



LaLiga and CANAL+ announce exclusive broadcast partnership in French language in Sub-Saharan Africa



August 8th, 2022.- LaLiga and CANAL+ Group have announced the renewal of the pay TV French language rights of the Spanish football league for several seasons, which will now be exclusive to its subscribers in Sub-Saharan Africa, Madagascar and Mauritius.

The production of programs dedicated to the league will be strengthened through this partnership. Indeed, as soon as LaLiga resumes on August 12, CANAL+SPORT channels, which are also available on the CANAL+ Application, will offer live coverage in each round of selected matches of LaLiga and LaLiga SmartBank (2nd Spanish division), as well as of the magazines LaLiga World and LaLiga SmartBank Highlights.

CANAL+ African subscribers will enjoy the best matches of this unique competition and its legendary clubs, including Real Madrid or FC Barcelona, and the great stars of the league such as Karim Benzema, Pierre-Emerick Aubameyang, Vinícius Júnior, João Félix, Franck Kessié, Aurélien Tchouaméni, Samuel Chukwueze, Robert Lewandowski, or Yassine Bounou.

After recently renewing the rights of the Premier League, CANAL+ is positioned more than ever as the only sports broadcaster in Sub-Saharan Africa to offer to its subscribers all the major European football leagues (Ligue 1 Uber Eats, LaLiga, Premier League, Bundesliga and Serie A), as well as the UEFA Champions League and CAF competitions.

About LaLiga

LaLiga is a global, innovative and socially responsible organisation which is a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 public limited sports companies (SADs) and clubs of LaLiga Santander

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and the 22 of LaLiga SmartBank, and is responsible for organising professional football competitions in Spain. LaLiga is the football competition with the most social media followers in the world, with over 155 million followers across 17 platforms in more than 20 different languages. With its headquarters in Madrid (Spain), it is present in 41 countries through eleven offices and 44 delegates. The organisation carries out its social work through its foundation and was the world's first professional football league to establish a league for intellectually challenged footballers: LaLiga Genuine Santander.

About CANAL+ GROUP

CANAL+ Group is a leading media company and pay-TV operator. CANAL+ Group has a wide international footprint with a presence in Europe, Africa and Asia. CANAL+ Group totals 23.7 million subscribers worldwide, including 9 million in mainland France. With STUDIOCANAL, CANAL+ Group is also a European leader in the production, acquisition and distribution of feature films and TV series. It is also a leading player in free-to-air television with a pole of several channels, as well as an ads sales agency. CANAL+ Group is wholly-owned by worldwide integrated content, media and communication group, Vivendi.

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