

Press release

Issy-les-Moulineaux, December 1<sup>st</sup>, 2025

## **ELVIRE CHARBONNEL IS APPOINTED HEAD OF CORPORATE COMMUNICATIONS FOR THE MULTICHOICE GROUP AND STUDIOCANAL**



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**Elvire Charbonnel has been appointed Head of Corporate Communications for the MULTICHOICE Group, reporting to Emilie Pietrini, Brand and Communications Director at CANAL+. She remains responsible for Corporate Communications at STUDIOCANAL.**

A graduate of Sciences Po Paris with a Master's degree in Communication and Media, Elvire Charbonnel began her career in consulting (Havas, Tilder, Clai then Taddeo).

She joined CANAL+ in September 2022, first as Project Manager, then as Head of Corporate Communications at STUDIOCANAL. She has also managed communications for international mergers and acquisitions projects (MultiChoice in Africa, Viaplay in Northern Europe, Viu in Asia) and supported CANAL+'s IPO project in London in 2024.

Three years later, she was additionally entrusted with responsibility for Corporate Communications at Dailymotion.

### **ABOUT CANAL+**

Founded as a French subscription-TV channel 40 years ago, CANAL+ is now a global media and entertainment company. On 22 September 2025, CANAL+ confirmed it is in effective control of **MultiChoice Group** and beginning the integration process. MultiChoice is Africa's leading entertainment platform, offering a wide range of products and services, including DStv, GOtv, Showmax, M-Net, SuperSport, Irdeto, and KingMakers. Together, the new combined group has 40 million subscribers worldwide, operates in over 70 countries and has approximately 17,000 employees.

CANAL+ operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation. It is home to **STUDIOCANAL**, a leading film and television studio with worldwide production and distribution capabilities; **Dailymotion**, major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetization; **CANAL+ Distribution**, a production and distribution company specialising in creating and distributing diverse content and channels; and telecommunication services, through **GVA** in Africa and **CANAL+ Telecom** in the French overseas jurisdictions and territories.

CANAL+ also has significant equity stakes in **Viaplay** (the Pay-TV leader in Scandinavia), **Viu** (a leading OTT platform in Southern Asia) and **UGC**, a leading French cinema group.

[canalplusgroup.com/en](https://canalplusgroup.com/en)