



PRESS RELEASE

Issy-les-Moulineaux, September 24th, 2025

**LAUNCH OF THE CANAL+ ORIGINAL CREATION SERIES  
"LES SENTINELLES" ON SEPTEMBER 29  
CANAL+ ROLLS OUT AN UNPRECEDENTED 360°  
CAMPAIGN IN FRANCE**



To mark the launch of its new Original Creation *The Sentinels*, CANAL+ is deploying a large-scale campaign to reveal the many faces of these uniquely French superheroes.

From the graphic novel by Xavier Dorison and Enrique Breccia, the series takes us to the heart of the First World War, following an elite unit of the French army: the Sentinelles. These *augmented soldiers*, endowed with extraordinary physical abilities, could well change the course of History.

Reflecting the series, which oscillates between war story and science fiction, CANAL+ is deploying a striking outdoor campaign that plays on the incredible transformation of the characters from human soldiers to *augmented soldiers*:

- By day and night, through a series of large-format banners deployed in early September along the A1 highway revealing their dual identities;
- On the move, with bus shelters displays using lenticular technology to showcase the heroes' metamorphosis depending on the viewer's angle.

In total, the outdoor campaign will feature **over 8,600 placements** and reach **nearly 290 million contacts**. It will be supported by a cinema spot (with 4.1 million guaranteed admissions) as well as a radio and digital campaign, running alongside the broadcast of the series until November 14.

To extend the immersive experience, CANAL+ will present a unique exhibition dedicated to the universe of the series at the Rotonde of the Gare Saint-Lazare in Paris, starting October 8.

For the first time ever, a CANAL+ Original Creation will be launched simultaneously across all territories where the Group operates (in France and its overseas territories, as well as in Switzerland, Poland, Austria, the Czech Republic, Slovakia, the Netherlands, Romania, more than 20 French-speaking African countries, and Myanmar).

## **DIRECTION DE LA COMMUNICATION**

Olivia Abehassera : [olivia.abehassera@canal-plus.com](mailto:olivia.abehassera@canal-plus.com)