



PRESS RELEASE
December 22nd, 2023

CANAL+ IN AFRICA AND LFP MEDIA ARE JOINING UP TO LAUNCH THE LARGEST REALITY TV SERIES IN THE WORLD OF FOOTBALL: "LIGUE 1 UBER EATS TROPHEE DES ACADEMIES"



CANAL+ in Africa and LFP MEDIA are delighted to announce the launch of the biggest reality TV series in the world of football, called the "LIGUE 1 UBER EATS TROPHEE DES ACADEMIES".

From Tuesday 9 January at 8.30pm on CANAL+ SPORT 1 in sub-Saharan Africa, the series of eight 40-minute episodes will take viewers into the daily lives of young footballers from four African academies: USS Kraké (**Benin**), Kadji Sports Academy (**Cameroon**), ASEC Mimosas (**Ivory Coast**) and AS Dakar Sacré-Cœur (**Senegal**).

The "LIGUE 1 UBER EATS TROPHEE DES ACADEMIES" is divided into two phases:

1) On the way to the "LIGUE 1 UBER EATS TROPHEE DES ACADEMIES" Grand Tournament

For a month, CANAL+ cameras get up close and personal with each of the academies to be as close as possible to the development, training and selection of players who will take part in the Grand Tournament.

2) The "LIGUE 1 UBER EATS TROPHEE DES ACADEMIES" Grand Tournament

In Abidjan, Ivory Coast, the four African academies as well as two French academies, FC Lorient and Toulouse FC, compete in a tournament lasting five days. The pressure builds until the final outcome!

Behind each young player, there are committed, professional, passionate coaches and trainers. Beyond teaching football, they pass on strong educational values to these promising players, such as respect, pushing themselves to the limit, solidarity and team spirit.

All with the participation of former LIGUE 1 UBER EATS players, adding real value by sharing their experience and expertise: José Pierre-Fanfan, Fousseni Diawara, Aurélien Chédjou and Kaba Diawara.

LIGUE 1 Uber Eats TROPHÉE DES ACADÉMIES

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.

<https://www.canalplusgroup.com/en>

ABOUT LFP MEDIA

LFP Media is the commercial subsidiary resulting from a strategic partnership between the investment fund CVC Capital Partners, LFP and all French professional clubs. This new entity, created in July 2022, aims to transform and accelerate the development of French professional football, in particular by investing in infrastructure, academies, sporting performance and the internationalisation of clubs.

LFP Media is in charge of commercial revenue for the four competitions organised by LFP: Ligue 1 Uber Eats®, Ligue 2 BKT®, Trophée des Champions® and eLigue 1 Uber Eats®.

Ligue 1 Uber Eats® is broadcast by 65 broadcasters in 218 territories and 45 languages, and has more than 579M viewers for the 2022/23 season. The competition's international digital platforms also have more than 35M subscribers.

CONTACTS

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