



PRESS RELEASE

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AI AND CREATIVITY :

CANAL+ REINFORCES ITS BRAND IDENTITY THROUGH IA TALKS SERIES



After inviting AI to entertain itself during its **RO_BO+** brand campaign launched on 6 June, **CANAL+** is further developing its positioning on AI with the **IA Talks**, expert-led discussions focused on two key themes: **imagination and its underlying mechanisms (in contrast to AI algorithms)**, and the **impact of AI on human emotions**. These unique conversations offer a new space to explore different perspectives on AI and creativity.

Both IA Talks are available on the CANAL+ App and Dailymotion. Each **30-minute** Talk is presented by Blaise Mao, editor-in-chief of Usbek & Rika, and dives in the discussion of the role of AI in the creative process.

The first Talk named "**Imagination, a specific human trait?**" brings together Gauthier Vernier, co-founder of the Obvious collective; Apolline Guillot, editor-in-chief of Philonomist and philosopher of technology; and Sylvie Chokron, a neuropsychologist. Throughout the exchange, the various speakers explore the boundaries of imagination in the age of AI.

The second Talk named "**Can we program emotions?**" brings together Mathieu Corteel, philosopher and historian of science, Valentina Perri exhibition curator, and David Defendi, screenwriter and co-author of the series Braquo and CEO of Genario (AI that helps with script writing). It invites them to reflect on the impact of AI on our emotions and its role in how we relate to artistic works.

With the launch of IA Talks, the global media and entertainment group is completing a unique brand campaign centred on imagination and creativity. After reaffirming the power of imagination through its unique experience and the film RO_BO+, which challenges the basis of AI, CANAL+ is providing a space for discussion and exploration of different points of view on artificial intelligence. For CANAL+, imagination is also nurtured through discussion, a belief that inspired IA Talks, which echoes its brand signature " You can't trust just anybody with your imagination".

To support this launch, CANAL+ will roll out a **100% digital campaign**, enabling the brand to reach nearly **41 million contacts** and achieve **67% coverage among the 25-49 age group**.

ABOUT CANAL+

Founded as a French subscription-TV channel 40 years ago, CANAL+ is now a global media and entertainment company. The group has 26.9 million subscribers worldwide, over 400 million monthly active users on its video streaming platforms, and a total of more than 9,000 employees. It generates revenues in 195 countries and operates directly in 52 countries, with leading positions in Pay-TV in 20 of them. 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; **Thema**, 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. It also operates the iconic performance venues **L'Olympia** and **Théâtre de l'Œuvre** in France and **CanalOlympia** in Africa. CANAL+ has also significant equity stakes across Africa, Europe and Asia, namely in **MultiChoice** (the Pay-TV leader in English and Portuguese-speaking Africa), **Viaplay** (the Pay-TV leader in Scandinavia) and **Viu** (a leading platform in Southern-Asia).

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