

Partnership: Media Press Group & Canal+

Canal+ and Media Press Group Extend Multi-Year Partnership for Advanced Entertainment Metadata Workflow Solutions

Executive Summary

Zurich, Switzerland, March 10, 2025 – Canal+ and Media Press Group (MPG) are pleased to announce the multi-year renewal of their strategic partnership, ensuring the continued delivery of cutting-edge entertainment metadata workflow solutions. As part of this renewed collaboration, Canal+ has adopted OpenID to build global content ID consistency across markets and content distribution business models.

OpenID is a universal, non-proprietary, standardised digital identity framework that provides unique identifiers for each content asset, supporting the needs of telecom operators to launch super bundling strategies across markets. By implementing OpenID, Canal+ can unify and streamline its metadata management and content curation, ensuring a seamless and integrated approach across its linear TV channels, and streaming catalogues. Each content piece is assigned a unique OpenID and deduplicated across all the available content on linear TV and Streaming catalogues enabling greater automation, operational efficiency, and enhanced data insights.

This transformation empowers Canal+ with a comprehensive, real-time overview of its content ecosystem. By leveraging OpenID, Canal+ gains the ability to optimise content curation and monetisation across multiple business models and markets. The adoption of this solution simplifies metadata workflows, enhances discoverability, and enables more intelligent decision-making to drive audience engagement and revenue growth.

“We are thrilled to extend our successful collaboration with Media Press Group,” said Philippe Rivas, Canal+ Tech Distribution Director. “The adoption of OpenID marks a significant step forward in our digital transformation strategy, allowing us to harness automation and data-driven insights for better content management and monetisation.”

“Media Press Group is proud to continue our long-standing partnership with Canal+,” said Gijs Davelaar, Chief Revenue Officer at MPG. “By integrating OpenID into their metadata workflows, Canal+ is setting new standards in content identification, efficiency, and market adaptability.”

The renewed partnership between Canal+ and Media Press Group underscores their shared commitment to innovation in metadata solutions, further solidifying their leadership in the evolving media landscape.

About CANAL+

Founded as a French subscription-TV channel 40 years ago, CANAL+ is now a global media and entertainment company. The group has 26.9 million subscribers worldwide, over 400 million monthly active users on its OTT and video streaming platforms, and a total of more than 9,000 employees. It generates revenues in 195 countries and operates directly in 52 countries, with leading positions in Pay-TV in 20 of them. CANAL+ operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation.

It is home to STUDIOCANAL, a leading film and television studio with worldwide production and distribution capabilities; Dailymotion, major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetization; Thema, a production and distribution company specialising in creating and distributing diverse content and channels; and telecommunication services, through GVA in Africa and CANAL+ Telecom in the French overseas jurisdictions and territories. It also operates the iconic performance venues L'Olympia and Théâtre de l'Œuvre in France and CanalOlympia in Africa.

CANAL+ has also significant equity stakes across Africa, Europe and Asia, namely in MultiChoice (the Pay-TV leader in English and Portuguese-speaking Africa), Viaplay (the Pay-TV leader in Scandinavia) and Viu (a leading OTT platform in Southern-Asia).

About Media Press Group (MPG)

Media Press Group is Europe's leading and the world's second-largest entertainment metadata provider, with over 30 years of industry experience. MPG's comprehensive metadata solutions enhance content discoverability, personalization, distribution, and monetization, ensuring its clients' and partners' success and confidence across the media supply chain.

Contact Information:

Gijs Davelaar, Chief Revenue Officer

Media Press Group (MPG)

gijs.davelaar@media-press.tv



**Learn more about the
partnership between Media
Press Group and Canal + at IBC**

The Media Press Group Vision

At Media Press Group, we empower media companies with metadata tools and workflow solutions that drive new monetization opportunities, support business transformation strategies, and keep content relevant and appealing in a rapidly evolving industry. By enabling seamless metadata supply chains, we help our partners deliver content that truly connects with audiences.

Media Press Group – Shaping the Future of Entertainment Metadata

Learn more at www.media-press.tv and connect with us on [social media](#)