

PRESS RELEASE
Issy-les-Moulineaux, August 22nd 2025



WITH CANAL+, SPORT IS LIFE

Have you heard of the "Les bébés de la victoire"
phenomenon?**



LES BEBES DE LA VICTOIRE

CANAL+ is launching its new sports campaign on Sunday, August 24: "Les bébés de la victoire."*

Imagined by the BETC agency, the campaign was created right after the Champions League final. This new spot, styled as a mockumentary, is inspired by a popular theory suggesting that major sports victories are followed by a spike in births nine months later. Real stats or fan legend?

What if major sports competitions were... behind baby booms?

From fan clubs to maternity wards, a journalist investigates this phenomenon by interviewing key witnesses, while skeptics—like sociologist Claire Bourdon, a MotoGP™ enthusiast—dismiss it as pure myth. Blending humor, doubt, and playful nods, the film invites viewers to form their own opinion.

A multi-platform campaign

The campaign will air nationally on television from August 24 to September 14, featuring two 35-second films. It will also be available in VOL and on social media, with a 60-second extended version and four 22-second short versions, each highlighting a specific competition.

With this spot, CANAL+ reaffirms its role as France's historic sports broadcaster and showcases the richness and diversity of its exclusive content: all European football cups – UEFA Champions League, UEFA Europa League, and UEFA Conference League – the Premier League, TOP 14, the Formula 1™ World Championship, and the MotoGP™ World Championship.

CANAL+ COMMUNICATIONS

Olivia Abenhassera, olivia.abenhassera@canal-plus.com

Séverine Ray, severine.ray@canal-plus.com

*Les bébés de la victoire = the babies of victory