

CANAL+

GROUPE

CANAL OVERSEASعرب سات
ARABSAT

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PRESS RELEASE

THE CANAL + GROUP LAUNCHES A SATELLITE CHANNEL PACKAGE IN THE MAGHREB WITH ARABSAT

The CANAL + Group announces the launch of a French-speaking channel package in Algeria, Morocco and Tunisia.

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

CANAL OVERSEAS brings its expertise as one of the major international players in pay television, in particular in putting the package of channels together, the technical means, security (encryption) and marketing.

ARABSAT will ensure broadcasting throughout the Maghreb using the new BADR 6 satellites which was launched during the summer of 2008.

Marketed under the brand name THE CANAL + PACKAGE, this offer of more than 25 channels covers all subject matters:

- Premium: CANAL + ESSENTIEL, the Premium channel dedicated to the Maghreb, CANAL + CINEMA and CANAL + FAMILY
- Movies: CINECINEMA FRISSON and CINECINEAM STAR
- General interest: France 2, France 3, France 5, TV Breizh
- Entertainment: Game One
- Music: MTV, NRJ Hits, Trace and M6 Music Hits
- Educational: Planète, Planète Thalassa, Ushuaia TV and Histoire
- Children: Piwi and Télétoon
- News: i>Télé and LCI
- Lifestyle: Cuisine TV
- Sport: OL TV, OM TV, Girondins TV and Infosport

THE CANAL + PACKAGE is the first package to provide French television to the Maghreb legally.

It will be transmitted using pre-paid cards which have a secure encryption system thanks to the latest generation of VIACCESS card (PC 4.0). These cards will be available from a network of distributors and local partners.

Algeria, Morocco and Tunisia represent a market with very high potential with 13 million households, 10 million of which are already fitted with satellite reception.

The launch of this new package in the Maghreb in partnership with ARABSAT enables the CANAL+ Group to consolidate and extend its presence on an international level through its subsidiary CANAL OVERSEAS, and to promote French culture beyond its country's borders.

About the CANAL+ Group

The CANAL+ Group is the market leader in pay television in France with 10.5 million subscribers to its range of packages. It broadcasts the CANAL+ Channels, a premium general-interest package which includes five channels - CANAL+, CANAL+ Cinema, CANAL+ Sport, CANAL+ Family, CANAL+ Décalé - as well as some twenty themed channels covering, in particular, movies, sport, news, documentaries and youth programming.

The CANAL+ Group also brings together a package of 300 channels and services under the brand name CANALSAT. The CANAL+ Channels and CANALSAT are available in all broadcasting platforms.

A pioneer in digital television in Europe and in new television uses, the CANAL+ Group is a market leader in TV-on-demand and high definition.

CANAL OVERSEAS is responsible for the Group's development on an international level, particularly in the French Overseas Territories, in Africa and in Poland, where it has a total of around 2 million subscribers.

Moreover, the CANAL+ Group is a major player in purchasing, producing and distributing films in France and Europe through its subsidiary, STUDIOCANAL.

About CANAL OVERSEAS

CANAL OVERSEAS is a subsidiary of the CANAL+ Group in charge of the international and French overseas market. CANAL OVERSEAS is the operator for CANAL+, CANALSAT, and channel packages throughout the world: in Poland, sub-Saharan Africa, the Indian Ocean, the Caribbean, and in the South Pacific region. CANAL OVERSEAS is also the broadcaster of the CANAL+ HORIZONS channel for sub-Saharan Africa and of CANAL+ ESSENTIEL in the Maghreb. With satellites covering four continents, several million people around the world have the possibility of accessing CANAL OVERSEAS packages.

About ARABSAT

Founded in 1976 by the 21 member states of the Arab League, ARABSAT has been at the service of the growing needs of the Arab world for more than 30 years.

ARABSAT carries more than 340 television channels and more than 160 radio stations which reach tens of millions of households in more than 80 countries throughout the Middle East, Africa and Europe, and includes an audience of more than 164 million viewers in the North African and Middle Eastern region which receives transmission from ARABSAT's satellite positioned at 26° East.

Using a growing fleet of 4 satellites positioned in geostationary orbit at 26° East and 30.5° East, ARABSAT is the only satellite operator in the North African and Middle Eastern region which offers such an unparalleled range of communication services via satellite such as the Direct Television broadcasting, telecommunications services and broadband services. This capacity will continue to spread with the launch of a new satellite every year from 2009 until 2012, making ARABSAT's fleet of satellites the youngest in the region.

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