelu
044 144 044
Normaali signaali

Palveluajat: ma - pe klo: 8 - 18
la klo: 9 - 16.30

BARENBOIM – paljon onnea! mezzoHD

Kuukauden kanava: National Geograph
Kaapeliverkossa näet kuukauden kanavan National Geograph kanavapaikalla 164. Antenniverkossa voit katsella kuukauden kanavan

Häiriötiedotteet
30.09.2019 00:00
Korjattu: Lahti, Mukkulan alueella Kaapelilaajakaista ja kaapeliTV häiriö, johtuu sähköverkon huoltotyöstä

mezzo myzen TV

The Dutch operator, Online.nl, promoted **Mezzo** and **Myzen TV** channels to their subscribers and organized a contest with several prizes to win.

Maak kans

mezzo

Maak kans

myzen TV online.nl

m MUSEUMTV

Throughout all December, a digital campaign is organized to promote **Museum TV 4K** to **CANAL+** and Polsat subscribers in Poland!

CANAL+ MUSEUMTV | 4K

SZTUKA NA WYCIĄGNIĘCIE RĘKI!

OGLĄDAJ TERAZ ZA DARMO NA CANAL+

CANAL+ MUSEUMTV | 4K

BĄDŹ VIP-EM NA NAJLEPSZYCH ŚWIATOWYCH WYSTAWACH!

OGLĄDAJ TERAZ ZA DARMO NA CANAL+

polsat box MUSEUMTV | 4K

SZTUKA NA WYCIĄGNIĘCIE RĘKI!

JUŻ DOSTĘPNY W POLSAT BOX

STREET MARKETING OPERATIONS



Le Bouquet Maghreb partnered with the first Algerian Real Estate Exhibition in Paris (From October 28th to October 30th), to which 10,000 people attended.

My Bouquet Africain App
Throughout November and December, street marketing actions were organized in France and Belgium to promote the application.



Le Bouquet Maghreb organized street marketing operations during two major events in November: The Festival Algérie at the Le République theater and the concert of Aït Menguellet at the Accor Arena in Paris.

DIGITAL MARKETING OPERATIONS



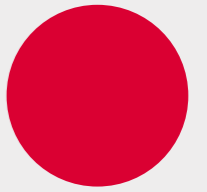
14 **Le Bouquet Africain** launched a programmatic digital marketing campaign with five ambassadors: Le Bachelor, Lady PONCE, Maty 3 POMMES, Myriam MALIKITE and Sacko CAMARA.



Until the end of December, a programmatic campaign is deployed on the Internet and on various social media networks in France for the "Special Holiday Promotion". A dedicated landing page was created to showcase this promotion.



15 **THEMA** worked with Qualiquanti (a pioneer in online studies) who led a focus group for the **My Bouquet Africain** application. They organized several interviews with people from Sub-Saharan Africa and living in France to better understand their consumption habits of African television and series available in France as well as their uncovered needs as of today.



Everybody is talking about TIK TOK lately, and Novelas TV as well!

On October 25th the Channel has launched its TikTok account. Almost two months later **NOVELAS TV** on TIK TOK its:

63.8K followers
207.8K likes **34 videos**

A real digital success story, that is not about to stop!

In November, **Nollywood TV**, the channel edited by THEMA for CANAL+ INTERNATIONAL celebrated its 10th year anniversary during the entire month!

To celebrate this anniversary, NOLLYWOOD TV proposed a special programming from November 1st until 30th.

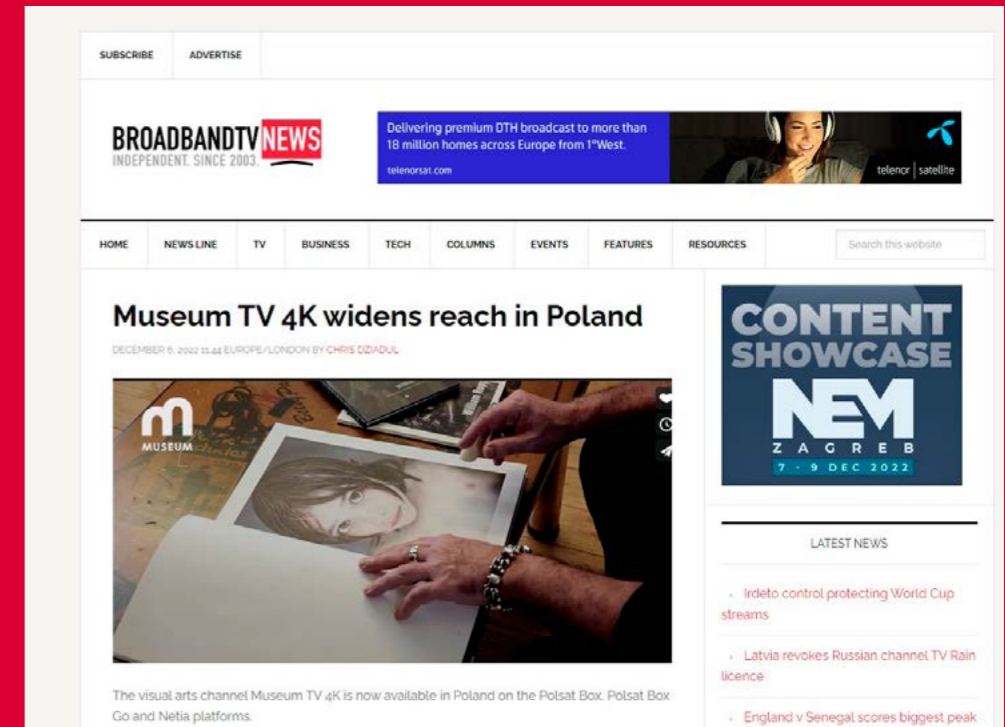
On this occasion, our team set up a large digital communication campaign, including African influencers and the NOLLY GAMES, a contest mixing television and social media.

And because who says birthday, also says gifts ! With the NOLLY GAMES, NOLLYWOOD TV gave the opportunity to fans and viewers on the African continent to participate to a big contest to win a trip for 2 people to Lagos and to a ROK STUDIO set !



mezzo

Mezzo broadcasted a live event at the concert hall in Amsterdam. The Queen of the Netherlands attended the concert as well and she met with famous conductor, Klaus Mäkelä.



Museum TV 4K widens reach in Poland

DECEMBER 6, 2022 13:44 EUROPE/LONDON BY CHRIS DZADUL



The visual arts channel Museum TV 4K is now available in Poland on the Polsat Box, Polsat Box Go and Netia platforms.

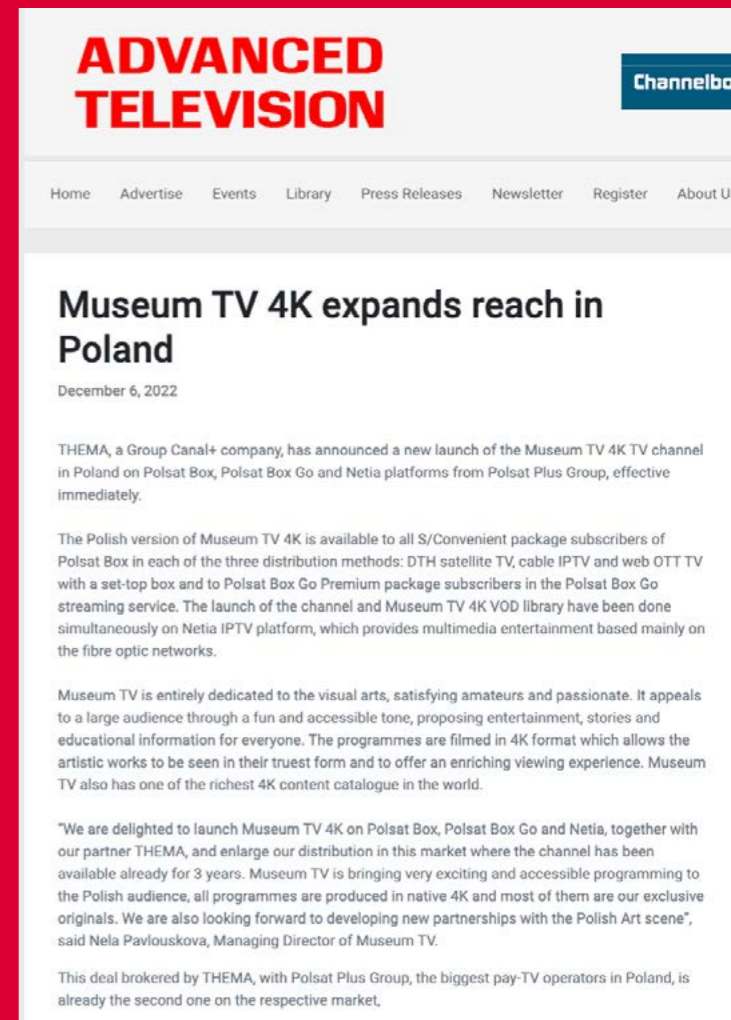


LATEST NEWS

- Irdeito control protecting World Cup streams
- Latvia revokes Russian channel TV Rain licence
- England v Senegal scores biggest peak



THEMA attended the ATF exhibition from December 7th to 9th in Singapore. It was a great opportunity to highlight TV channels distributed by THEMA ASIA-PACIFIC and also to introduce SPI's catalogue.



ADVANCED TELEVISION

Channelbox

Home Advertise Events Library Press Releases Newsletter Register About Us

Museum TV 4K expands reach in Poland

December 6, 2022

THEMA, a Group Canal+ company, has announced a new launch of the Museum TV 4K TV channel in Poland on Polsat Box, Polsat Box Go and Netia platforms from Polsat Plus Group, effective immediately.

The Polish version of Museum TV 4K is available to all S/Convenient package subscribers of Polsat Box in each of the three distribution methods: DTH satellite TV, cable IPTV and web OTT TV with a set-top box and to Polsat Box Go Premium package subscribers in the Polsat Box Go streaming service. The launch of the channel and Museum TV 4K VOD library have been done simultaneously on Netia IPTV platform, which provides multimedia entertainment based mainly on the fibre optic networks.

Museum TV is entirely dedicated to the visual arts, satisfying amateurs and passionate. It appeals to a large audience through a fun and accessible tone, proposing entertainment, stories and educational information for everyone. The programmes are filmed in 4K format which allows the artistic works to be seen in their truest form and to offer an enriching viewing experience. Museum TV also has one of the richest 4K content catalogue in the world.

"We are delighted to launch Museum TV 4K on Polsat Box, Polsat Box Go and Netia, together with our partner THEMA, and enlarge our distribution in this market where the channel has been available already for 3 years. Museum TV is bringing very exciting and accessible programming to the Polish audience, all programmes are produced in native 4K and most of them are our exclusive originals. We are also looking forward to developing new partnerships with the Polish Art scene", said Nela Pavlouskova, Managing Director of Museum TV.

This deal brokered by THEMA, with Polsat Plus Group, the biggest pay-TV operators in Poland, is already the second one on the respective market.

BRING PEOPLE THE CONTENT THEY LOVE



**FOLLOW THEMA'S LATEST NEWS BY
SUBSCRIBING TO OUR LINKED IN PAGE**

EDITORIAL DIRECTION: MARKETING DEPARTMENT
Marianne BEDE - Tiffany DUBOIS