



Press Release  
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## **RENAULT AND CANAL+ ANNOUNCE AN UNPRECEDENTED AND PIONEERING PARTNERSHIP**

- Renault continues to grow its OpenR Link connected multimedia system's catalogue with the CANAL+ app.
- Renault and CANAL+ team up to innovate and treat the platform's users to a new way of enjoying the best content on the go while providing them with an ever simpler experience.
- The CANAL+ app will go live in France, Switzerland and Poland on 4 October 2024.
- This exclusive partnership will involve an unprecedented campaign including commercials by CANAL+ BRAND SOLUTIONS' FACTORY featuring CANAL+ in Renault 5 E-Tech electric.

CANAL+ Group and Renault announce an unprecedented partnership agreement around distribution of the CANAL+ app in connected vehicles equipped with OpenR Link technology in France, Switzerland and Poland.

The CANAL+ app will be downloadable on 4 October 2024, and preinstalled in compatible Renault vehicles, to treat CANAL+ subscribers to a new way of enjoying the best films - including more than 300 previously unreleased features a year -, CANAL+ Original Creations, top-of-the-range international series, documentaries, entertainment and sport, live or on demand.

CANAL+ subscribers will be able to use all the features in the app directly in their car, including Expert Mode to enjoy an enhanced experience of Europe's top football, rugby or motor sports tournaments in their Renault 5 or Scenic E-Tech electric, for example while they park to charge.

Visitors at the upcoming Paris Motor Show (from 14 to 20 October) will be welcome to try out the CANAL+ app in Captur, Rafale and all other Renault vehicles equipped with OpenR Link.

\* For a completely safe experience, the CANAL+ app only works when the vehicle is stopped.

"Renault is enriching its customers' in-vehicle experience with unique content by teaming up with leaders across the music, travel and film markets. This partnership with CANAL+ is a prime example of that. It is all about taking pleasure on board Renault to the next level again and again. "

**Arnaud Belloni, VP, Global Marketing, Renault brand**

### **Attente is the new cool – Two commercials to back up the launch**

To promote this partnership and the possibility of accessing premium video content from CANAL+ in Renault vehicles, the CANAL+ BRAND SOLUTIONS' FACTORY produced two commercials for a campaign titled "Attente (Waiting) is the new cool" featuring Renault 5 E-Tech electric.

The campaign will air in France on all CANAL+ Group channels, the CANAL+ app and Max from 4 October.

« This new partnership is reinforcing CANAL+ Group's innovation and investment strategy. Its apps, which are already available in more than 40 countries and territories on smartphones, connected TVs, computers and gaming consoles, are now available in compatible Renault cars in France, Poland and Switzerland.»

**Philippe Schwerer, EVP Industrial Partnerships & New Business, CANAL+ Group**

### **ABOUT CANAL+ GROUP**

CANAL+ Group, a subsidiary of Vivendi, is a leader in the creation and distribution of content in the world, with a presence in more than 50 countries and nearly 7,600 employees on every continent. CANAL+ Group has 26.4 million subscribers worldwide, including 17.1 million in Europe, 8.1 million in Africa and 1.2 million in Asia-Pacific. It is the largest shareholder in MultiChoice, the leader in pay-TV in English and Portuguese-speaking Africa; Viaplay, the Scandinavian leader in pay-TV and streaming; and is also a shareholder in Viu, a leading Asian streaming business.

CANAL+ Group invests 3.5 billion euros in content every year, making the group a key player in sport (main funder in France of football and rugby, and the leading partner of UEFA and the EPL internationally), films (leading funder in France and Poland), series (including more than 50 original series per year in over 15 languages) and entertainment (documentaries, comedy, shows). CANAL+ Group offers over 2,000 channels, including 130 produced in-house. In addition to content creation and its own channels, CANAL+ Group acts as an aggregator of linear channels' global streaming services including Netflix, Disney+, Paramount+ and Apple TV+ and Max.

With the support of its subsidiary STUDIOCANAL and its network of 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 nearly 9,000 titles from more than 60 countries, including those of Orange Studio following the acquisition of OCS by CANAL+ Group.

Canal+ Group is an innovative, technology-based company, with a leading direct to consumer digital offer via its myCANAL app, which is deploying internationally at an accelerating rate and currently has a presence in more than 40 countries and territories. [canalplusgroup.com](http://canalplusgroup.com)

## **ABOUT RENAULT**

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced and electrified range. Its ambition is to embody modernity and innovation in technology, energy and mobility services in the automotive industry and beyond.

## **CONTACTS**

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