



PRESS RELEASE

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## EVOLUTION OF THE BRAND AND COMMUNICATION DEPARTMENT OF CANAL+ FOLLOWING ITS COMBINATION WITH MULTICHOICE



Following CANAL+'s combination with MultiChoice, CANAL+'s Brand and Communication Department is reorganizing its international activities around two geographical divisions:

- **Hala Saab** has been appointed **Director of Communication for Africa**. Already responsible for the group's communication across the African continent, her scope now expands to include the English- and Portuguese-speaking MultiChoice markets. She will now oversee all CANAL+ communication activities across Africa.
- **Armelle Masson** has been appointed **Director of Communication for Europe/Asia**. In this role, she will lead CANAL+ communication efforts in Europe (excluding France), as well as in Vietnam and Myanmar.

Both report to **Emilie Pietrini**, Chief Brand and Communication Officer of CANAL+.

In **France**, the Brand and Communication Department is structured around two complementary areas: **Céline Pontygayot** oversees Advertising Communication, while **Olivia Abehassera** leads Corporate and Programmes Communication.

### **Hala Saab**

*A graduate of ISC Paris with a specialization in Strategic Marketing, Hala Saab began her career as a media buyer at Mediacom. In 2001, she joined CANAL+ France's advertising sales division (CBS), where she successively held positions as Advertising Executive, Account Director, and Head of Sponsorship and Special Operations. In 2010, she took over as Head of Product Communication at CANAL+ International. Four years later, she was appointed Director of International Communications, tasked with supporting the group's development in Africa, Europe, and Asia.*

### **Armelle Masson**

*Holding a Master's degree in Media and Multimedia from Université Paris Panthéon-Sorbonne, Armelle Masson began her career as a consultant at Publicis Consultants. She then continued at Lagardère and Noos, where she held Marketing and Communication Manager positions. She joined CANAL+ France in 2005, where she successively held several roles: Advertising Communication Manager for the CANALSAT brand, Product Marketing Manager, then Editorial and Digital Manager. Since 2015, Armelle Masson has served as Communication Manager at CANAL+ International, overseeing communications in Overseas territories and Asia, as well as cross-functional projects focused on content and digital strategy.*

Photo credit:

*Hala Saab - © Aurelien Pierron/CANAL+*

*Armelle Masson - © 2025 Django Coudreau / Canal+*

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