

**THEMA**  
A CANAL+ GROUP COMPANY



## **INSIGHT LANDS IN THE PACIFIC !**

**INPLUS IS AVAILABLE ON DIGICEL IN PAPUA NEW GUINEA  
AND SOON ON SKY PACIFIC IN THE PACIFIC ISLANDS.**

**#4**

# **NEWSLETTER**

SEPTEMBER - OCTOBER 2022

# DISTRIBUTION

## ■ FRANCE ■

THEMA is thrilled to announce the launch of the **Asian Mix** add-on on British Telecom.

The offer, which was conceived in collaboration with British Telecom to suit the expectations of Indian communities in the United Kingdom and Ireland, includes 8 emblematic channels from 4 Indian flagship content providers: **Utsav Plus HD, Utsav Gold HD, Sony Entertainment Television HD, Sony Max HD, Colors HD, Colors Cineplex, Zee TV HD and Zee Cinema HD.**

**Maboke TV**, the 100% Lingala channel edited by THEMA, has been launched on Freebox with Le Bouquet Africain!

You can now access the best of Congolese drama, cinema, and music, carried out by Congolese superstars!

Maboke TV, Ya biso yang'oyo!

THEMA's digital team is launching its African content application **My Bouquet Africain** in France! The biggest news and entertainment channels as well as an unlimited catalog of movies and series available.



**Dorcel TV Africa** is now available with the French operator Bouygues Telecom.

**Le Bouquet Espagnol** has been launched at SFR, including new channels: **Andalucia TV, Real Madrid TV and Tele Madrid.**

**Helwa** and **MBC+ Drama** are now available to SFR subscribers.

## ■ EUROPE MIDDLE EAST & AFRICA ■

**3 launches for Vivaldi** - one of THEMA's FAST channels!

THEMA is proud to announce the launches of Vivaldi in the UK, Spain, and Italy :

-**Channelbox** in the UK

Channelbox provides a bouquet of free-to-air TV channels available to Freeview customers and via Channelbox mobile applications.

-**Netgem TV** in the UK and Ireland

Netgem is the leading service provider for next-generation ultrafast fiber homes with its multiscreen TV experience through a monthly subscription. It is already addressing 3 million homes in the UK and Ireland.

-**Samsung TV Plus** in Spain and Italy

Samsung TV Plus is Samsung's free ad-supported Smart TV video service, delivering instant access to news, sports, entertainment, and more.

Viewers will be able to enjoy the greatest popular works of classical music!

**Mezzo** channel is now available on two of M7 Group's pay TV platforms.

Mezzo has become part of Direct One (Hungary) and Focus Sat (Romania) channels' list. This launch is supported by dedicated programming. Now viewers will have the access to world famous operas, classical music, jazz & ballets!

The deal was brokered by THEMA'S NORTHERN EUROPE office.

Following the consolidation of THEMA and **Mezzo's** cooperation with A1 Telekom Austria, we are pleased to announce that Mezzo was launched on A1 Bulgaria on September 1<sup>st</sup>.

A1 subscribers in Bulgaria now have access to the best of classical music, jazz and ballet.

On September 1<sup>st</sup>, the Lithuanian operator Cgates launched **Luxe TV** in their Extended Basic Package.

## ■ ASIA-PACIFIC ■

THEMA partners with SPI International for the **distribution of SPI channels to Asia-Pacific Countries!**

SPI International, a CANAL+ Group company that operates multiple streaming services, TV and FAST channels worldwide, is pleased to announce its strategic alliance with THEMA.

The deal grants THEMA the right to distribute SPI's content portfolio in Asia-Pacific countries, including the following

10 channels - FilmBox Arthouse, Gametoon, FunBox UHD, FightBox, DocuBox, Fast&FunBox, 360 TuneBox, FashionBox, Eroxx, Eroxxx, as well as the FilmBox+ app and related on-demand content. SPI's content will be proposed as part of THEMA's growing portfolio in the region.

# NEWS

In September, on **Nathan +** it's back to school for the second time!  
 For children from CE1 to CM2, **Nathan +** offers lessons to help kids understand, learn and study: a real classroom in the comfort of your home!  
 In addition to French and English (complete program), this year children will discover programmes on science, the humanities, and languages. CM1 and CM2 will also have the opportunity to improve their spelling thanks to dictations explained once a week.



**Nathan +** brings kids:

- more than 800 lessons produced exclusively for the channel in Abidjan (Ivory Coast) and supervised by THEMA teams.

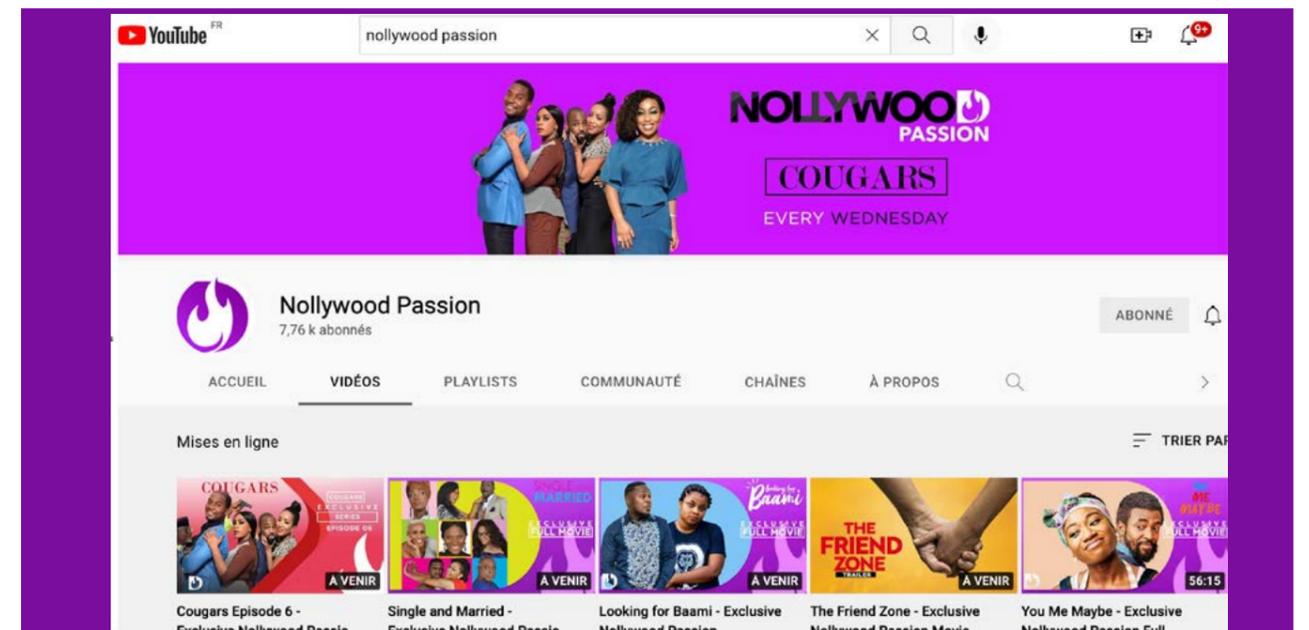
- a synergy between Nathan, THEMA, CANAL+ International and Seven Days, a local producers.



**Novelas 1** explored a new genre in Ethiopia with the **SBS's Korean Dramas**. VIP started on August 29<sup>th</sup>, followed by KING OF AMBITION on September 27<sup>th</sup>. WHERE STARS LAND will begin on November 7<sup>th</sup>.



## KEY FIGURES



**+ 7000** subscribers  
**1.000.000** views

# COMMUNICATION CAMPAIGNS & PARTNERSHIPS



**Museum TV** partnered with the Art Film Festival held all summer long! The channel's promo videos were shown to the festival audience before screenings in 10 cities across Poland.



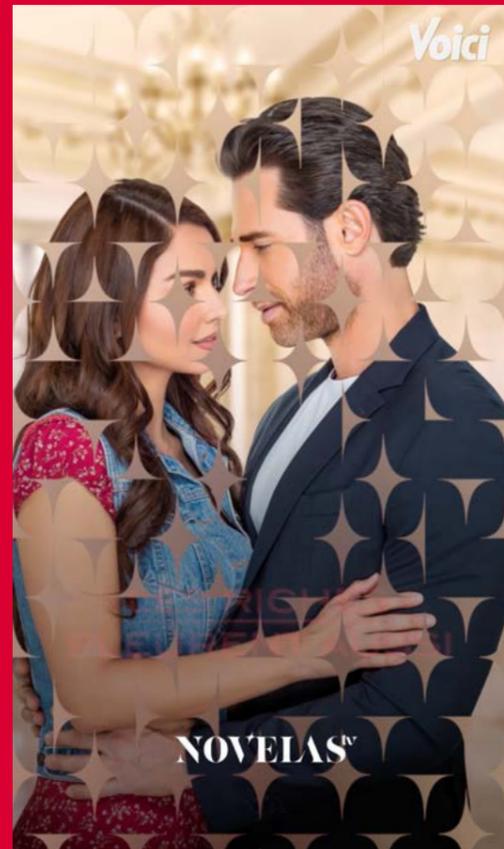
**Mezzo** in the streets of Amsterdam!

A beautiful advertising campaign can be found in Amsterdam, promoting everyone's favorite classical music channel.



## NOVELAS<sup>tv</sup>

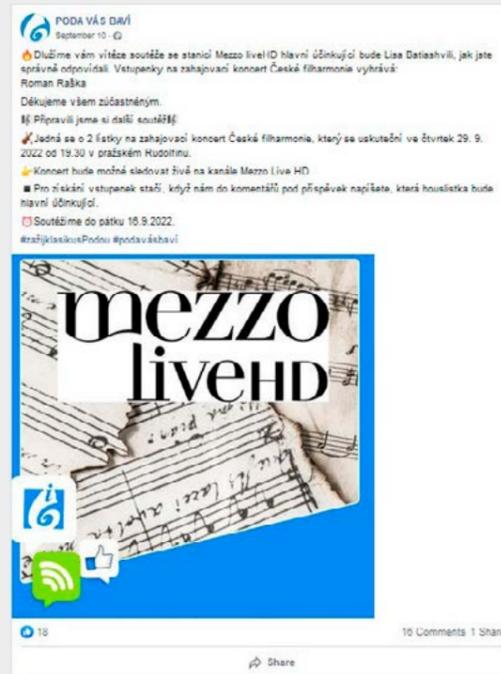
For the launch of **Novelas TV's** new telenovela "Les Riches Pleurent Aussi" ("The Rich Cry, Too"), VOICI took to the street to ask people what they love about telenovelas. And they had a lot to say!



# MARKETING ACTIONS

## mezzo liveHD

To celebrate the broadcast of a live recording of the Czech Philharmonic on **Mezzo Live HD**, major operators in the Czech Republic (O2, Vodafone, Poda, Sledovanitz) promoted the event and organized competitions for their subscribers to win tickets.



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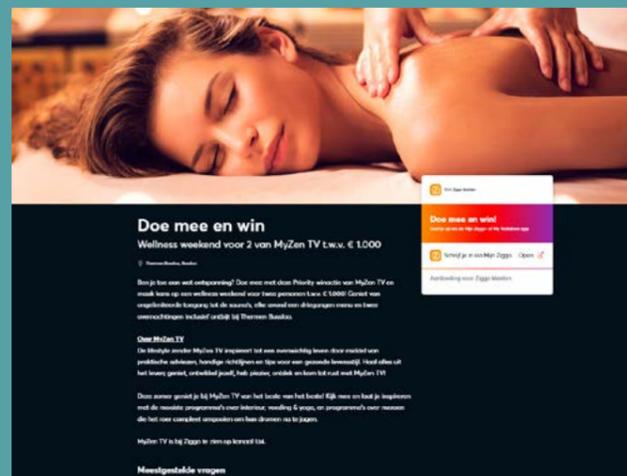


In September, MyZen TV was highlighted on Myzenmoment's website, as well as in Yoga&Reiki and Zen Energy magazines (Portugal).

In Greece, operators Cosmote TV, Vodafone TV and Nova highlighted MyZen TV channel with a digital campaign targeting their subscribers.



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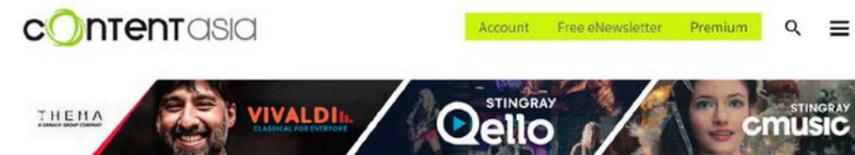


Operator Ziggo organized an award contest to promote MyZen TV channel. The perfect opportunity to highlight MyZen's new programs and to offer a relaxing weekend to one lucky subscriber.

# MARKETING ACTIONS

## contentasia

The **Content Asia** website and magazine promoted channels distributed by **THEMA ASIA-PACIFIC**.



**ENTER A FAST CHANNELS WORLD**

More than **17 CHANNELS**

MEET US AT APOS AT THE CAPELLA, SINGAPORE, ON SEPTEMBER 27-29

Alexandre BAC - Managing Director THEMA Asia Pacific - alexandre@thematv.com  
www.thematv.asia



**M6 International** was highlighted on the Institut Francais in Israel's September webpage, newsletter and social media.



**Le Bouquet Africain's** teams have launched a digital programming campaign targeting francophone African audiences in France. For this campaign **THEMA** have collaborated with several ambassadors, each representing each a specific diaspora. Maty 3 Pommes for Senegal, Myriam Malikite for Mali, Le Bachelor for Congo, Sacko Camara for the Ivory Coast and Lady Ponce for Cameroon. The goal of the campaign is to mark the launch of the OTT My Bouquet Africain offer in France.

**VOS STARS AUSSI REGARDENT le bouquet AFRICAINE**

**LES MEILLEURS CHAINES ET PROGRAMMES AFRICAINS**  
RETROUVEZ LE MEILLEUR DU CINEMA, DES SERIES, DE LA MUSIQUE ET DU DIVERTISSEMENT AFRICAINE !

**le bouquet AFRICAINE**  
AVEC VOTRE OPERATEUR TV

bouygues free SFR orange molotov

**NOUVEAU ! my BOUQUET AFRICAINE**  
AVEC L'APPLICATION

JE M'ABONNE

A partir de **5€/MOIS** sans engagement

- LES CHAINES DE VOTRE PAYS ET BEAUCOUP D'AUTRES !
- DES CERTAINES DE PROGRAMMES EN ILLIMITE
- DES NOUVEAUTES CHAQUE MOIS

# TRADE SHOWS / EVENTS

## KIKE

THEMA attended the conference KIKE 2022 in Lodz (Poland) from September 19<sup>th</sup> to 21<sup>st</sup>. It was a great opportunity to meet and discuss changes and evolutions in the Polish market.



## COGECO Trade Show

Canadian operator Cogeco organized an event to present its TV channels to partners.

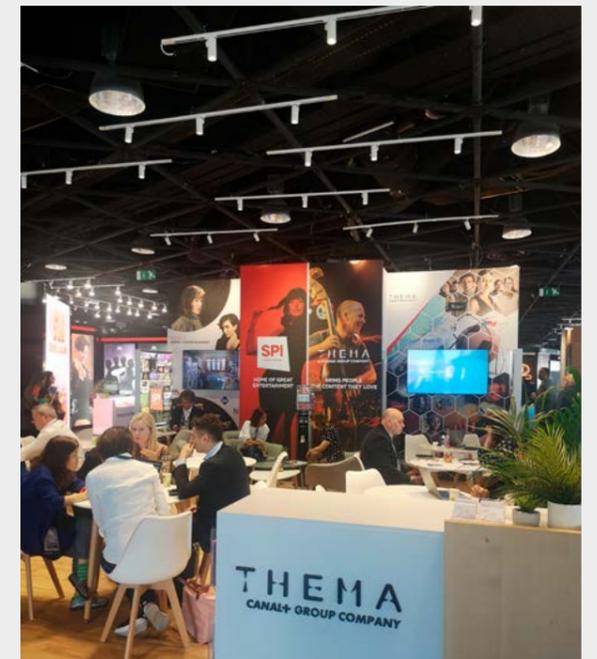


From September 14<sup>th</sup> to 15<sup>th</sup>, THEMA attended the Silkway B2B conference in Kazakhstan, where our Russian colleagues had the opportunity to present THEMA's linear and non-linear products.

## MIPCOM

THEMA teams returned to MIPCOM, held in Cannes from October 17<sup>th</sup> to 20<sup>th</sup>. This year we shared a stand with SPI International, a CANAL+ company that operates multiple streaming services, TV and FAST channels worldwide.

A digital campaign before and during MIPCOM served to promote our content.



## CCSA Connect

THEMA Canada was back at CCSA Connect, from September 26<sup>th</sup> to 28<sup>th</sup>, in Mont-Tremblant (Canada). It was a welcome opportunity to highlight the THEMA CANADA portfolio: Planète+, StudioCanal TV, Seasons, M6 International, France 24, MGGTV, and Museum.



# PRESS REVIEW

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## Vivaldi debuts in UK via Channelbox

October 5, 2022



aws marketplace eBook **New study: Expediting Cloud Transformation in the Media Industry with Marketplaces** Read now

THEMA, a Canal+ Group Company, has announced the launch of FAST channels Vivaldi on Channelbox in the UK.

Channelbox provides a bouquet of free-to-air TV channels which are available to Freeview customers via Channel 271 and also via Channelbox mobile applications.

Vivaldi delivers a real playlist of hits, to entertain both newcomers to the world of classical music, as well as existing ardent admirers. Vivaldi says its focus is to provide the viewer with a more easy listening, lifestyle and ambient experience.

Digital TV Europe

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News



## Thema launches FAST channel Vivaldi on Netgem TV



Written by Stuart Thomson | 2 hours ago



Canal+ Group-owned distribution outfit Thema has launched FAST classical music channel Vivaldi on Netgem TV in the UK and Ireland.

Vivaldi is now available to watch on TV and mobile on the Netgem TV platform, represents the second UK launch for Vivaldi in less than a week.

The channel had earlier launched with Channelbox, the aggregation platform that provides a range of free-to-view channels on the Freeview digital-terrestrial service via connected devices.

Netgem TV's service, which is provided to internet service providers, has recently bolstered its offering with a growing line-up of live channels. The platform is used by over ISPs including Talk Talk and Community Fibre.

Thema represents the launched Vivaldi FAST channel in UK.

"This launch marks a new milestone for Vivaldi in the UK and has extended our proven track record of launching services with Netgem and working closely with their excellent team," said Séverine Garusso, head of distribution EMEA.

"Vivaldi's mission is to share the very best of classical music, dance, and jazz with the largest possible audience. We are pleased to associate with Netgem in the UK to fulfil this goal," said Wilfried Texier, marketing director of Vivaldi channel.

"We're very pleased to include Vivaldi in our line-up for Netgem TV, demonstrating how quality and differentiating programming creates value and differentiation for our ISP distributor partners without increasing the price tag for the viewers - a much needed benefit in this time of wallet crunch," said Sylvain Thevenot, Chief Commercial Officer for Netgem Group.

Tags: Netgem, Netgem.tv, Thema, UK, Vivaldi

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## SPI/Thema to distribute channels in Asia-Pacific

SEPTEMBER 23, 2022 12:04 EUROPE/LONDON BY CHRIS DZIADULI



The Canal+ companies SPI International and Thema have entered into a strategic alliance to distribute the former's channels to countries in the Asia-Pacific region.

The agreement includes Dizi, FilmBox Arthouse, Gametoon, FunBox UHD, FightBox, DocuBox, Fast&FunBox, 360 TuneBox, FashionBox, Eroxx, Eroxxx, as well as the FilmBox+ app and their related on-demand content.

Commenting on the strategic alliance, Murat Muratoglu, head of distribution at SPI International, said: "We are delighted to partner with Thema's experienced team for the distribution of SPI's suite of thematic channels, FilmBox+ streaming app, and on-demand content that appeal to a wide variety of interests.

"By joining forces with another Canal+ company, we will leverage each other's market presence and strength to expand the reach of our content in the region".

Alexandre Bac, MD, Thema APAC, added he is "very proud to bring Thema's experience and network across Asia-Pacific to initiate and pursue the development of SPI content across the region".

# BRING PEOPLE THE CONTENT THEY LOVE



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