



The leading French pay channel

**MARKET OVERVIEW:**

Canal+ is a French premium pay television channel launched in 1984. Partly pay-TV, it also broadcasts free of charge 'en clair' programs. The channel broadcasts several kinds of programs, mostly encrypted. The un-encrypted programmes can be viewed free of charge on French DTT. It offers movies, TV series, news and sports events.

**PROFILES:**

Due to its very large variety of programs, Canal Plus can reach a very wide audience. Canal Plus offers cinema and French or American TV series programs on Canal Plus Cinema and on its main channel. Canal Plus also broadcasts many sports events (Football, Rugby, F1...) on Canal Plus Sport and on its main Channel.

The audience of Canal Plus is a premium audience (27% of ABC1) and a male audience (63%). 51% viewers are 25-49 yo. 4.2 million viewers watch it daily on DTT.

**ADVERTISING RATES 2018:**

**\*\* Rates depend on the period. Please contact us for more information. \*\*\***

**TECHNICAL SPECIFICATIONS:**

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**CREATIVE DEADLINE:**

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