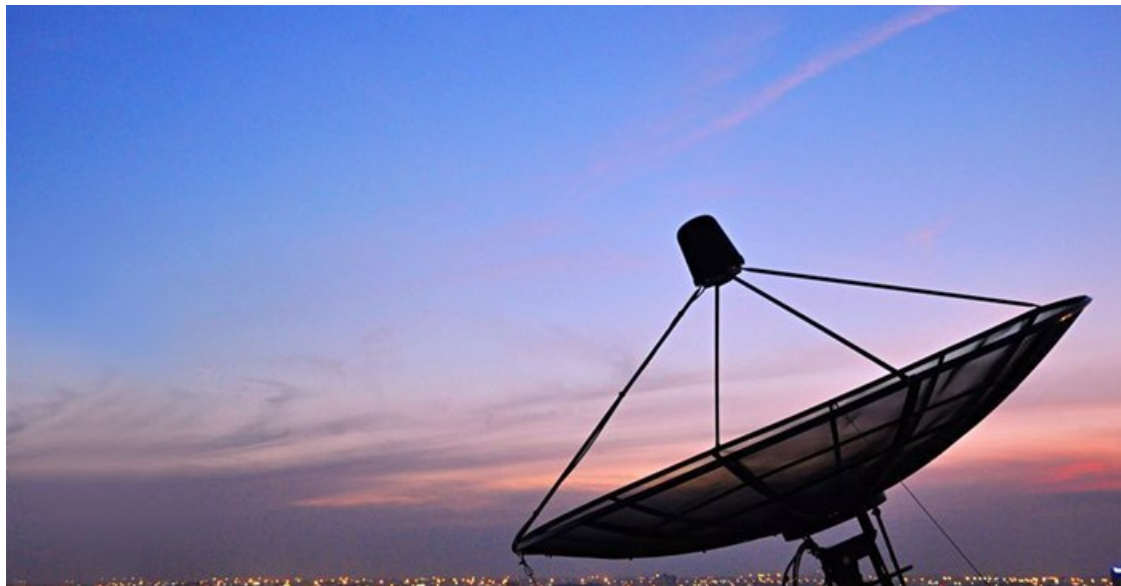


Canal + to deploy its pay TV offer in Ethiopia

Canal + will soon deploy its pay-TV offer in the coming weeks in Ethiopia. The company has reached an agreement with Teodros for the distribution of the channels of Vivendi's subsidiary in Ethiopia.



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The agreement was signed during the visit of French President Emmanuel Macron to Ethiopia.

It should be noted that the country's audiovisual sector has made it very difficult for private operators to enter the market until a recent policy change.

Nevertheless, in Ethiopia, Canal + will face competition from StarTimes and MultiChoice.

With this agreement, Canal+ Africa's subscriber base, estimated at 4.1 million at the end of last year, could increase in size. This, provided that the operator manages to adapt its content to a well-controlled market by a competitor like MultiChoice.

Until June 2018 and the arrival of StarTimes, the South African operator was practically in a monopoly position in the Ethiopian market.

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