

## **PRESS RELEASE**

Paris, march 10th 2009

### **NEWS FROM THE CANAL + PACKAGE IN ALGERIA**

January 21 marked the creation of the CANAL + PACKAGE in Northern Africa, the number one French language satellite package.

One month after its launch, CANAL OVERSEAS has announced a major addition to its sports offer. Indeed, to reply to the demands of the Algerian public, the CANAL + channel now broadcasts the following programmes in Algeria:

- French PREMIERSHIP Sunday evening Match
- The CANAL FOOTBALL CLUB programme
- and the best matches of the CHAMPIONS LEAGUE, from the eighth of finals to the final.

Algeria is the first country in Northern Africa to market the CANAL + PACKAGE and benefit from these additions to the sport on offer.

### **I. THE CANAL + PACKAGE: AN UNPARALLELED RANGE**

The package is composed of over 25 channels covering all areas:

- Premium: CANAL +, CANAL + CINEMA and CANAL + FAMILY
- Film: CINECINEMA FRISSON and CINECINEMA STAR
- General viewing: France 2, France 3, France 5
- Entertainment: Game One
- Music: MTV, NRJ Hits, Trace and M6 Music Hits
- Discovery: Planète, Planète Thalassa, Ushuaïa TV and Histoire
- Children : Piwi, Télétoon and Tiji
- News: i>Télé and LCI
- Living: Cuisine TV
- Sports: OL TV, OM TV, Girondins TV and Infosport

To sum it up, the CANAL + PACKAGE is:

- The best of film: with the broadcasting of over 500 films a year, channels CANAL +, CANAL + CINEMA and CANAL + FAMILY offer a wide public the best of worldwide film. With the Premium channels CINECINEMA FRISSON and CINECINEMA STAR, a total of 800 films a year are broadcast.
- A wide range of sports: with exceptional programmes such as the Sunday evening French Premiership match, the CANAL FOOTBALL CLUB, the best matches of the CHAMPIONS LEAGUE, commentated by the best experts. The CANAL + PACKAGE also offers four sports and sport news channels, including three of the largest French clubs: OM TV, OLV and GIRONDINS TV.
- Non-stop news: with i>Télé and LCI, non-stop news, 24h a day, 7 days a week.
- Classic CANAL + programmes such as Matinale, Edition Spéciale, Grand Journal and the Guignols de l'Info.
- Entertainment with new series such as Desperate Housewives and original fictions.

## **II. THE CANAL+ PACKAGE: PARTNERSHIP WITH ARABSAT**

*This launch is the fruit of a partnership between CANAL OVERSEAS, a subsidiary of the group CANAL+ which is in charge of international development, and ARABSAT, one of the largest satellite operators in the world and the main provider of satellite services in the Arab world.*

*CANAL OVERSEAS brings the benefit of its knowledge as an international player in paying television, particularly in the building of channel packages, technical means, safety (encryption) and marketing of the offer.*

*ARABSAT ensures broadcast in Northern Africa thanks to the new BADR 6 satellite, launched in the summer of 2008.*

## **III. THE CANAL+ PACKAGE: TOTAL SIMPLICITY**

*The package is distributed as 6 or 12 month pre-paid cards with secure encryption systems thanks to the last generation of VIACCESS cards (PC4.0). These cards are compatible with all VIACCESS set top box already owned by several million Algerian households.*

*To receive the CANAL+ PACKAGE, you simply point the satellite dish towards the ARABSAT BADR-6 satellite on 26° EAST and insert the card into the compatible Viaccess set top box. The CANAL+ PACKAGE is then automatically detected.*

## **IV. THE CANAL+ PACKAGE: QUALITY AND CONSISTANT SERVICE**

*As the CANAL+ PACKAGE is the first legal satellite French television offer in Northern Africa, subscribers will not be subject to inconveniences such as programme interruption. Moreover, the service is of irreproachable quality, and an interactive vocal helpline will be set up very soon, as well as a website [www.bouquet-canalplus.com](http://www.bouquet-canalplus.com), which will answer all the customer's questions.*

## **V. THE CANAL+ PACKAGE: WHERE TO SUBSCRIBE**

*These cards are available from the network of official distributors, which is constantly growing. A list of outlets that sell pre-paid cards can be found on the website: [www.bouquet-canalplus.com](http://www.bouquet-canalplus.com).*

*CANAL OVERSEAS and ARABSAT are proud to be behind the first legal French satellite television offer in Northern Africa. With the CANAL+ PACKAGE, the two partners both reiterate their interest in a rapidly expanding market and their desire to offer Algerian customers a high quality, rich, diverse package that caters to all types of viewers and is constantly evolving.*

## **About CANAL OVERSEAS**

CANAL OVERSEAS is the subsidiary of CANAL+ responsible for the international and French Overseas Territories' offer. CANAL OVERSEAS is the operator for CANAL+, CANALSAT and channel packages throughout the world: Poland, Northern Africa, Sub-Saharan Africa, in the Indian Ocean, the Caribbean and the Oceania/South Pacific area. CANAL OVERSEAS also edits the CANAL+ HORIZONS channel for Sub-Saharan Africa and CANAL+ in Northern Africa. With satellites that cover 4 continents CANAL OVERSEAS packages are marketed in over 40 countries and are potentially accessible to several million people in the world.

## **About ARABSAT**

Founded in 1976 by the 21 member states of the Arab League, ARABSAT has been serving the growing needs of the Arab world for over thirty years.

ARABSAT transmits over 340 television channels and 160 radio stations, reaching tens of thousands of households in over 80 countries in the Middle-East, Africa and Europe, including an audience of over 164 million viewers in Northern Africa and the Middle-East, who receive ARABSAT's flagship video position at 26° East.

By using a growing fleet of 4 satellites on 26° East and 30.5° East of the geostationary orbit, ARABSAT is the only satellite operator in the Northern Africa and Middle-East regions to offer this unparalleled range of satellite communications services, such as live television broadcasts, telecommunications services and broadband services.

This capability will continue to expand with the launch of a new satellite every year, from 2009 to 2012, making the ARABSAT satellite fleet the youngest in the region. t.com

## **CANAL OVERSEAS**

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