

PRESS RELEASE  
19 July 2023



## THE NEW BENIN CHANNEL

**The CANAL+ Group and the State of Benin are announcing the creation of a new television channel, reflecting the ambition and talent of all the people of Benin: A+ BENIN.**

Combining the expertise and know-how of CANAL+ in terms of channel production, and the will of the State of Benin to promote its country and stimulate the local audiovisual ecosystem, A+ BENIN promises great entertainment through rich, varied programming for the general public.

A true mirror reflecting the country, from its launch on 24 July 2023, A+ BENIN will provide an offer of exclusive programmes, including:

- ON SE PARLE CASH ! (WE'RE TALKING CASH!), a debate show hosted by FRIDA ELISHA  
Monday to Friday at 2.00pm
- DEFENDS TES 50.000 F (DEFEND YOUR 50 000 F), a game show presented by ELIFAZ HOUNDEKPOUNDJI  
Monday to Friday at 7.30pm
- MON BEAU BENIN (MY BEAUTIFUL BENIN), a magazine of cultural and tourist discoveries presented by Nabirath Imorou every Sunday at 2.00pm

A+ BENIN also brings:

- The best series (new or firm favourites) from all over Africa
- Sport, with the best fixtures from the Benin Football Championship, from the start of the season in September
- And major local events

With such an editorial promise in store, A+ BENIN supports the development of audiovisual production in Benin and helps reveal the country and its talents in Benin and beyond.

**Mrs Aurelie ADAM SOULE ZOUMAROU, Minister of Digital and Digitalisation of Benin,** explains: *"The Beninese State continues its dynamic of promoting Benin through audiovisual media. A+ BENIN aims to reflect a young, modern, enterprising country. Benin, firmly turned towards the future, now has a new, strong television which takes into account all aspects of the lives of the people of Benin, with programmes based on society, humour, fiction, knowledge and even discovering the country's heritage."*

*"We are delighted to offer the people of Benin a channel that promotes the cultural diversity and wealth of talent of their country on an international scale. A+ BENIN is further proof of our commitment to supporting audiovisual production on the continent, and more particularly in Benin today",* adds **Clémentine Tugendhat, Director of Thematic Channels at CANAL+ INTERNATIONAL.**

On 24 July, discover A+ Bénin on channel 271 with CANAL+ from the Access package, and on channel 13 of the TNT basic package.

## **ABOUT CANAL+ GROUP**

CANAL+ Group, a subsidiary of Vivendi, is a major player in the creation and distribution of content worldwide, with 25,5 million subscribers, a presence in more than 50 countries and 7 600 employees on every continent. CANAL+ Group has 9,5 million subscribers in France and 7,6 million in Africa. It is the leading television operator in French-speaking Africa and the largest shareholder in MultiChoice, the leader in pay-TV in English and Portuguese-speaking Africa. CANAL+ Group is a major player in the production and marketing of television channels, with 130 linear and non-linear channels produced in-house. It aggregates major thematic channels and global content platforms such as Netflix, Disney+, Paramount+, Apple TV+ and DAZN. With 3.5 billion euros invested in content each year, it is a key player in sport (main funder in France of football and rugby), films (leading funder in France and Poland), and series (including more than 50 original series per year in more than 15 languages). With the support of its subsidiary STUDIOCANAL, which owns 14 production companies, including 13 in Europe and one in the United States, CANAL+ Group is the leading producer and distributor of feature films and TV series in Europe. It holds a catalogue of more than 8 000 titles from more than 60 countries. Finally, it is also a key player in digital with its CANAL+ /myCanal app, whose international deployment is accelerating, with a presence in some thirty countries to date.

## **ABOUT THE AUDIOVISUAL LANDSCAPE OF BENIN**

BENIN is a West African country which has a plural audiovisual landscape, with three public television channels and several private television channels and public and private radio stations.

The launch of TNT on 17 February 2023 opened up new perspectives to the audiovisual sector and allowed the deployment of a terrestrial digital broadcasting network across the entire territory. It offers audiovisual professionals quality broadcasting of their content, with excellent image reception for the people of Benin.

The modernisation of public service media and citizens' access to quality media and information are part of the Government Action Programme projects led by the Ministry of Digital and Digitalisation for the period 2021-2026.

### PRESS CONTACT

Chrismain BABALA

[chrismain.babala@canal-plus.com](mailto:chrismain.babala@canal-plus.com)

### MDD COMMUNICATION FOCAL POINT

Fadil MOUSSOUGAN

[fmoussougan@presidence.bj](mailto:fmoussougan@presidence.bj)