

PRESS RELEASE
Issy-les-Moulineaux, May 11th, 2026

CANAL+

CANAL+ UNVEILS NEW SUPERSPORT "SLEEP CAN WAIT" CAMPAIGN IN MORE THAN 20 AFRICAN COUNTRIES TO LAUNCH THE FIFA WORLD CUP 2026™



11 May 2026 – SuperSport's new advertising campaign will launch on 11 May across more than 20 English and Portuguese-speaking African countries to coincide with the start of the FIFA World Cup 2026™.

This campaign marks **the first collaboration between BETC** (CANAL+'s long-standing partner for 40 years) **and a brand from the MultiChoice Group.**

As the **official broadcaster of the entire tournament** (all **104 matches live**), **SuperSport** (available via DStv and GOtv) will deliver an exceptional 24/7 broadcast offering, featuring four dedicated live and streaming channels, hosted by high-profile expert pundits. Matches will also be broadcast with the option of several local languages, in addition to English and Portuguese.

The campaign aims to unite audiences—especially football fans—around a single message: **"Sleep can wait."** This historic edition of the tournament will feature a record participation of 10 African teams, alongside unparalleled editorial coverage by SuperSport channels, including for matches broadcast during the night.

Shot in **Cape Town** with director **Jabu Nadia Newman**, in collaboration with South African production teams, the campaign is set to garner exceptional visibility through three TV formats (60", 30" and 15") broadcast across more than 150 channels, over 800 out-of-home advertising faces, as well as widespread distribution on digital platforms and across the Group's social media pages, reaching more than 100 million followers.

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 **GVA** 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.

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