PRESS RELEASE
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CANAL+ ANNOUNCES ENHANCED CANAL+ APP EXPERIENCE WITH OPENAI TECHNOLOGY

Starting June 2026, CANAL+ will roll out a major evolution of the CANAL+ App using the technology from OpenAI to power content search and discovery. This new feature represents a major breakthrough in delivering a more intuitive, intelligent, and personalized user experience - a world first innovation in the entertainment industry that further confirms CANAL+'s position as a pioneer and consistent trend setter.

The CANAL+ App will offer a uniquely enhanced search experience that goes beyond traditional keyword based queries. Thanks to OpenAI frontier models, subscribers will be able to express what they want to watch in their own words - based on their preferences, their mood, or even spontaneous curiosity - and receive tailored content suggestions that truly meet their expectations.

Whether a subscriber types "I would like a comforting romantic comedy" like BRIDGET JONES: MAD ABOUT THE BOY, "an epic historical series" like KING & CONQUEROR or "something lighthearted, fun and entertaining to watch" like LOUPS-GAROUS into the search bar, the CANAL+ App will be able to suggests tailored content that matches subscribers's queries.

Deploying OpenAI is a natural continuation of CANAL+'s long-standing tradition of pioneering innovations that shape the future of entertainment experiences. Just as CANAL+ pioneered the ability to watch the best content all in one place with its aggregation strategy in 2019, and was the first to offer a content viewing experience in connected vehicles in 2024, this collaboration continues to redefine how its subscribers access and enjoy entertainment.

Maxime Saada, CEO of CANAL+: *"We are delighted to collaborate with OpenAI, one of the world's leading artificial intelligence companies, to enhance the entertainment experience of our 40 million subscribers. This collaboration is part of CANAL+'s long-standing tradition of innovation and its commitment to continuously reinventing entertainment. Today, our subscribers already access the very best international and local content on the CANAL+ App. With this technological collaboration, we are proud to take a major leap forward, redefining how audiences discover content."*

Ashley Kramer, VP of Enterprise of OpenAI: "*People increasingly expect technology to understand them the way they naturally express themselves. By bringing OpenAI into the CANAL+ App, subscribers can describe exactly what they feel like watching. It's a great example of how advanced AI can make everyday entertainment experiences simpler, more intuitive, and more personal.*"

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, M-Net, SuperSport, Irdeto, and KingMakers. Together, the new combined group has 40 million subscribers worldwide, 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. 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.

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