



PRESS RELEASE

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CANAL+ UNVEILS ITS NEW ADVERTISING CAMPAIGN: ALREADY ON CANAL+



6 months after their theatrical release, movies are ALREADY ON CANAL+.

With its new advertising campaign entitled ALREADY ON CANAL+, the media and entertainment group reaffirms the uniqueness of its cinema offering, combining the freshness of recent films—available six months after their theatrical release—with the depth of its editorial programming. At the heart of the CANAL+ App interface, the campaign visuals highlight the seamless cinema experience by integrating film scenes directly into the platform's environment.

Starting November 18, the ALREADY ON CANAL+ outdoor campaign, developed by BETC agency, will showcase images from recognizable scenes of six films already available on CANAL+ in November, reflecting both the recency and diversity of the Group's cinema selection: **PADDINGTON IN PERU, MICKEY 17, GOD SAVE THE TUCHE, SINNERS, THE BRUTALIST, and A BICYCLETTE !.**

Running until November 25, the campaign will be supported by an extensive national OOH (print) and DOOH (digital) media plan, reaching **190 million contacts**:

- **in city centers** via OOH with 2m² posters and kiosks;
- **in the Paris metro** via DOOH screens and across entire metro platforms in OOH to simultaneously showcase multiple films;
- **in national train stations and local businesses** via DOOH displays.

With ALREADY ON CANAL+ campaign, the leading partner in film creation in France reaffirms its unique cinema positioning, bringing movies from the big screen to the small one in record time, and offering an unparalleled entertainment experience on the CANAL+ App.

CONTACTS

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