



## **PRESS RELEASE**

# **CANAL+ GROUP OVERHAULS ITS OFFERS: NEW BRAND, NEW PACKAGES**

- **Launch of the CANAL offers bringing together CANAL+ and themed channels from CANALSAT (which is discontinued).**
- **The CANAL+ channel to be included in all CANAL packages**
- **Subscriptions available for the first time in digital under a cancel anytime basis**
- **CANAL offers to be launched on November 15**
- **A new CANAL experience on Apple TV**

*Paris, October 13, 2016 - CANAL+ Group is going on the offensive, entirely revamping its TV packages, and widening its distribution channels to reach more subscribers and grow its market.*

*The Group is introducing a simpler choice of options under the CANAL brand, including the CANAL+ channels and all the themed channels previously available from CANALSAT (the brand will be phased out) for the first time ever. CANAL will bring viewers an unrivalled wealth of content spanning exclusive premium features and the most exciting shows from the best themed channels.*

*CANAL will provide more customization options, more choice and more freedom. Subscribers will be able to pick and mix their own deals around the CANAL+ channel, which will become the gateway to the all CANAL offers. They will be able to choose Movies and Series Channels, Sports Channels and/or CANAL+ Channels to suit their preferences. Movies and Series subscribers will also enjoy the CANALPLAY streaming service bundled into their deals.*

*All these options will be available for the first time under either a fixed-period or "cancel anytime" basis. Launch is scheduled on November 15.*

*The CANAL offers treat viewers to an unparalleled choice of programs with over 6,000 films per year, including 400 previously unreleased on TV, along with 300 series ranging from The Bureau to Game of Thrones, which they can watch at their convenience. CANAL subscriptions also include all the big sports tournaments, spanning soccer (100% of French Ligue 1 matches, 100% of Champions League matches and Europe's top club championships), rugby (100% of French Top 14 matches, and the European Rugby Cup), Formula 1, all Grand Slam tennis tournaments, the most prominent alpine skiing competitions, top US sports, the most popular golf tournaments, and more.*

Customers can enjoy these programs live or on-demand, as CANAL also has the most extensive streaming and download platform, via its myCANAL app, included in all CANAL subscriptions and soon on Apple TV.

CANAL+ Group will contact all its subscribers individually to inform them about these new choices and to offer them exclusive deals tailored to their preferences. To attract younger audiences, CANAL+ Group is also introducing a no-strings-attached premium package. This digital deal for PCs, tablets and smartphones is available across the full range of packages, live and on-demand.

These new CANAL offers are available at a choice of rates ranging from €19.90 to €99.00 a month.

CANAL is introducing this new choice at the same time as it is entering into strategic partnerships with Orange and Free to supply themed packages bundled into these operators' triple-play deals.

This significant step forward in the Group's distribution strategy will enable it to considerably expand its subscriber base while providing the channels it distributes with wider exposure. It is also leveraging the Group's expertise in producing and aggregating quality-packed channels.

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