



Press Release
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CANAL+ RENEWS ITS PARTNERSHIP WITH VIDAA, EXPANDING ITS SERVICE ON VIDAA OS-EQUIPPED SMART TVS TO OVER 40 TERRITORIES



CANAL+ | VIDAA

- *Through the renewal of the strategic partnership between CANAL+ and VIDAA, CANAL+ apps will be distributed on VIDAA OS in more than 40 territories.*
- *All CANAL+ users will now have access to their favourite content and to the best experience on VIDAA OS-equipped Smart TV.*
- *In 2025, Vietnamese subscribers will be able to access CANAL+ content with a single click via a dedicated CANAL+ button on Hisense or Toshiba remote controls, which is already available in France on Hisense.*

Paris, France (December 20th, 2024) – VIDAA and CANAL+ have announced the renewal and strengthening of their partnership for the distribution of CANAL+ applications on Smart TV's running on VIDAA OS, adding Central Europe, Vietnam, Myanmar, French Overseas Territories and French-speaking sub-Saharan Africa to Poland, France and Switzerland.

CANAL+ applications will be pre-installed on all VIDAA-powered Smart TV, enabling users to easily access from the TV Home Page their favourite sports, movies, and series.

To provide an always easier access to their favourite application, a branded button, which is already included on Hisense Smart TVs remote controls in France, will be rolled out in Vietnam in 2025 on Toshiba & Hisense.

In addition to enjoying a top of class user experience within their application, CANAL+ subscribers will now be "one click away" from all third-party apps included in their package through a direct link.

"We are pleased to strengthen our partnership with VIDAA across all our territories, demonstrating once again the acceleration of CANAL+ 's international expansion. Our fruitful collaboration will continue to focus on delivering year after year the easiest and quickest access to the full range of CANAL+ content and bundles on all VIDAA- powered Smart TVs" mentioned **Philippe Schwerer, EVP Industrial Partnerships & New Business at CANAL+.**

"CANAL+ has been an important partner of VIDAA in Europe for years and we're excited to expand this cooperation to additional markets across the globe. As an independent platform, our focus has always been to develop and operate the best operating system on which our partners from the content, advertising, or hardware space can build and grow their business. Only with partnerships like this one, can we provide a better user experience for our users", said **Guy Edri, CEO of VIDAA.**

ABOUT CANAL+

Starting its life as a French subscription-TV channel 40 years ago, CANAL+ today is a global media and entertainment company with a brand recognized worldwide amongst the Top 50 Most Valuable French Brands, globally (source: Kantar Brandz, 2023). It generates revenues in 195 countries and operates directly in 52 countries across Europe, Africa, Asia, and the United States, with a total of approximately 9,000 employees worldwide. With a balance of exposure to mature and high-growth markets, CANAL+ is one of the largest media companies in Europe in terms of both revenues and subscribers, and the undisputed leader in French-speaking Sub-Saharan Africa. Additionally, CANAL+ operates one of the world's largest short-form video streaming platforms with Dailymotion. As of December 2023, CANAL+ has 26,8 million subscribers worldwide, and a global audience of over 400 million monthly active users on its OTT and video streaming platforms.

CANAL+ operates through the entire audio-visual value chain and beyond. The group's various businesses include: subscription-TV, live and on-demand, mostly through CANAL+ premium offers and its CANAL+ over-the-top or "OTT" platform, but also its significant stakes in MultiChoice in Africa, Viaplay in Europe, and Viu in Asia; advertising-supported television, through free-to-air channels and video streaming through Dailymotion and Viu; content production and distribution, mostly through Studiocanal, its leading in-house studio; and telecommunication services, through GVA in Africa and CANAL+ Telecom in the French overseas jurisdictions and territories. It also operates the iconic performance venues L'Olympia and Théâtre de l'Œuvre in France and CanalOlympia in Africa.

ABOUT VIDAA

VIDAA operates as an inclusive Smart TV platform, fostering innovation by collaborating with over 250 brands worldwide, including Hisense and Toshiba. Delivering an easy-to-use, fast, and secure premium user experience with its seamless integration of live TV and streaming apps.

Leveraging its global reach, VIDAA assists its publisher and advertiser partners in finding and connecting with a high-value audience through targeted and interactive ads across its platform. The platform's rich content library features an array of partnerships with industry-leading entities in the streaming world, including global giants such as Netflix, Disney + , Apple TV + , CANAL + , max, Prime Video, Paramount + , YouTube, and fuboTV. It also includes hundreds of local partners from across the globe. With tens of millions of active devices worldwide and significant growth momentum, VIDAA serves as the ultimate success partner for factories, brands, content providers, and advertisers in the Smart TV industry.