

## **PRESS RELEASE**

Paris, April 21th 2009

### **LE BOUQUET DE CANAL+ PRESS CONFERENCE IN MOROCCO**

CANAL OVERSEAS has announced the launch of the package LE BOUQUET DE CANAL+ in Morocco, the number one French language satellite package in Northern Africa. This announcement follows the authorisation given to CANAL OVERSEAS by the Higher Authority for Audio-Visual Communication (HACA) for the commercialisation of its pay television service in Morocco.

### **I/ THE PACKAGE LE BOUQUET DE CANAL+ : 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 and Luxe TV
- Sports: OL TV, OM TV, Girondins TV and Infosport

With LE BOUQUET DE CANAL+, Moroccan viewers will be able to enjoy:

- The best of worldwide film with close to 400 films a year broadcast on CANAL+, CANAL+ CINEMA and CANAL+ FAMILY. 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 package LE BOUQUET DE CANAL+ also offers four sports and sport news channels, including three of the largest French clubs: OM TV, OLV and GIRONDINS TV.
  - Programmes for all children with channels specially designed for young children such as Tiji, Piwi, Télétoon and Ushuaïa TV, as well as channels such as Game One, MTV, NRJ Hits, Trace, M6 Music Hits and Planète with topics that interest older children. Thanks to CANAL+ FAMILY, the whole family can watch previously unseen and original programmes together.
  - Non-stop live news, 24h a day, 7 days a week with i>Télé and LCI.
- 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 CANAL+ original fictions

## **II/ LE BOUQUET DE CANAL + : 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 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/ LE BOUQUET DE CANAL + : 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 (PC 4.0). These cards are compatible with all VIACCESS set top box already owned by several million Moroccan households.*

*To receive the package LE BOUQUET DE CANAL + , 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 package LE BOUQUET DE CANAL + is then automatically detected.*

## **IV/ LE BOUQUET DE CANAL + : QUALITY AND CONSISTANT SERVICE**

*As the package LE BOUQUET DE CANAL + 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/ LE BOUQUET DE CANAL + : 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 able to commercialise LE BOUQUET DE CANAL + in Morocco and allow the Moroccan public to benefit from it. Through this, both partners confirm their interest in a rapidly expanding market and their desire to offer Moroccan 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.

### **PRESS CONTACTS**

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