

Canal + focuses on Sub-Saharan Africa

The French group Canal + will now invest in sub-Saharan Africa and more specifically, French-speaking Africa.



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Canal + Afrique (formerly Canal Overseas Africa), Canal + Overseas publishes on behalf of the Canal + channel for the African continent and distributes the “Canal + Bouquets” offers in Mali, Cameroon, Senegal and Ivory Coast. It is also in Ivory Coast that Canal + has launched its A + Ivoire channel.

The Vivendi subsidiary organised a ceremony for this purpose in its offices on the Riviera Palmeraie to announce the news to the press. As a reminder, the license for this channel was granted by the Ivorian authorities, in December 2016. The channel was designed to appear on the TNT platform of Ivory Coast and will be available on the channel 205 bouquets of Vivendi’s subsidiary.

The channel will be free, once the platform TNT is completed. In this regard, the Ivorian authorities hope that the first transmitter will be commissioned by February next.

On the content side, A + Ivoire is relying on a successful African series, but also on the co-production of local series like *Ma Grande Famille*, the spin-off of the famous series *Ma Famille*. Canal + relies on local content and does not broadcast American or European content. Only French films are broadcasted on the Africa zone.

For social reasons, Canal + Afrique does not broadcast programs for adults and even less the matches of European football leagues and sometimes African, because the rights are held by other groups, such as beIN Sports or Lagardère.