

PRESS RELEASE

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**THEMA AND CANAL OVERSEAS AFRICA LAUNCHES THE AFRICAN THEME PACKAGE IN SNEAK PREVIEW ON NEUF TV-HD**

THEMA and CANAL OVERSEAS AFRICA announce the launch of the first package of African channels on the French market, available in sneak preview on the Neuf Cegetel Internet access provider.

African Theme, the first package of African channels in France, has 6 national channels, public or private, intended for the Sub-Saharan African communities residing in France.

The African package offers 2 channels from the Republic of Senegal, the RTS and the 2ndTV; the public channel of Cameroon, the CRTV; the public channel of the Republic of Côte d'Ivoire, the RTI; the public channel of the Republic of Mali, the ORTM; and the public channel of Burkina Faso, the RTB.

*This **new** package will be pre-marketed by the telecom operator Neuf Cegetel. It will be offered free of charge for all subscribers to the 100% Neuf Box until the end of September, then it will be available for 6.90 € per month.*

Its price, simple access, and rich content should finally answer to the rightful expectances of a large African population living in France and of all lovers of Africa. It will be offered starting with the 1st of October. The African package will be available on channel 560.

This project was realized thanks to the joined forces and statecraft of THEMA and CANAL OVERSEAS AFRICA.

The African Theme package is managed by the THEMA Company, specialised in distribution of theme and ethnic channels with satellite operators, cable, IPTV, TV on the mobile, in France and overseas.

CANAL OVERSEAS AFRICA, who offers these channels on its CANALSAT HORIZONS package in more than 20 African countries, maintains special relations with these countries and considers them important partners.

CANAL OVERSEAS AFRICA has greatly contributed to the project by setting up a special technical device allowing retrieving the African channels from its satellite and making them available to the IPTV and NEUF's networks.

THEMA and the CANAL OVERSEAS AFRICA Company are enjoying this partnership that will allow the African Diaspora from France to follow the programs of several African channels, and also offer an open window on the other African audio-visual works outside the continent.

For more information go to www.lebouquetafricain.com

About us

THEMA is a specialised company in national and international generalist, theme, and ethnic channels with cable operators, satellite, IPTV, and TV on the mobile.
www.thematv.com

The **CANAL OVERSEAS AFRICA** Company (subsidiary of CANAL OVERSEAS, Groupe CANAL+), a leader on the Pay TV market in the Francophone Africa, is present on the African continent for more than 15 years. CANAL OVERSEAS AFRICA manages the publishing and marketing of the CANAL+HORIZONS, the Premium channel dedicated to the African continent, and is the operator of the CANALSAT HORIZONS in more than 20 African countries.

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