

## **PRESS RELEASE**

Paris, December 2, 2009

### **LE BOUQUET DE CANAL+ IS AN OFFICIAL PARTNER OF THE MARRAKECH INTERNATIONAL FILM FESTIVAL**

LE BOUQUET DE CANAL+, the French channel package specially created for North Africa and launched by CANAL OVERSEAS in partnership with ARABSAT in 2009, is the official partner of the Marrakech International film festival.

For this event, an exceptional schedule has been set up from 4 to 12 December 2009 on CANAL+, a premium channel in LE BOUQUET DE CANAL+ package broadcast on ARABSAT, with special coverage of the festival:

- Broadcast of the opening and closing ceremonies of the Marrakech International Film Festival
- Every evening from 6 to 12 December, broadcast of the "Journal du Jour", a five minute Marrakech daily news update featuring behind the scenes footage, interviews and the day's highlights
- Special evening on 9 December, with broadcast of two films which epitomise the creativity of Moroccan directors: "Le Grand voyage" by Ismael Ferroukhi and "Whatever Lola Wants" by Nabil Ayouch
- Finally, on 16 December, CANAL+ will broadcast an exclusive documentary which includes a retrospective of the greatest moments of the festival, exclusive interviews of personalities from the field of cinema ...

Jean-Noël Tronc, Chief Executive Officer of CANAL OVERSEAS, has stated: "We are delighted to support the Marrakech International Film Festival, a prestigious event and be a part of its influence in North Africa through LE BOUQUET DE CANAL+ package on ARABSAT. Thanks to the broadcast of exclusive programmes, LE BOUQUET DE CANAL+ package subscribers will be able to follow this important celebration of film."

### **About CANAL OVERSEAS**

CANAL OVERSEAS is a subsidiary of CANAL+ and the distributor of CANALSAT as well as channel packages abroad: Poland, Northern Africa, Sub-Saharan Africa, in the Indian Ocean, the Caribbean, the Oceania/South Pacific area and Vietnam. CANAL OVERSEAS also edits the CANAL+ channel for Sub-Saharan Africa and Northern Africa.

With satellites that cover 5 continents, CANAL OVERSEAS packages are sold in over 40 countries and are potentially accessible to several million households in the world.

### **About LE BOUQUET DE CANAL+ package on ARABSAT**

LE BOUQUET DE CANAL+ package, specially created for North Africa, is a package of French channels broadcast on the ARABSAT satellite in Algeria and Morocco. It includes 28 quality channels: 3 premium channels CANAL+, CANAL+ FAMILY, CANAL+ CINEMA and 25 channels covering all themes such as film (CINECINEMA STAR and CINECINEMA FRISSON), sport (INFOSPORT, MA CHAINE SPORT, OM TV, OL TV and GIRONDINS TV), children's programmes (PIWI, TELETOON and TIJI) and news (LCI, I>TELE and France 24)... 300 channels with ARABSAT are also available through LE BOUQUET DE CANAL+, offering a wide choice of rich and varied programmes in Arabic.

This offer can be accessed through a pre-paid card system for 6 or 12 months, available from a network of distributors. VIACCESS cards are secure and compatible with decoders that use this technology. LE BOUQUET DE CANAL+ is broadcast on the ARABSAT satellite, BADR-6, on 26° East. To subscribe to LE BOUQUET DE CANAL+ package, check out all the retail outlets which sell pre-paid cards on the website: [www.bouquet-canalplus.com](http://www.bouquet-canalplus.com)

### **PRESS CONTACTS**

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