

NEWSLETTER

#3 MAY - JUNE 2024

THEMA
A CANAL+ COMPANY

THEMA PARTNERS
WITH INDIACAST AND GLOBO





SUMMARY

ZOOM

04 - 05 ... **NEW PARTNERSHIPS : GLOBO & INDIACAST**

06 - 07 ... **DISTRIBUTION**

08 - 09 ... **THEMA CHANNELS**

10 - 15 ... **MARKETING & COMMUNICATION CAMPAIGNS**

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NEW PARTNERSHIPS
with key players Globo and Indiacast, for the distribution of their original series.



KOREAN DRAMAS
THEMA dedicates a entire page to the development of Korean fiction in Europe on C21 Media.



THEMA DAY
THEMA was very glad to host THEMA DAY Poland in the KinoGram cinema hall from Warsaw center



MEZZO IN SPAIN
THEMA promoted channels at AOTEC, announced Wilfried Texier as MEZZO's Executive Director, and secured media coverage in top B2B press outlets.

GLOBAL VISION

NEW PARTNERSHIPS SIGNED WITH GLOBO AND INDIACAST

As part of his strategy to export international premium content in major markets, THEMA is proud to announce the partnership he has sealed with key players Globo and Indiacast, for the distribution of their original series in specific areas.

Globo is a leader in television and audiovisual production in Brazil. Through its streaming platform Globoplay the Group is producing a vast number of originals, including the hit series Desalma, Arcanjo Renegado or Aruanas. A few of their series star actresses, known and acclaimed for their performances in Brazilian productions, such as Adriana Esteves who won multiple awards throughout her career or Débora Falabella who received the Contigo Award! for Best Actress in her role in Avenida Brasil, a telenovela by Globoplay (Asia Pacific distribution).

Indiacast is one of the main actors in the television and audiovisual field in India and is the first multi-platform 'Content Asset Monetization' entity in the whole continent. They have a portfolio of over 10 channels that are viewed in over 80 countries as linear services. As notable programs, we could name Bepannah with Jennifer Winget known as one of the most beautiful actresses in Indian Television, Udaariyaan, one of the top-rated shows on Colors TV globally starring Isha Malviya or Naagin, with Tejasswi Prakash, one of the most popular artists in India, as lead role (Canada distribution). These new partnerships are enriching THEMA's portfolio with hundreds of hours of new series, and complete its rich offer made of Korean offer from SBS, CJ and Studio genie which are also promoted.



C21 INTERVIEW WITH SÉVERINE GARUSSO, HEAD OF NEW ACTIVITIES.

The perfect opportunity to present THEMA's content and worldwide activities, focusing on the development of Korean dramas in Europe.

C21Media



THEMA's plans to conquer Europe with k-drama

Séverine Garusso, Head of New Activities at THEMA, outlines how the Canal+ subsidiary is changing its business in Europe, adapting to the streaming/FAST boom, and explores how demand for Korean drama is changing.



Séverine Garusso, THEMA

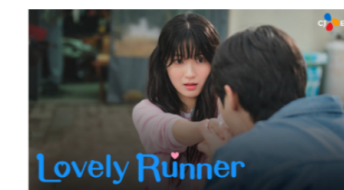
How is your business in Europe evolving? The original business of THEMA was to distribute pay TV channels to operators, create multicultural channel packages that we also offer to operators, and create pay TV channels, such as Novelas and Nollywood.

With the evolution – or revolution – of the TV industry and the decline of the linear business model, we are now expanding into FAST channels, distribution and creation of YouTube channels, and are also representing content catalogues that we monetise across all possible modes. Indeed, THEMA's essence is international: we create bridges between content creators and platforms.

[FULL STORY](#)

[CLICK HERE TO VIEW PLAYLIST](#)

[MORE FROM THIS COMPANY](#)



Lovely Runner
THEMA

Admire her despair, top star Sun-jae was the only hope for Im Sol. However, one day, she hears shocking news that Sun-jae has died a tragic...

[CLICK HERE TO READ THE ARTICLE](#)

NON - LINEAR LAUNCHES

NORWAY
allente
 mezzo

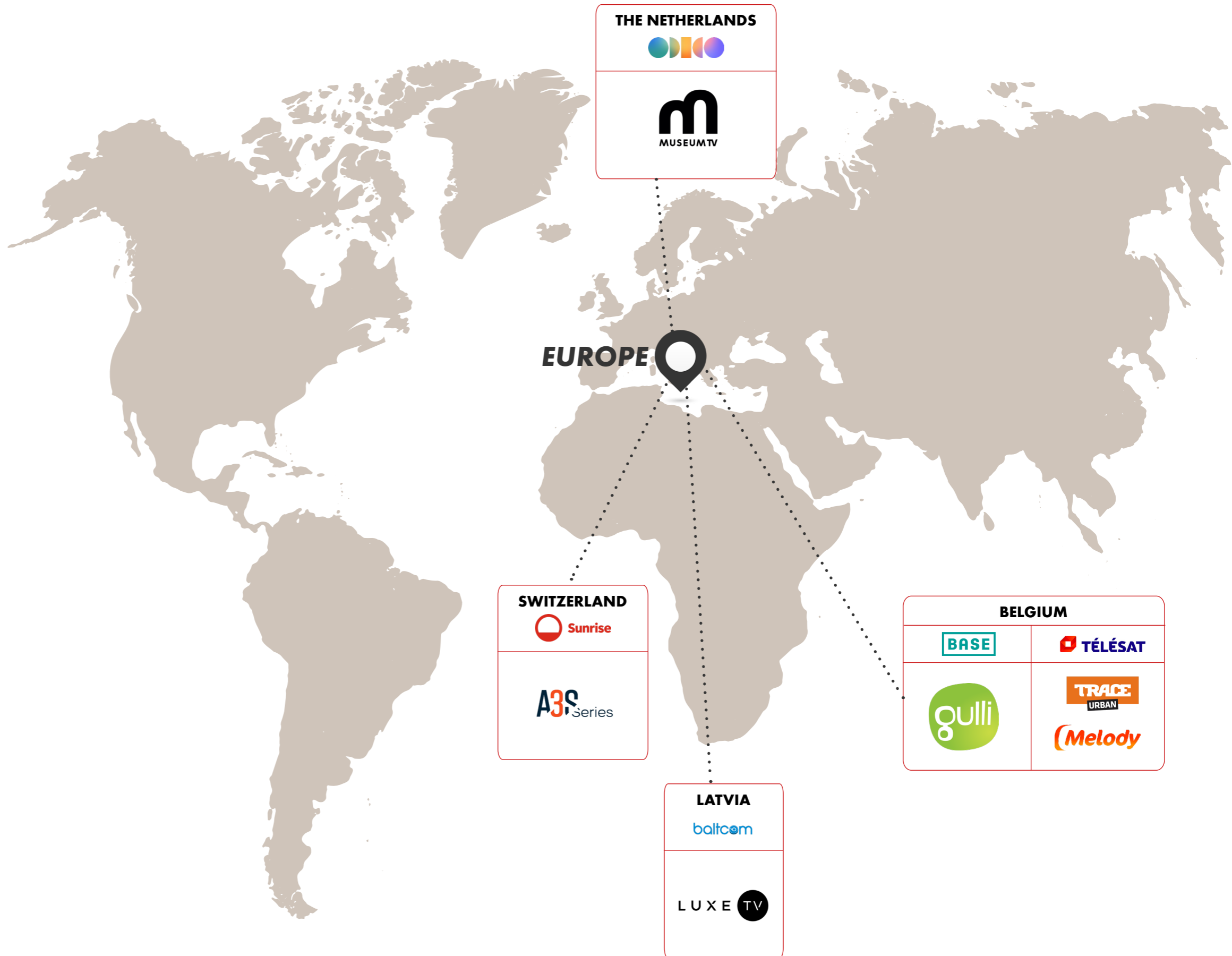
ROMANIA
 antenaPLAY



Delightfully Deceitful

CJ ENM

TV CHANNELS LAUNCHES



THEMA CHANNELS

CANAL+ CINEMA 2 IN ETHIOPIA

The Ethiopian drama series Lijes, which started broadcasting on April 6th, is a hit on YouTube (Kana TV page). After one month, the original series has accumulated more than 2.6 million views. A great success for this exclusive series produced for Canal+ Cinema 2 by Semagneta Aychiluhem, an Ethiopian producer.

As a reminder, Canal+ Cinema 2 is a TV channel edited by THEMA, broadcasting new and most popular Ethiopian recent movies (released in cinemas during the year, or less than two years ago), mainly in Amharic and other specific languages. The channel also produces exclusive series in Ethiopia throughout the year.

Right now, the series is being broadcast on Canal+ Cinema 2 until the end of August.

Shot and broadcast in the Amharic language, the series Lijes tells the journey of a father in search of his son. The investigations he carries out lead him to uncover a web of secrets in what looks like a dormant rural town...



MEZZO CAMPAIGN - SPAIN

Early May, our teams attended the AOTEC Bilbao in Spain to promote THEMA's channels and strengthen links with important clients. This trade show allowed us to promote Mezzo and Mezzo Live by including ad pages in the "Boutech Magazine" (the AOTEC's review), and to officially announce Wilfried Texier's new title, as he recently became MEZZO's Executive Director. Wilfried Texier conducted an interview, leading to the writing of 10 articles published in leading B2B press outlets in Spain and LATAM, such as [Audiovisual 451](#), [Prensario Internacional](#), [The Daily Television](#), [Mundo Plus TV](#), [Todo TV News](#) and [Rubik Audiovisual](#).



mezzo www.mezzo.tv

LO MEJOR DE LA MÚSICA CLÁSICA, EL JAZZ Y LA DANZA EN TELEVISIÓN

40 ESPECTÁCULOS EN DIRECTO - 150 ESPECTÁCULOS NUEVOS CADA AÑO
+1000 HORAS DE VOD

Teatro Real, Gran Teatre del Liceu, Palau de les Arts Reina Sofia,
Festival de Granada, Festival Castell de Peralada...

mezzo mezzo mezzo
LIVE VOD



MARKETING & COMMUNICATION CAMPAIGNS

MEZZO - THE NETHERLANDS

Mezzo outdoor campaign.



Mezzo Luister digital campaign.



Maak het mee, live op Mezzo

Geniet live mee op Mezzo van een onvergetelijke avond vanuit het Concertgebouw in Amsterdam op 3 mei. Het Concertgebouworkest speelt Bruckners Vijfde symfonie ter ere van de 200ste verjaardag van de Oostenrijkse componist. Dit gebeurt onder leiding van dirigent en artistiek partner Klaus Mäkelä. Ondanks dat het concert is uitverkocht, geniet u mee vanaf 20.15 uur van de prachtige uitvoering op Mezzo.

Lees verder

M6 INTERNATIONAL - CANADA

M6 International digital campaign - COGECO.



MUSEUM TV - THE NETHERLANDS

Museum TV elected channel of the month - ODIDO.



MEZZO - HONG KONG

Mezzo promotion - the Hong-Kong Sinfonietta brochure.



Mezzo digital campaign - TVB Hong Kong.



PLANÈTE+ TRIBUTE TO FRANÇOISE HARDY



STUDIOCANAL TV & SAISONS - CANADA

Studio Canal TV/SAISONS digital campaign - Toober TV.

toober TV
255 abonnés
21 h · 🌐

+ Suivre ...

Explore nature like never before! Discover Saisons Channel on [toober TV](#) for a journey through the wonders of the outdoors! [www.toober.com](#)

#SaisonsChannel #THEMA #Nature #Saisons #toober #french
Saisons Channel is distributed by THEMA

[Voir la traduction](#)



toober TV
251 abonnés
2 sem. · 🌐

+ Suivre ...

Immerse yourself in cinema magic with THEMA 's Studio Canal channel on [toober TV](#). With a captivating lineup, movie night just got a whole lot better! Watch now on [www.toober.com](#) ...voir plus

[Voir la traduction](#)



MY ZEN TV - GREECE & PORTUGAL

My Zen TV digital campaign for the Yoga Day - NOVA, Vodafone, Cosmote in Greece and Portugal.

my zen TV

ΓΙΟΡΤΑΖΟΥΜΕ ΤΗΝ ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΓΙΟΓΚΑ!

Αυτόν τον μήνα που είναι αφιερωμένος στη Γιόγκα, το MyZen TV σας προσφέρει ένα πρόγραμμα γεμάτο εκπλήξεις!

Δείτε τώρα στο
NOVA
καναλιού 580

my zen TV MyZen TV channel
Hier, à 15:18 · 🌐

Mantenha-se em forma e saudável com a nos especial de ioga no MyZen TV este mês!

my zen TV

ESTAMOS NO MÊS DO IOGA!
Relaxe e descontraia com os nossos programas exclusivos no MyZen TV

Ver na **vodafone**
Canal 151

MyZen TV channel

En savoir plus

UNE SERIE CANAL+ ORIGINAL



LEX AFRICANA - FRANCE

For the launch of the new Canal+ Group Original series LEX AFRICANA, available on My Bouquet Africain, the 100% African streaming platform, THEMA invited 200 people (partners and subscribers). Many activities were proposed at the event to entertain the public.

The evening started with the screening of the brand new series's first episode followed by a Q&A with the cast members. Then, the viewers were invited to a cocktail, allowing them to enjoy a warm and friendly moment.

To conclude the event, a showcase featuring artists from the African diaspora such as Emmaa, Youka, Papi, and others, as well as a DJ set highlighting DJs Cheetah, Les Kolons, and Neptune, was organized.

EVENTS



ANGACOM
14th - 16th May - Germany



NATPE BUDAPEST
24th - 27th June - Hungary



THEMA DAY POLAND - 16th May - Warsaw, Poland

THEMA was very glad to host THEMA DAY Poland on May the 16th in the emblematic KinoGram cinema hall from Warsaw center. K-drama screening, cocktail party with korean food, K-pop group performance and other surprises created an immersive experience for all our guests!

As always, we were honored to present our long-time partners Mezzo, Museum TV and MyZen TV (TV channels as well as VOD libraries).



NEM DUBROVNIK
10th - 13th June - Croatia



AOTEC BILBAO
9th - 10th May - Spain

**BRING PEOPLE
THE CONTENT
THEY LOVE**

DON'T MISS OUR LATEST NEWS!

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MARIANNE BEDE - TIFFANY DUBOIS