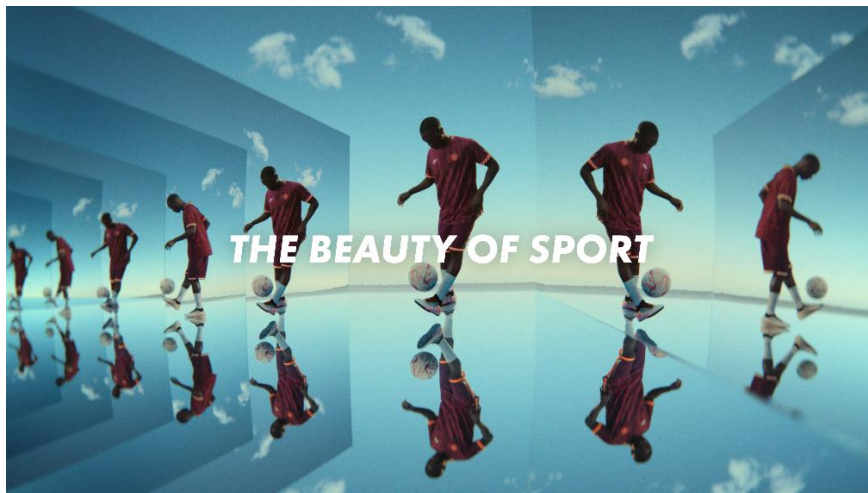


PRESS RELEASE

Issy-les-Moulineaux, September 2nd, 2026



CANAL+ LAUNCHES AN ADVERTISING CAMPAIGN DEDICATED TO SPORTS



For the first time, CANAL+ is rolling out a single commercial film in 50 countries

With this campaign, CANAL+ is speaking up to reaffirm what makes the Group so strong today: being a leading player in major sportive events thanks to exclusive rights to the greatest competitions, in France and in more than 50 countries, including the UEFA Champions League, the Formule 1®, MotoGP™ and the UEFA Premier League.

An international campaign, a universal resonance

The commercial film is named "*The Beauty of Sport*" and will be rolled out on air and digitally from the 2nd to the 17th of September, to reach all audiences. In total, the campaign will reach more than 300 million contacts in France and hundreds of million in more than 50 countries including France, overseas France, Switzerland, Poland, Austria, Myanmar and more than 40 countries in Africa including 20 French-speaking countries.

« Much more than sport »

With its catchphrase "*Much more than sport*", this film highlights the fullness of the sports offerings of CANAL+ and its unique ability to plunge its subscribers into the heart of the action, to share the passion of sport with as many people as possible.

Discover the film "*The Beauty of Sport*" [HERE](#)

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 **CANAL+ Telecom Africa** 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.

canalplusgroup.com/en

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