



Press Release

Issy-les-Moulineaux, December 12th, 2024

## **CANAL+ AND APPLE STRENGTHEN THEIR PARTNERSHIP WITH A NEW APPLE MUSIC OFFER FOR CANAL+ SUBSCRIBERS**

### **-30% OFF THE APPLE MUSIC SUBSCRIPTION FOR ALL CANAL+ SUBSCRIBERS**



CANAL+ and Apple are delighted to announce that their strategic partnership is being further strengthened with a new Apple Music offer, available to CANAL+ subscribers in mainland France, starting December 12. This offer is a first of its kind.

Subscribers with a paid subscription to CANAL+ in mainland France can now enjoy an individual subscription to Apple Music at the price of €7.69/month instead of €10.99, a reduction of 30% compared to the public price charged by Apple.

Today, the award-winning Apple Music celebrates musicians, songwriters, producers, and fans with a catalog of over 100 million songs, expertly curated playlists, and the best artist interviews, conversations, and global premieres with Apple Music Radio. With original content from the most respected and beloved people in music, autoplay, time-sync lyrics, Lossless Audio, and immersive sound powered by Spatial Audio with Dolby Atmos, Apple Music offers the world's best listening experience.

This new agreement makes it possible:

- On the one hand, to go even further in the historic multi-year, multi-territory partnership between CANAL+ and Apple: since April 2023, all CANAL+ offerings have been enriched with access to the Apple TV+ service (in France, Switzerland, Czech Republic and Slovakia). This agreement already contained two world firsts for Apple: the Apple TV+ service can be viewed directly within the CANAL+ platform and select Apple Original series are broadcast on CANAL+ linear channel during the term of the agreement;
- On the other hand, to help CANAL+ progress further in its transformation into a true aggregator of cultural content, as well as aggregating the best video content on the market, to the delight of its subscribers.

To announce its new partnership with Apple Music, CANAL+ will launch a national poster advertising campaign designed by BETC, consisting of three visuals. Scheduled to run from 13 to 24 December, it will reach more than 393 million contacts. This campaign will also be deployed in the press.

## **YOUR STORY COMES TO LIFE WITH CINEMA AND MUSIC**

### **About CANAL+**

Starting its life as a French subscription-TV channel 40 years ago, CANAL+ today is a global media and entertainment company with a brand recognised worldwide amongst the Top 50 Most Valuable French Brands, globally (source: Kantar Brandz, 2023). It generates revenues in 195 countries and operates directly in 52 countries across Europe, Africa, Asia, and the United States, with a total of approximately 9,000 employees worldwide. With a balance of exposure to mature and high-growth markets, CANAL+ is one of the largest media companies in Europe in terms of both revenues and subscribers, and the undisputed leader in French-speaking Sub-Saharan Africa. Additionally, CANAL+ operates one of the world's largest short-form video streaming platforms with Dailymotion. As of December 2023, CANAL+ has 26,8 million subscribers worldwide, and a global audience of over 400 million monthly active users on its OTT and video streaming platforms.

CANAL+ operates through the entire audio-visual value chain and beyond. The group's various businesses include: subscription-TV, live and on-demand, mostly through CANAL+ premium offers and its CANAL+ over-the-top or "OTT" platform, but also its significant stakes in MultiChoice in Africa, Viaplay in Europe, and Viu in Asia; advertising-supported television, through free-to-air channels and video streaming through Dailymotion and Viu; content production and distribution, mostly through Studiocanal, its leading in-house studio; and telecommunication services, through GVA in Africa and CANAL+ Telecom in the French overseas jurisdictions and territories. It also operates the iconic performance venues L'Olympia and Théâtre de l'Œuvre in France and CanalOlympia in Africa.

### **About Apple Music**

Apple loves music. Apple revolutionized the music experience with iPod and iTunes. Today, the award-winning Apple Music celebrates musicians, songwriters, producers, and fans with a catalog of over 100 million songs, expertly curated playlists, and the best artist interviews, conversations, and global premieres with Apple Music Radio. With original content from the most respected and beloved people in music, autoplay, time-sync lyrics, Lossless Audio, and immersive sound powered by Spatial Audio with Dolby Atmos, Apple Music offers the world's best listening experience, helping listeners discover new music and enjoy their favorites while empowering the global artist community.

Apple Music is available in over 167 countries and regions on iPhone, iPad, iPod touch, Mac, Apple Watch, Apple TV, HomePod mini, CarPlay, and online at [music.apple.com](https://music.apple.com), plus popular smart speakers, smart TVs,

and Android and Windows devices. Apple Music is ad-free and never shares consumer data with third parties. More information is available at [apple.com/apple-music](https://apple.com/apple-music).

## **CONTACT**

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