

Canal+ partners with Mediawan to produce original content for Africa

Canal+ International (the international subsidiary of Canal+ Group) and Mediawan are forming a partnership to invest in original content in French for the African audience. The subsidiary will have a potential audience in the 25 African countries where CANAL+ Group operates.



Image source: Gallo/Getty.

Canal+ International and Mediawan are forming a new entity to produce exclusive French- language content such as films, series and animation for the African audience with a growing liking for local content. Mediawan will manage the new subsidiary.

A first project would bring to the screen, a popular daily series whose topic would be designed by Canal +, followed by others, targeting the diverse and varied demands of the African public.

This partnership consolidates the two companies landmark collaboration since Canal+ has been distributing content produced by Mediawan Thematics since 2005.

At present, the structure formed by the two companies will only produce content in French. Many other projects will emerge, as the demand for original series is strong, in Africa as in the rest of the world.

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