



PRESS RELEASE

Issy-les-Moulineaux, October 14, 2026

CANAL+ LAUNCHES A HISTORIC AND UNIQUE ADVERTISING CAMPAIGN TO PROMOTE ITS AGGREGATION OFFER

The advertisement is a black rectangular graphic. At the top, a blue banner contains the text 'OFFRE POURQUOIPAYER+'. Below this, the main headline reads 'CHOISISSEZ UNE SERIE SANS COMMENCER PAR CHOISIR UNE PLATEFORME'. Underneath the headline, a horizontal bar lists various streaming services: CANAL+, Apple TV, HBO Max, Netflix, CINE+ OCS, and Paramount+, followed by an ellipsis. The central focus is the price '24€99 /MOIS' in large white font, with 'AU LIEU DE 74€ SEPARÉMENT' written below it. The CANAL+ logo is positioned in the bottom right corner. At the very bottom, there is a line of small text providing details about the 24-month subscription offer.

OFFRE
POURQUOIPAYER+

CHOISISSEZ UNE SERIE
SANS COMMENCER PAR
CHOISIR UNE PLATEFORME

CANAL+ • Apple TV • HBO Max • NETFLIX • CINE+ OCS • Paramount+ • ...

24€99
/MOIS

AU LIEU DE 74€ SEPARÉMENT

CANAL+

ABONNEMENT 24 MOIS A CANAL+ CINE SERIES : 24,99€/MOIS PENDANT 12 MOIS PUIS 34,99€/MOIS
*Offre soumise à conditions, en France métropolitaine du 14/10/26 au 29/10/26. Comparateur avec les tarifs mensuels payés de vos abonnements précédents à 24,99€/20 par CANAL+, 14,99€/14 par HBO Max Standard, 14,99€/14 par Netflix Standard, 14,99€/14 par CINE+ OCS pour des abonnements similaires. L'offre est réservée aux abonnés CANAL+.

CANAL+'s new campaign highlights that there's no need to sign up for multiple subscriptions to find the best in entertainment, all in one place, and at a very affordable price.

CANAL+ emphasizes the strength of its offering and reaffirms its long-standing role as a "super-aggregator": simplifying access to content through a single and attractive subscription.

Created by BETC, the campaign relies on offbeat and humorous taglines placed near banks, gas stations, retail stores, and transportation hubs. This creative approach immediately demonstrates the economic benefit of the CANAL+ offering while promoting the richness of its catalog.

Rolled out nationwide across billboards and digital platforms from October 14 to 29, the campaign will enjoy very high visibility, generating more than 750 million impressions.

The CANAL+ CINE SERIES package includes all of CANAL+'s latest movies and TV series, as well as content from major streaming platforms such as Apple TV, HBO Max, Netflix, Paramount+, and CINE+ OCS.

24-month subscription to CANAL+ CINE SERIES: €24.99/month for 12 months, then €34.99/month. Offer subject to terms and conditions, valid in metropolitan France from October 15, 2026, through November 9, 2026. See terms and conditions at boutique.canalplus.com

HD Visuals

ABOUT CANAL+

CANAL+ is a global media and entertainment company with leading positions in Europe and Africa. Over 40 million subscribers enjoy the CANAL+ entertainment platform, which brings together the best local and global films, live sport, TV series and much more. CANAL+ operates in over 70 countries and has approximately 15,000 employees.

CANAL+ operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation. In addition to its Pay-TV and streaming operations in Europe, Africa and Asia, the combined group includes: **MultiChoice Group**, Africa's leading entertainment platform; **STUDIOCANAL**, Europe's leading film and television studio, with worldwide production and distribution capabilities; **Dailymotion**, a major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetisation; **CANAL+ Distribution**, a production and distribution company specialising in creating and distributing diverse content and channels; telecommunication services, through **CANAL+ Telecom Africa** in Africa and **CANAL+ Telecom** in the French overseas jurisdictions and territories.

CANAL+ also has minority stakes in **Viaplay** (Scandinavia's leading entertainment provider), **Viu** (a leading OTT provider in Southeast Asia), and **UGC**, a leading French cinema group.

canalplusgroup.com/en

CORPORATE COMMUNICATIONS

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