

**THEMA**  
A CANAL+ GROUP COMPANY



**THEMA ENTERS  
INTO STRATEGIC PARTNERSHIP  
WITH 3 KEY KOREAN PRODUCERS**



STUDIO GENIE



**#2**

**NEWSLETTER**

MARCH - APRIL 2023

# DISTRIBUTION

THEMA is glad to announce its partnership with **Studio Génie**, **CJ**, and **SBS**, producers of **K-drama**.

THEMA can now distribute Korean Drama series such as **SUMMER STRIKE** (Studio Génie), **PALE MOON** (Studio Génie), **THE PENTHOUSE** (SBS), **THE INHERITORS** (SBS), **L.U.C.A** (CJ), and **THE DEVIL JUDGE** (CJ), in USA, Canada, EMEA and Latam.

Contact our team to discuss Korean Drama content and receive availabilities by territories.

## ■ FRANCE ■

The **Dizi** channel is now available in Arabic to French network operators. The channel that broadcasts critically acclaimed and globally renowned Turkish drama series will be available to Free and SFR subscribers in the Maghreb package.

## ■ EUROPE MIDDLE EAST & AFRICA ■

New TV platform, Yettel TV in Bulgaria, is now carrying 8 channels from THEMA's TV channels portfolio. We are pleased to announce that Yettel TV launched **Mezzo** in its Basic Package and **Mezzo Live**, **MyZen TV**, **Museum TV**, **Stingray iConcerts**, **Stingray Cmusic**, **Stingray Djazz** and **Antena 3** in its Extended Basic Package.

**Museum 4K**, fully localized in Polish, is available to East&West subscribers in Poland.

Polish operator JMDI launched **Museum 4K**.

## ■ ASIA-PACIFIC ■

THEMA ASIA-PACIFIC strengthens its partnership with **Travelxp** by expanding the representation of the channel in Asia.

Through this partnership, Travelxp will have greater visibility in Asia thanks to THEMA extensive network of broadcasters and distributors.

The channel is available both in linear and video-on-demand, with subtitles in simplified Chinese, Tamil, Hindi, among other languages.

THEMA ASIA-PACIFIC is thrilled to announce the launch of **Gametoon** and **Fightbox** in Mongolia, marking the first **SPI International** launch in the country.

Starting April 1<sup>st</sup>, both channels are available on Mongolsat's DTH & OTT service - Mongolia's national multi-channel broadcaster.

We are glad to share that our partner Rakuten, has recently launched the R channel mobile application in Japan, featuring a wide range of channels and content. One of the latest additions to R Channel, is Vivaldi a classical music channel, distributed by THEMA.



# COMMUNICATION CAMPAIGNS & PARTNERSHIPS

**For the special month of Ramadan, Le Bouquet Maghreb has set up a 360° communication plan to encourage subscriptions during this period.**

The partner operators SFR and Bouygues Telecom have been mobilized to communicate directly with subscribers, across promotion of programs and channels on TVI spaces, emailing, and SMS campaigns.

In addition, a street marketing campaign was launched to recruit and promote the brand in affinity places, thanks to national BtoC and BtoB field operations : « **Le Bouquet Maghreb** » branded food truck, distribution of pastries, tea, goodies, flyers, installation of posters, distribution of branded bags...

The campaign was amplified by a media presence on radio (BeurFM, France Maghreb 2 and Radio Soleil, for a total of 700 broadcasts) and in press (Gazellemag, Edition Cuisine, Special Ramadan with 50,000 prints). In addition, in order to strengthen its digital presence, Le Bouquet Maghreb has animated its social networks and those of affinity partners, like GazelleMag and Twenssa, to push subscribers to follow contents related to Ramadan.

To encourage interaction with the brand and stimulate engagement during this crucial month, a major contest has been launched to give away 4 4K TVs. About 500 entries were collected one month before the draw, scheduled for April 28.



OBJET: "Prenomi", découvrez les nouvelles chaînes du monde arabe dans votre bouquet TV Sky News Arabia et BTV... deux nouvelles chaînes au programme de votre bouquet Maghreb

**SFR**

découvrez les nouvelles chaînes de votre bouquet Maghreb

\*Prenomi\*  
Les programmes de votre bouquet Maghreb évoluent : Sky News Arabia et BTV viennent remplacer Al Resalah et Rotana Drama.  
► Sky News Arabia (canal 787) propose les dernières informations heure par heure avec des dossiers sur les grands thèmes de l'actualité.  
► BTV (canal 788) est une chaîne généraliste algérienne innovante dans le divertissement et la promotion de la culture arabe : films, séries, talk shows...  
Rendez-vous dès maintenant sur votre TV pour les découvrir !

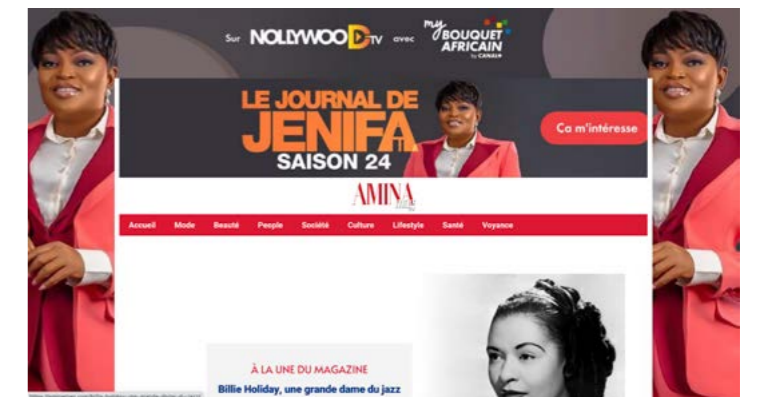
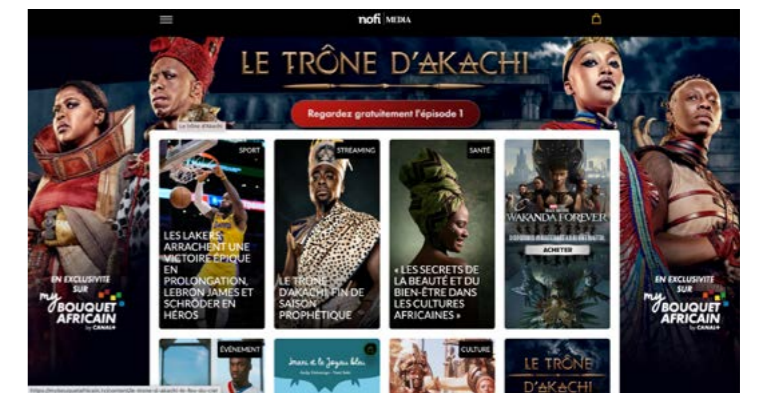
**Actuellement dans votre bouquet Maghreb**

- Rachid Show : tous les vendredis à 21h25
- Lo3bet : du lundi au vendredi à 21h
- Sherazade : tous les jours à 15h
- Carpool karaoke : tous les jeudis à 21h15

In Canada, the Esport channel **MGG TV**, distributed by **THEMA CANADA**, was highlighted as part on a one-month television campaign.



**My Bouquet Africain** realized its launched promotional campaigns for 'Le Journal de Jenifa' and 'Le Trône d'Akachi' with our historic partner Amina Mag and Nofi networks.





# MARKETING ACTIONS

**From 21<sup>st</sup> of March to 1<sup>st</sup> of May, Mezzo celebrates its 25<sup>th</sup> anniversary!**

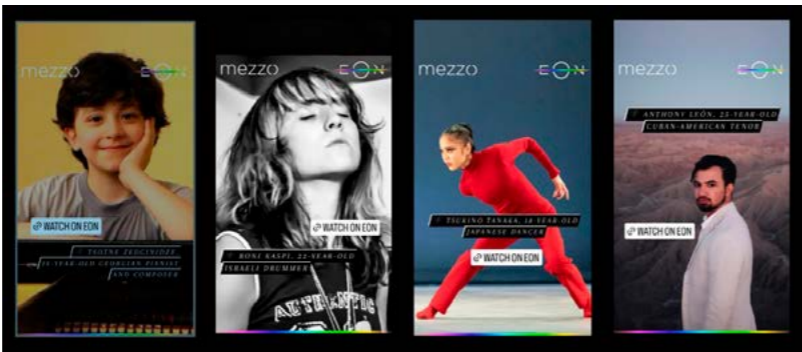
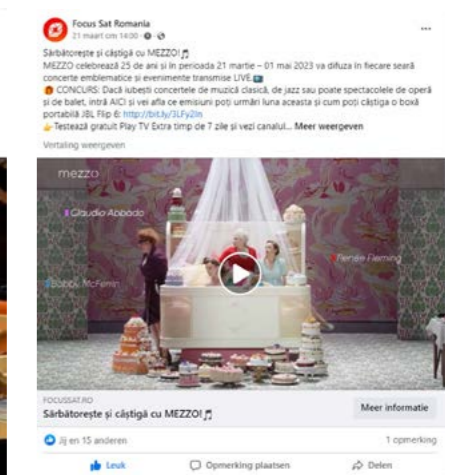
To celebrate this event, a major communication campaign has been deployed throughout the territories where THEMA distributes the **Mezzo** channel (Canada, USA/Latam, Europe). The promotion of the channel has been ensured by many international operators and media such as Online.NI (Netherlands), Canal Digital (Netherlands), Ziggo (Netherlands), T-Mobile (Netherlands), Maxivision (Finland), Alcom (Sweden), Mediapool (Germany), United Media Group (Balkans), CANAL+ (Poland), Vodafone (Romania), MEO (Portugal), as well as on the ARTV channel (Radio Canada).

The Hong Kong Sinfonietta orchestra published an ad page in their catalog, which was distributed during the orchestra's performances in April. In India, the classical music magazine Serenade Magazine also promoted the channel.

The press also covered the event worldwide through media such as Todo TV News (Latam), TV Canales (Latam), and Le Devoir (Canada).

A first digital campaign on Instagram and TikTok was launched in Spain.»

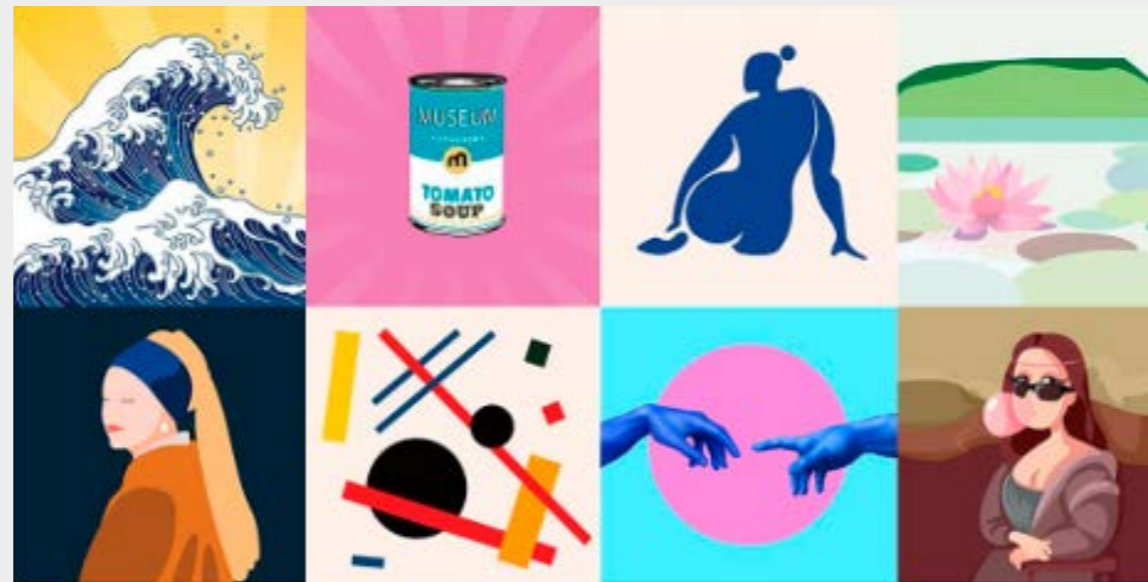
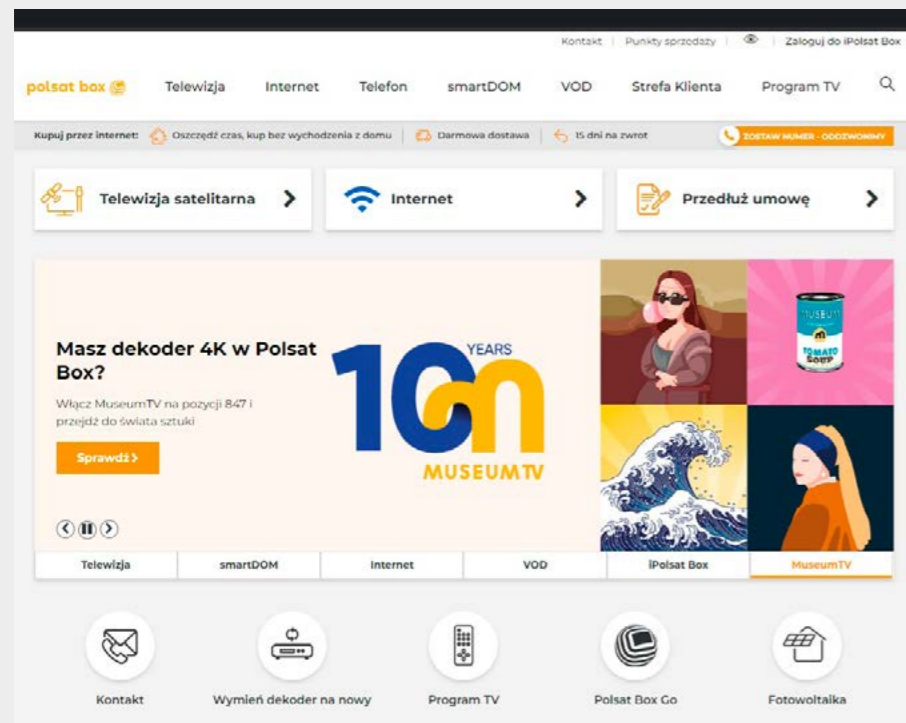
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## In April Museum TV celebrates its 10th anniversary and to mark the occasion, the dedicated art channel offers to its viewers a one-a-kind programming lineup.

Several digital campaigns were launched on the occasion of the 10<sup>th</sup> anniversary of **Museum TV**, with Polsat (Poland) and Cosmote TV (Greece) operators. In Canada, the Royal Ontario Museum published an article in its April newsletter to promote the special 10<sup>th</sup> anniversary programming.

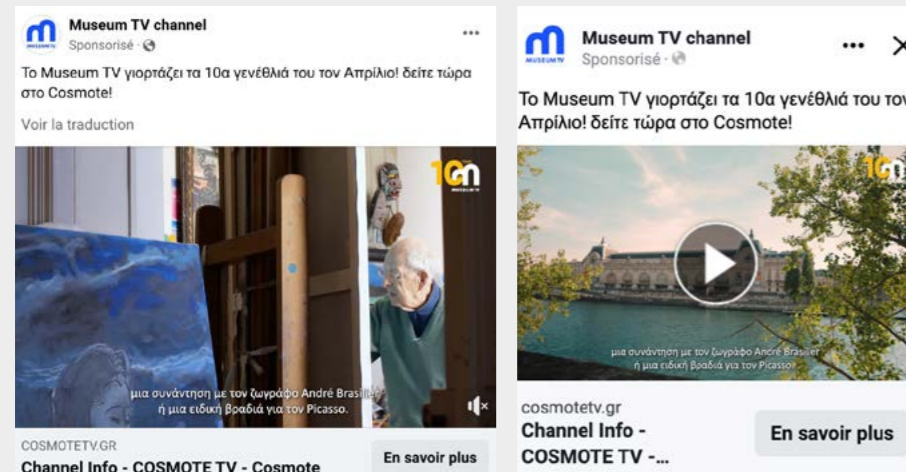


### Museum TV celebrates its 10th anniversary!

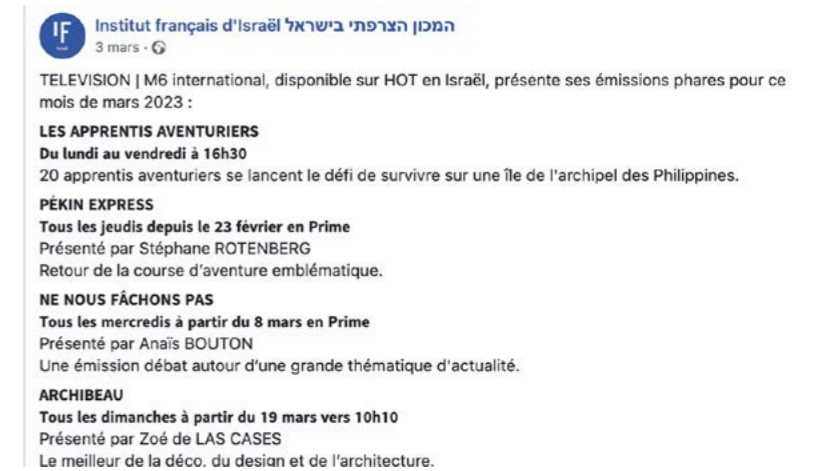
To mark the occasion, your dedicated art channel offers you a one-of-a-kind programming lineup.

- New & exclusive productions from Museum TV: **Manet / Degas: A troubled friendship & André Brasillier: Where dreams come from**
- Discover new exclusive documentary series: **Art Investigation, The Châteaux of France**
- Special collections to cap off this very special month: **Impressionists, Picasso tribute, Focus on Manet**

[Find out more](#)



L'Institut Français in Israel promoted the **M6 International** channel by communicating about its programming for the month of March, as well as the Mezzo channel on the occasion of its 25<sup>th</sup> anniversary.





# TRADE SHOWS/ EVENTS

THEMA team attended **MIPTV** trade show from April 17<sup>th</sup> to 19<sup>th</sup> in Cannes (France).

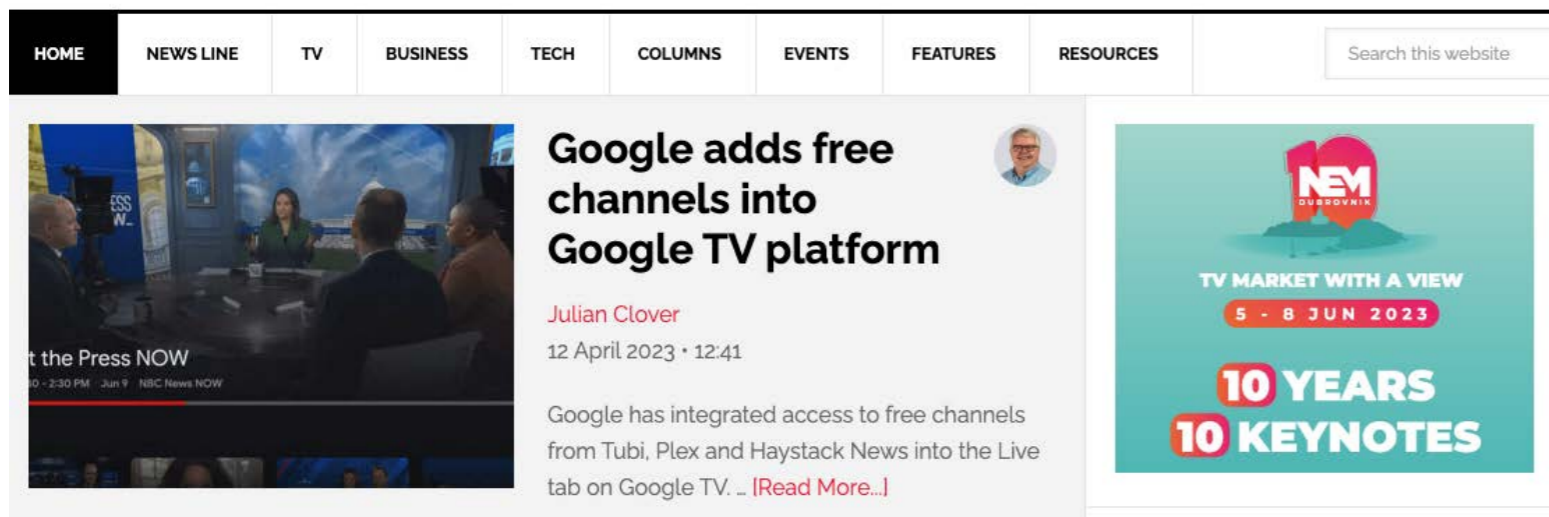
Patrick Rivet, CEO of THEMA, participated in the talk "Disruptive content distribution making the best of a hybrid world" with several media business professionals.



THEMA promoted Korean Drama content on the Broadband TV News website and newsletter from April 10<sup>th</sup> to April 23<sup>rd</sup>.

Premiere screening of André Brasilier – Where dreams come from (co-produced by Museum TV and LG U+) took place at Opera Gallery Group Seoul in South Korea, the 5<sup>th</sup> of April.

The THEMA team were honoured to be part of the organising committee to the premiere screening and cocktail party, celebrating this very special occasion with art lovers and our partners.





# TRADE SHOWS/ EVENTS

Camille Mury-Decouflet, Distribution Europe Manager, attended CHANNELS DAY on March 22<sup>nd</sup> and 23<sup>rd</sup> in Czech Republic. The event, organized by THEMA's agent, gathered the operators from Czech Republic and Slovakia and was a great opportunity to catch up with them as well as introducing the latest news in THEMA's portfolio.



THEMA had an honor to organize the first THEMA DAY in Warsaw on April 27<sup>th</sup> at the «Art in House» Gallery.

It was a great chance to highlight THEMA content available in Europe and to celebrate 25 years of Mezzo and 10 years of Museum TV channels.

THEMA also presented its new Korean Drama content of SBS and Studio Génie.

The guests enjoyed a private concert of the classical music by Arte Quartet and a tour around the gallery.



The team of THEMA CANADA represented the Saisons channel at the "Hunting and Fishing" show organized in March in Canada.





# BRING PEOPLE THE CONTENT THEY LOVE



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