

NEWSLETTER

MARCH - APRIL 2025

THEMA CANADA EXPANDS TELUS'S FRENCH-LANGUAGE OFFERING WITH FOUR NEW CHANNELS!

THEMA Canada, a subsidiary of Canal+, is proud to announce the launch of four new French-language channels on TELUS's Télé OPTIK service. Starting April 25, TELUS subscribers in Quebec will have access to **Saisons**, **StudioCanal TV**, **M6 International**, and **France 24**.

With diverse themes — hunting & fishing, cinema, entertainment, and international news — these premium channels offer rich content that's perfect for fans of high-quality French-language television.



●●● TV CHANNELS LAUNCHES



Museum TV and its official distributor in the region – THEMA, are delighted to announce a multi-territory distribution agreement with Luxembourg-based M7 Group, owned by CANAL+ Group and one of Europe's leading pay TV providers.

Following the agreement, the channel will launch by the end of May via M7's Dutch platforms CANAL+ Netherlands and Online.nl, TV Vlaanderen (Flanders), TélésAT (Wallonia), CANAL+ Austria, Skylink (Czech Republic and Slovakia), DirectOne (Hungary) and Focussat (Romania), thereby further strengthening its presence in Europe.

SERIES LAUNCHES

opto®



Do You Like Brahms, a romantic drama produced by SBS, was broadcast on the SIC TV channel and is also available on their streaming platform, OPTO in Portugal.



The five series **Heart of the City** (Au Coeur de la ville), **Cennet** (Les Larmes du Paradis), **Volver a Caer** (L'ivresse de la chute), **Isla Brava** and **El Extranero Retorno de Diana Salazar**, produced by Eccho Rights and Televisa, will soon be available on the M6+ platform in France.

●●● YOUTUBE CHANNELS



THEMA EXPANDS ITS YOUTUBE FAMILY WITH SPI !

THEMA is proud to announce the integration of **8 SPI YouTube channels** into its growing YouTube portfolio. **THEMA will now support SPI in its YouTube strategy** and oversee **content protection** efforts, further strengthening its digital presence.

The following SPI brands are now integrated into THEMA's YouTube portfolio:

zoom^{tv}

KINO
POLSKA

SPI
INTERNATIONAL

GAME
TOON **G**
HD

KINOPOLSKA
MUZYKA

STOPKLATKA

FILM **BOX**

KINO **TV**

This brings **THEMA's YouTube portfolio to over 40 channels in 13 languages**, including :

- **2 channels with more than 1M subscribers.**
- **14 channels with over 100K subscribers.**

A major step in reinforcing THEMA's position as a key digital player in the content and channel distribution ecosystem.

● ● ● COMMUNICATION & MARKETING CAMPAIGNS



MEZZO IN THE SPOTLIGHT ON THE SPANISH MARKET: ENHANCED VISIBILITY AMONG CLASSICAL MUSIC ENTHUSIASTS

MEZZO & SCHERZO : A DIGITAL HARMONY!

To boost its presence among Spanish-speaking classical music lovers, **Mezzo** has partnered with **Scherzo**, one of Spain's most respected classical music portals.

A strategic and relevant partnership that strengthens MEZZO's brand awareness and deepens its connection with a highly engaged, expert audience.



MEZZO PARTNERS WITH IBERMÚSICA

In April, **Mezzo** continues to grow its visibility in Spain's classical music scene through a digital partnership with **Ibermúsica**, one of the country's leading classical concert organizers.

A strategic move to boost brand awareness and drive conversion among a passionate and already engaged audience.

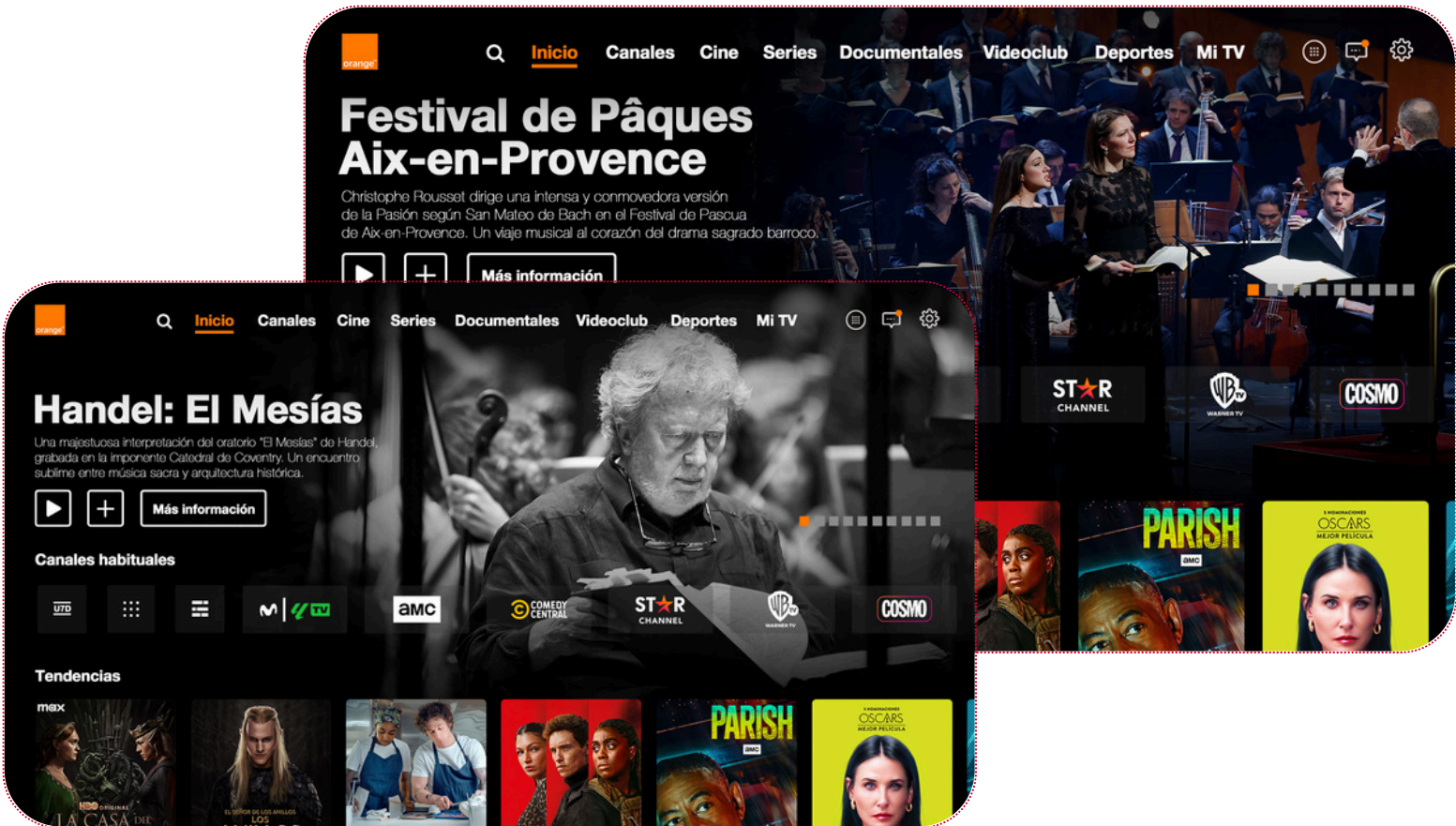


MEZZO IN THE SPOTLIGHT ON MASORANGE TV INTERFACE

To celebrate its Easter special programming, **Mezzo** enjoyed premium visibility on the **Masorange TV interface**, a leading pay-TV operator in Spain.

22.3K
USERS

An impactful display to highlight Mezzo's Easter programming and drive strong engagement with classical music audiences.



MEZZO LIVE / CLARO BRAZIL FACEBOOK CAMPAIGN



CANAL+ POLAND CALL CENTER CAMPAIGN FOR MEZZO

On April 10th, Canal+ Poland launched a special campaign across its call centers to promote Mezzo.

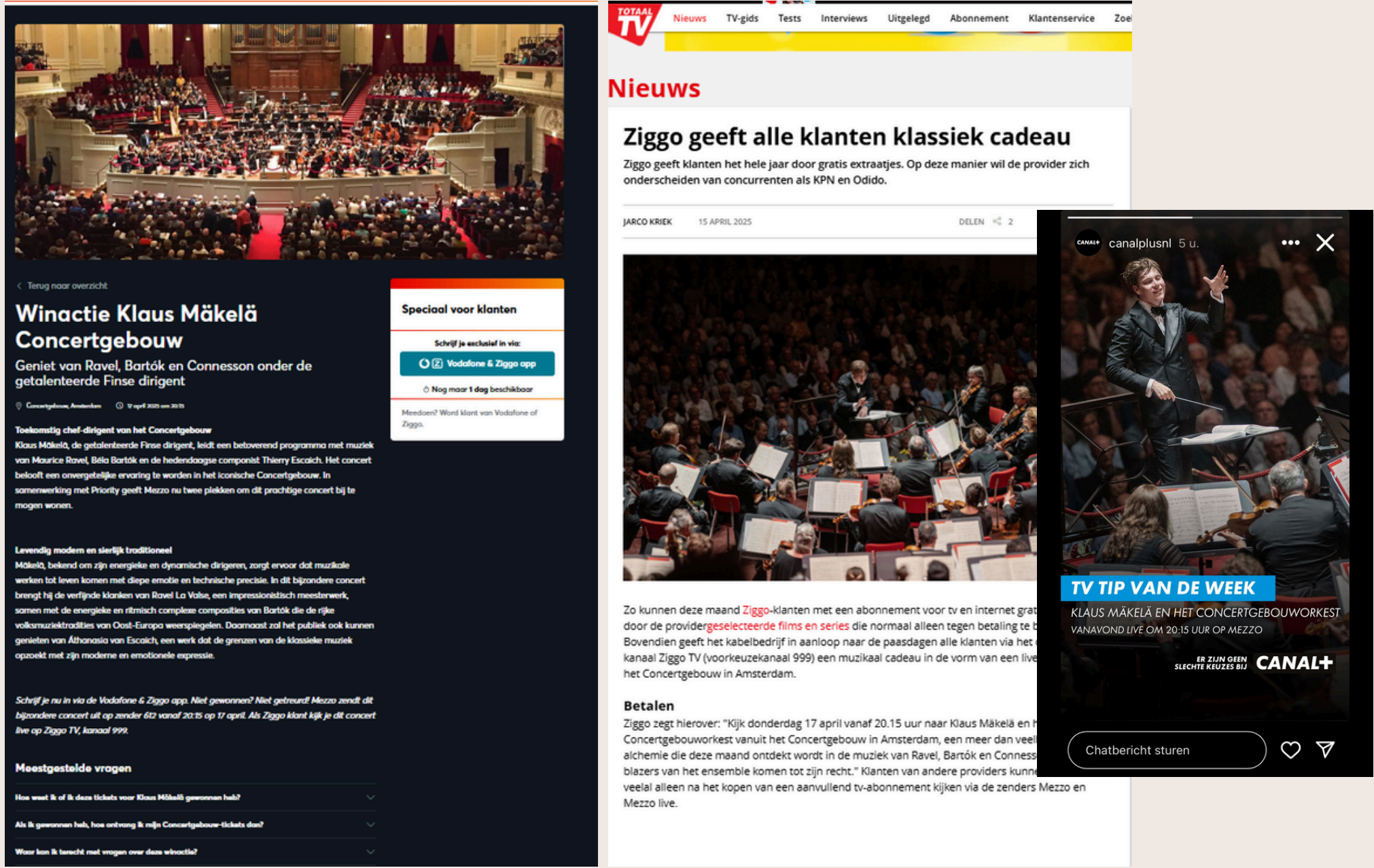
A dedicated "Mezzo Day" was organized to engage and motivate agents in selling the "Koneser" package that includes the channel. Special rewards were given to the top-performing agents who achieved the highest number of Mezzo package sales, highlighting the channel and encouraging active promotion to subscribers.

KLAUS MÄKELÄ LIVE FROM THE CONCERTGEBOUW: A MAJOR EVENT ON MEZZO IN THE NETHERLANDS

On April 17th, classical music lovers in the Netherlands enjoyed an extraordinary experience with the live broadcast of Klaus Mäkelä's concert from the prestigious Concertgebouw in Amsterdam, aired on Mezzo.

The event received strong media exposure thanks to a well-rounded promotional campaign:

- An online article on the Luister website
- A back cover feature in Luister magazine
- A special Ziggo Priority campaign, including ticket giveaways and open access for all subscribers
- Digital promotion on the TVTotaal website
- Instagram Stories coverage by Canal+ Netherlands

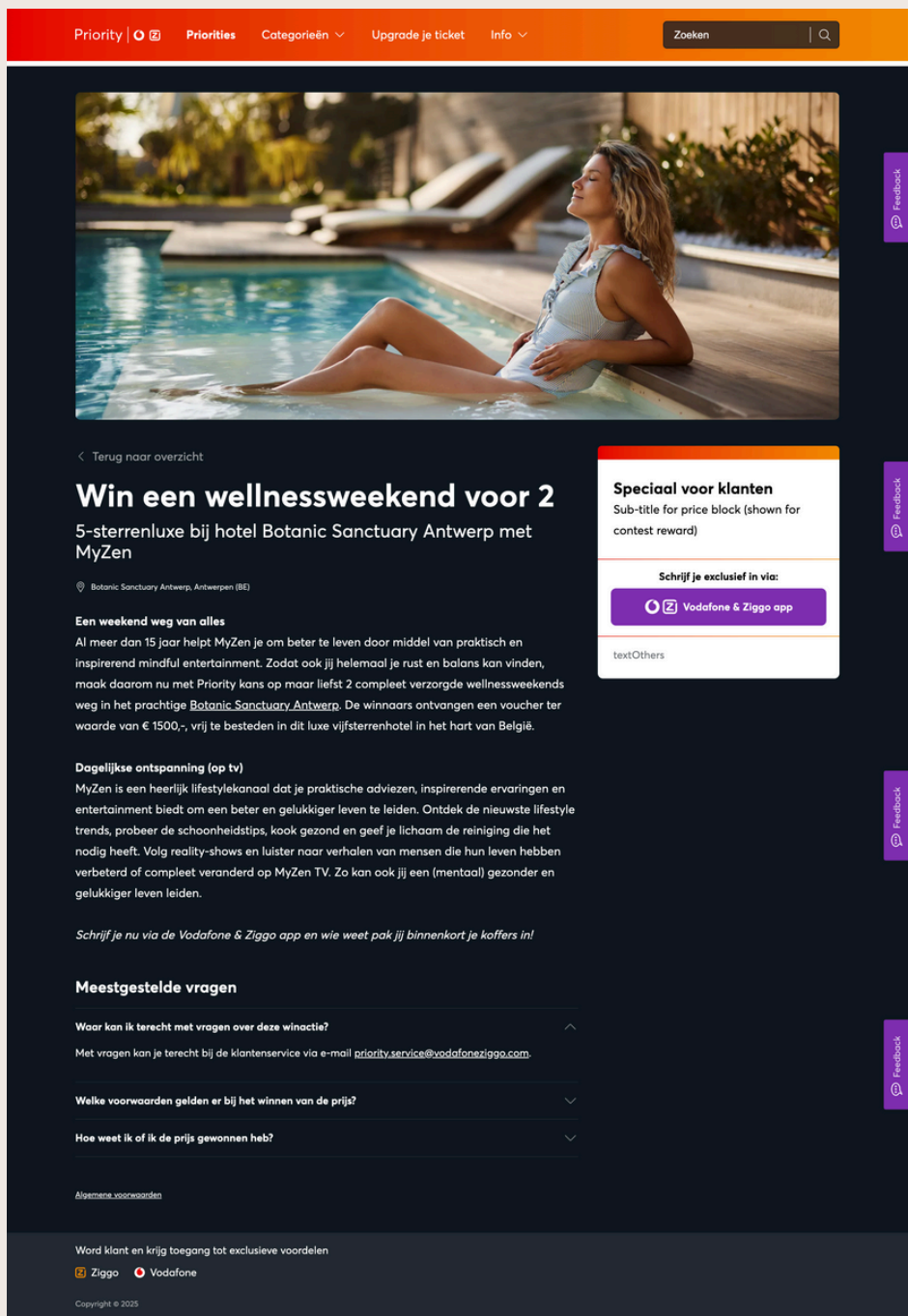


SAMSUNG TV CAMPAIGN IN MEXICO: A TRIBUTE TO WOMEN WITH LA DAMA REBELDE VIVE

On the occasion of International Women's Rights Day, **Samsung TV Mexico** launched an inspiring campaign in partnership with **Kanal D Drama**, highlighting the series La Dama Rebelde Vive, broadcast on the channel.



MYZEN / ZIGGO PROMOTION (THE NETHERLANDS)



MUSEUM TV / ORANGE ROMANIA



MYZEN TV / ORANGE ROMANIA





RAMADAN 2025, A 360° CAMPAIGN AT THE HEART OF THE COMMUNITY



- As every year, **Le Bouquet Maghreb**, edited by THEMA, took part in the holy **month of Ramadan** with a powerful **360° campaign** combining visibility, engagement, and solidarity.

With two key objectives in mind :

->Drive subscriptions by reminding audiences that Le Bouquet Maghreb is available across all major operators during a meaningful cultural moment.

->Boost brand awareness and strengthen emotional connection with our core audience.

The campaign ran from late February through March, with a multi-channel media presence : **DOOH** in three key cities (Marseille, Lille and Lyon), a strong **digital presence** across Meta (Facebook and Instagram), TikTok, and programmatic display; and **radio placements** to anchor our messaging in daily routines, notably through affinity radio stations targeting our core audience (Beur FM France Maghreb 2).

- On March 19th, **Le Bouquet Maghreb** proudly continued its beautiful tradition by hosting a memorable **Solidarity Iftar**, bringing people together in the spirit of culture, generosity, and unity.

This year, the event supported the association **Banlieue Plus**, which plays a vital role in helping the homeless and communities in disadvantaged neighborhoods.

On the agenda : a delicious shared meal at Péra, an exclusive screening of the hit Moroccan series *Alhane Al Madi*, a moving presentation by Banlieue Plus, and a laughter-filled comedy show featuring Sofiane Soch and MH, hosted by Zatis.

Thanks to everyone's generosity, the funds raised during the evening made it possible for the association to purchase a van—an essential tool to continue distributing meals, clothing, and emergency aid to those in need.

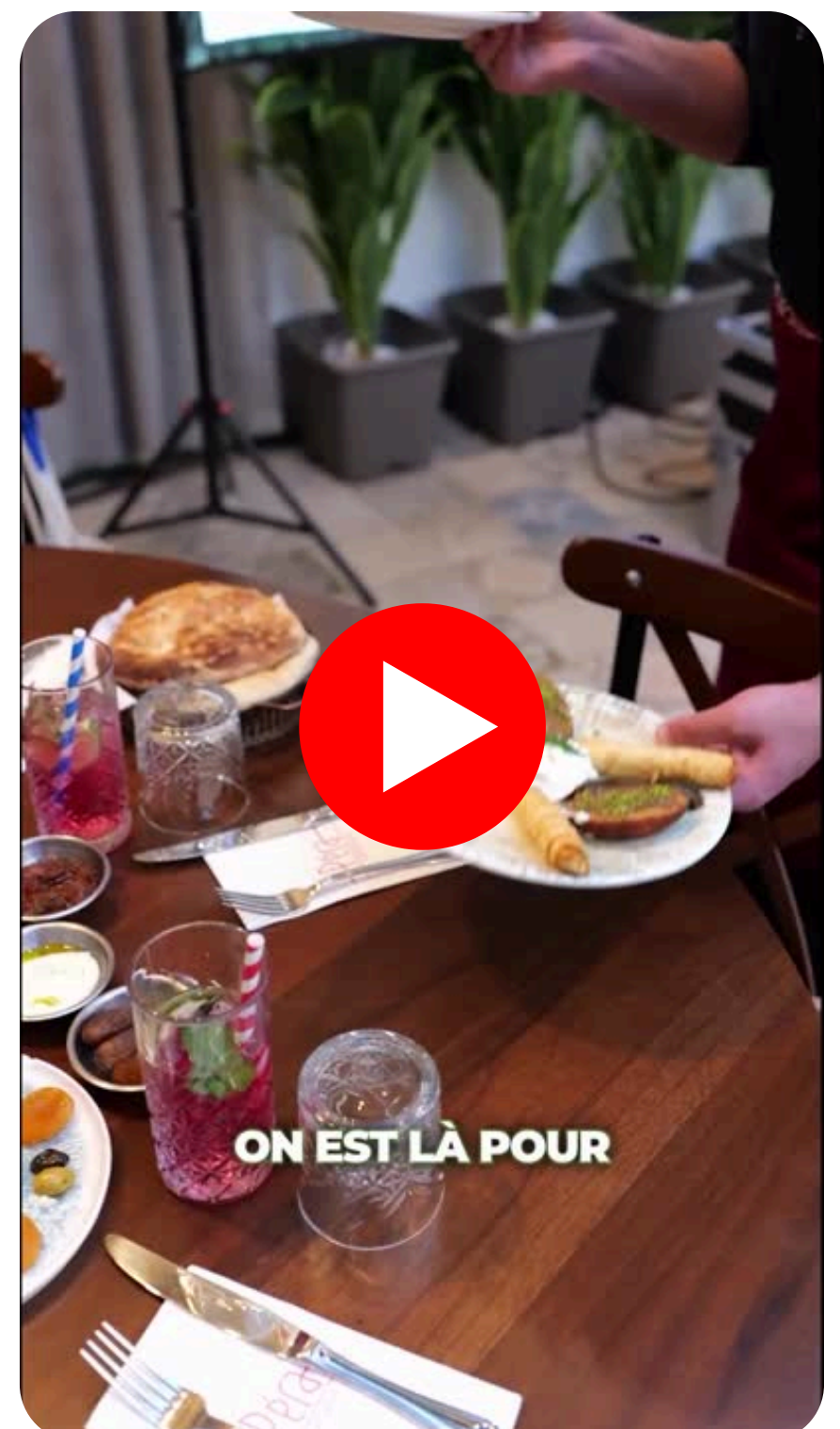
A huge thank you to our teams, partners, and guests for making this campaign a true success — one that was impactful, inclusive, and deeply meaningful !

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ASSOCIATION

100

ATTENDEES





- In March, **M6 International** – the channel dedicated to entertainment – made a splash with a **full-page ad** in the monthly **Clin d'Œil magazine**.





PLANETE+ & STUDIOCANAL TV SHINE IN CANADA !

- From March 10 to 30, **Planète+** and **Studiocanal TV** launched a targeted TV campaign across Radio-Canada's channels – **Explora**, **ARTV**, and **RDI** – highlighting their premium documentaries and auteur cinema for a culturally engaged audience.

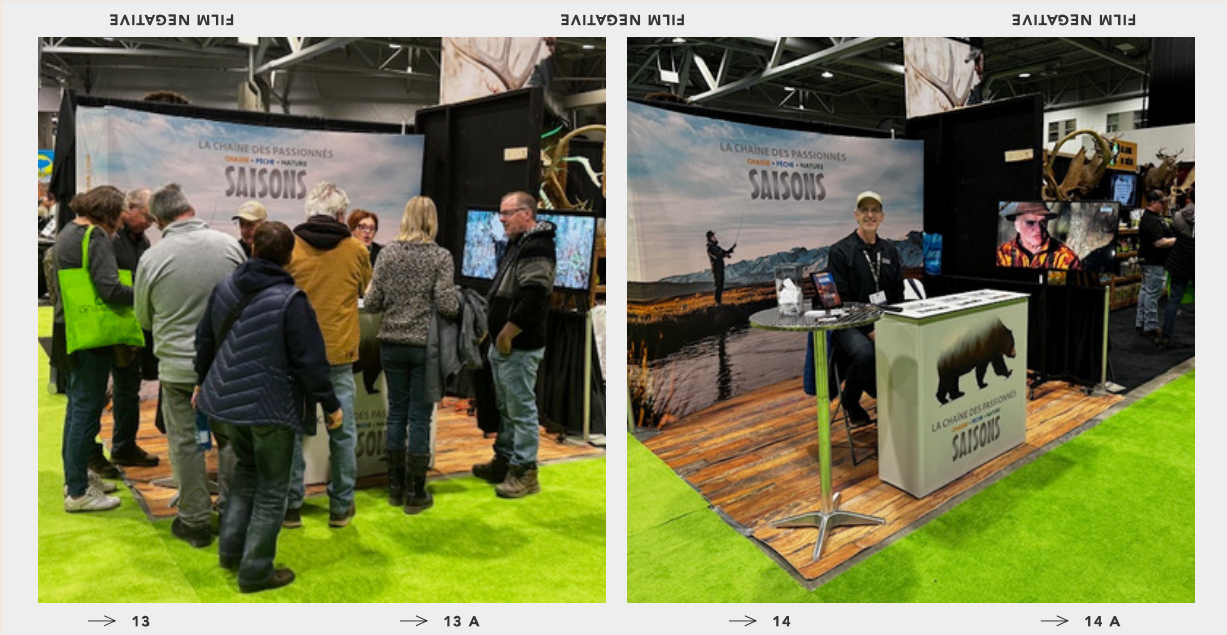


This presence continued at the **Festival du film de l'Outaouais** from April 3 to 11, where **Planète+** proudly presented the **award for Best Documentary**, reinforcing its commitment to documentary storytelling and strong partnerships within the industry.



The **Saisons** channel recently connected with its core audience at two major outdoor lifestyle events in Québec.

- From March 27 to 30, **Saisons** took part in the **Outdoor, Hunting, Fishing and Camping Show** in Québec City - a key gathering for nature lovers.



- From April 11 to 13, the adventure continued at **Expo-Nature Rimouski**, another major event for outdoor enthusiasts.



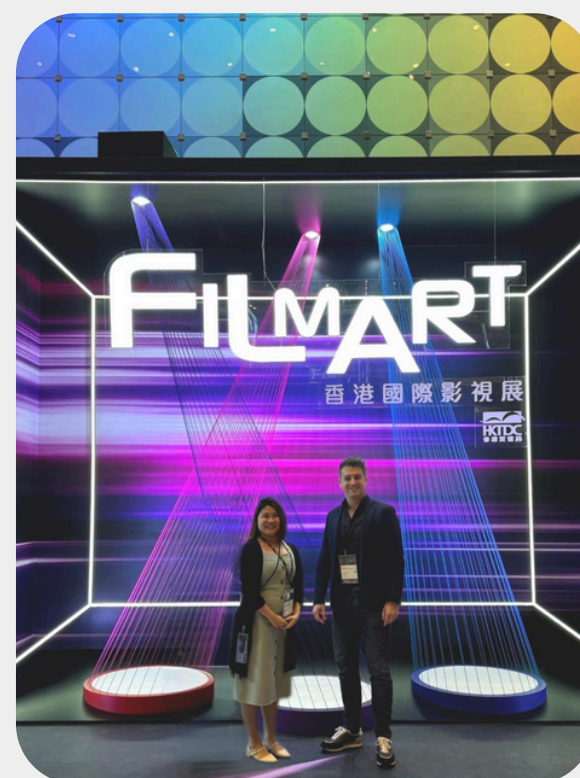
The SAISONS channel recently reconnected with its core audience at these two flagship events in Québec.

FILMART

THEMA AT FILMART 2025

Our Asia-Pacific team participated to **Filmart in Hong-Kong** as part of the Unifrance Pavilion.

It was a great opportunity to connect with the industry professionals and engage in insightful discussions.



SERIES MANIA FORUM

This year, THEMA was present at **Series Mania** in Lille, a must-attend event for series and audiovisual content enthusiasts.

This major industry event was the perfect occasion to spotlight our diverse **international content portfolio** :

- **CANAL+ Original** : Vietnam, Myanmar, Africa.
- **Viu Original** : Thailand, China, Indonesia, Philippines.
- **Korean dramas** : SBS ContentsHub, CJ ENM, Studio Genie.

It was a great opportunity to connect with partners and dive into the latest content trends.



Régions de Québec et
Chaudière-Appalaches

THEMA Canada proudly took part in the **Salon des aînés de Montréal – FADOQ**, a must-attend event that brings together thousands of seniors around health, wellness, leisure, and culture.

All of our channels were showcased during the event, with key objectives to :

- **Promote a rich and diverse TV offering** tailored to a loyal and curious audience.
- **Strengthen the bond with this key demographic.**
- **Introduce or reintroduce** the content worlds of channels like SAISONS, STUDIOCANAL TV, PLANETE+, and more.



● ● ● **UPCOMING EVENTS**



9-12 June, 2025
Dubrovnik Palace Hotel, Croatia
Booth 17-18



23-26 June, 2025
Intercontinental Hotel, Budapest



24-26 June, 2025
Ayana Resort, Bali

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