



Warsaw, 17 November 2009

PRESS RELEASE

NEW BRANDING FOR THE CANAL+ CHANNEL

On 17 November CANAL+ changed the branding of its channels. The new branding underlines the innovative nature of the channel both in artistic terms and in terms of production. The image and sound of the new CANAL+ credits are pitched between abstract art and video art, creating a completely new trend in television graphics. The changes do not only affect the image of the channel. New CANAL+ logotypes have also been introduced.

"The branding is part of the image of the CANAL+ brand and as such it is as important as the programmes we offer. Thanks to a blend of geometry, music and animation, we have developed a unique, universal style which has made CANAL+ recognisable for many years. Our new branding is a dynamic approach to image and sound, proving once again that CANAL+ is an innovative channel which is always evolving", said Beata Ryczkowska, Director of Programming at CANAL+.

The jingles, which the viewer will see from 17 November, have a completely different style, but still fit in with the traditional identification system for the CANAL+ channel. They geometrically divide the screen into four. Each CANAL+ jingle is based on the plus sign from the channel's logo. The plus appears in the centre of the screen and divides it into four rectangles, each of which shows another viewpoint on the filmed reality. The whole thing is accompanied by a bold, unusual soundtrack.

The new CANAL+ jingles have been created primarily using cinema images, specially filmed for the different CANAL+ channels (not in the 3D graphics system which is a standard in the current identification system for television stations). The images on the screen are images of daily life filmed very close up, making the whole thing difficult to recognise, and very close to being video art. There are images of city lights, car cleaning brushes, water and fire. When creating the credits for CANAL+ FILM, designers used film reels, and images of a athlete's silhouette filmed by several cameras at once for CANAL+ Sport.

"This branding stands out because of its simplicity. The emphasis is on form and

construction and not on content. What is important is the mode of communication with the viewer.

The degree of abstraction of the image and the sound give the new CANAL+ branding even more emotion", said Christian Gierycz, Artistic Director of CANAL+. New logotypes for CANAL+ Film, CANAL+ Film HD, CANAL+ Sport, CANAL+ Sport HD and CANAL+ Sport 2 have also been introduced.

The new CANAL+ branding was created by the British agency Devilfish, which won the competitive tender process organised by CANAL+ Group.

The last branding change was made in 2003.

CANAL+ Cyfrowy Sp. z o.o. operates the digital platform CYFRA+ and also broadcasts TV channels distributed on more than 400 cable networks: CANAL+, CANAL+ Film/CANAL+ Film HD, CANAL+ Sport/CANAL+ Sport HD, CANAL+ Sport2 and the channels ale kino!, ZigZap/Hyper, MiniMini, PLANETE and Kuchnia.tv i Domo. The CANAL+ channel package (CANAL+, CANAL+ Film, CANAL+ Film HD, CANAL+ Sport, CANAL+ Sport HD, CANAL+ Sport2) is also available independently of the CYFRA+ package. CANAL+ is the market leader in the TV rights market, and is rolling out new services such as HDTV, PVR and VOD and multiroom.
www.canalpluscyfrowy.pl

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