

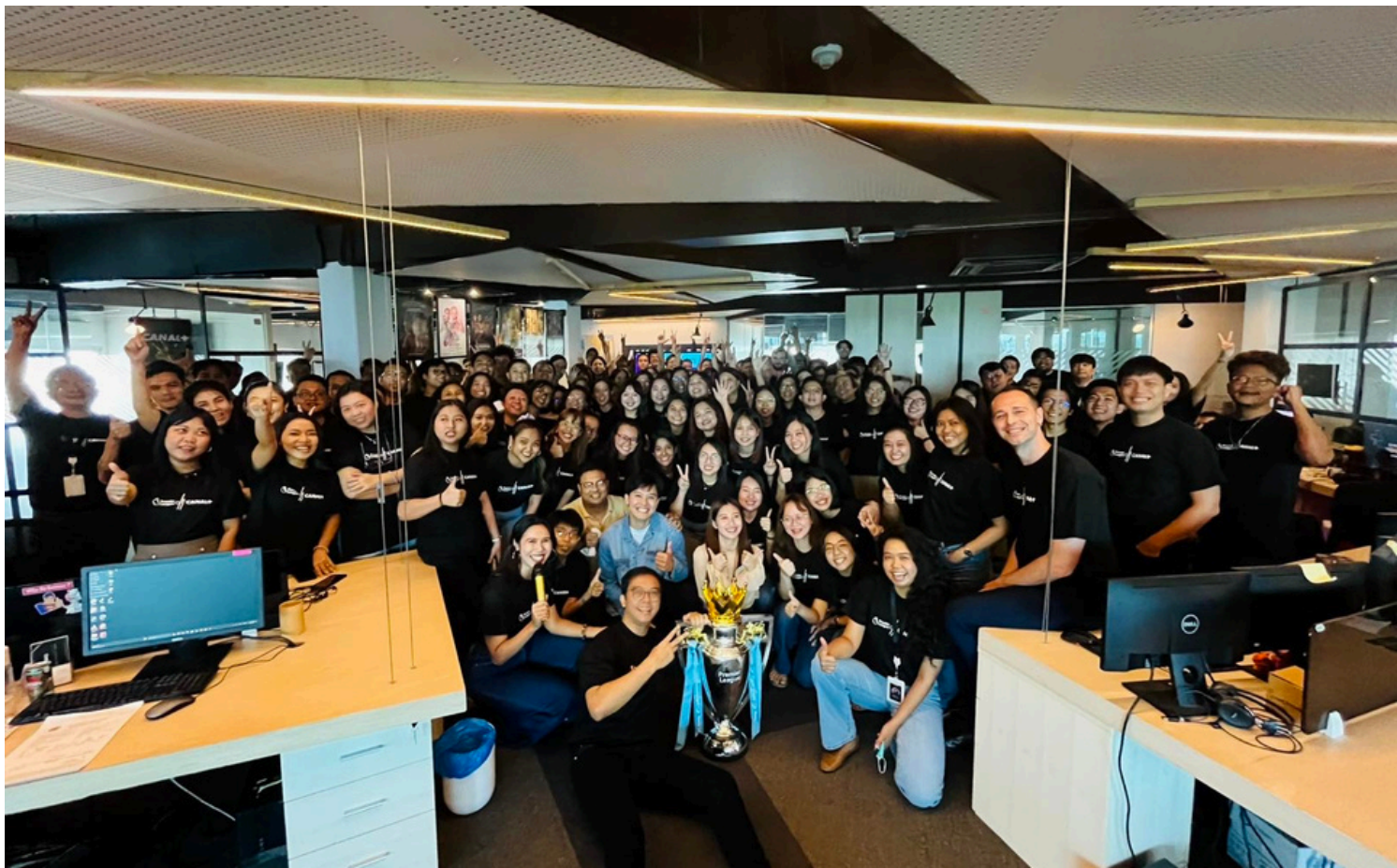
MEMBER INTERVIEW

**Celebrating Your Journey,
Inspiring Our Future**

CANAL+



Mr. Cyril Le Jeune
Chief Executive Officer



Q; Having led CANAL+businesses in both Haiti and Myanmar, what have these two very different markets taught you about leadership, and what inspired you to pursue a career in the media industry?

A; Myanmar has shown me the potential of a larger and more complex market, with strong opportunities for development and partnerships with telecom operators, sponsors, and productions. Myanmar is now a true 360-degree market, where we can grow across DTH, DTT, digital, and Smart TV platforms. Besides, Myanmar is especially exciting because of its booming creative sector, with many talented directors, actors, & influencers. What inspired me to pursue media is the power of content to connect with people. Media brings stories, culture, and emotions into people's homes, and being part of that journey is extremely meaningful.

Q; Myanmar is a market full of both opportunities and challenges. Since becoming CEO, how do you make decisions in uncertain times while still focusing on long-term growth?

A; Myanmar is a market with both significant challenges and tremendous opportunities. In an uncertain environment, I believe the key is to have a clear long-term vision while remaining flexible in how we execute.

We work closely with both our global and local teams to ensure our strategy is aligned and that we can adapt quickly when circumstances change.

At the same time, we always prepare contingency plans so we can respond to different scenarios without losing momentum.

More importantly, I believe good decisions come from listening. I make it a priority to hear the perspectives of our teams, partners, and customers so that our decisions are informed, balanced, and focused on creating sustainable long-term growth.



Q; With increasing competition in the media and entertainment industry, what makes CANAL+ Myanmar stand out, and what strategies have been most important in staying ahead?



A ; Since launching CANAL+ Myanmar more than eight years ago, we have been a pioneer in the market by offering a complete entertainment experience through both our OTT app and decoder platform. We also offer a diverse content portfolio, from exclusive sports and CANAL+ Original Creation Series to Kids programs, Myanmar movies, and international films and series, ensuring a rich entertainment experience for every member of the family. Our vision has always been to make quality entertainment accessible and affordable, allowing families to enjoy their favorite content anytime, anywhere, on the devices that best suit their lifestyle.

Beyond content, we focus on understanding the needs of local audiences while leveraging the strength and expertise of the global CANAL+ Group. We continue to invest in high-quality sport content, expand our exclusive local production, and enhance customer experience on our platform.

In an increasingly competitive market, staying ahead is not just about offering more content. It's about continuously innovating, delivering greater value, and building lasting relationships with our customers. This customer-first approach has enabled us to maintain our position as Myanmar's No. 1 Pay TV platform, and we remain committed to raising the bar for entertainment in the market.



Q; Securing the Premier League rights and earning international recognition for Myanmar original productions are both significant milestones for CANAL+ Myanmar. Why do you believe it's important to invest in both international and local content?

A; Bringing premium rights such as the Premier League allows Myanmar audiences to enjoy world-class football with the highest local production quality. At the same time, investing in Myanmar original productions reflects our belief that local stories deserve to be told, celebrated, and recognized beyond our borders. This is also a strong expectation from our audience. Our offer is designed to serve the whole family with diverse entertainment choices that match every need—from premium .

LIVE sports (Premier League, UEFA Champions League, UFC, F1, PGA, etc.), blockbuster Myanmar movies, and Myanmar original fiction series to kids' programming, documentaries or music, alongside Asia and international channels. Most importantly, our investment reflects a long-term commitment to Myanmar's creative ecosystem.



We continue to develop partnerships with local creators and support the next generation of creative talents while giving audiences fresh and exciting content every day.

By combining global excellence with local relevance, we create entertainment that connects families and communities.

Q; The way people consume entertainment is constantly changing. How is CANAL+ Myanmar adapting through technology and digital innovation to enhance the viewer experience?



A; The way people consume entertainment is evolving rapidly, with viewers expecting content to be available anytime, anywhere, and on any device. To meet these changing expectations, CANAL+ Myanmar continues to invest in technology and digital innovation to deliver a seamless and engaging viewing experience.

A key priority for us is listening to our customers and staying close to market trends. One of our key differentiators is our multi-platform ecosystem, which enables customers to enjoy the same premium content across TVs with our decoder, Smart TVs, mobile phones, and tablets. Through the CANAL+ Myanmar App, they can also access live TV, replay, on-demand content, and offline downloads, offering greater flexibility and convenience. We leverage AI-tailored tools to improve operational efficiency and accelerate content delivery.

We continue to innovate with our commercial partners. Unlike traditional advertising formats, we've introduced the VR-supported Virtual Ad, which enables viewers to experience direct engagement in various formats, including 3D or Center Circle, for instance. This innovative approach aims to revolutionize the TVC landscape in Myanmar by allowing brands to achieve high engagement within the game itself without disrupting the customer experience. As technology evolves, we will continue to innovate with one clear goal: making premium entertainment more accessible, personalized, and enjoyable for everyone in Myanmar.

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Q; Artificial intelligence and digital technologies are reshaping the media industry. Where do you see the biggest opportunities and the biggest challenges for companies like CANAL+ Myanmar?

A; The biggest opportunity lies in delivering more personalized and engaging customer experience.

It helps us better understand viewing habits, preferences, and consumption patterns, allowing us to recommend more relevant content and create tailored user journeys.

AI also offers significant opportunities to improve operational efficiency' with more rapid delivery to the customer, deeper insights into audience behavior and content performance.

However, the biggest challenge is keeping pace with this rapid evolution of technology and changing consumer expectations.



Q; As a member of CCI France Myanmar, what do you value most about being part of the Chamber's business community, and why do you think business communities like FMCCI matter today?



A; For a developing market like Myanmar, business communities such as FMCCI play a vital role in supporting both local and international businesses by creating trusted connections among companies, institutions, and professionals operating in Myanmar. The regular sharing sessions of market updates, together with training and development opportunities for young professionals, provide valuable insight and help strengthen the business community. Being part of the CCI France Myanmar gives us the opportunity to connect with a diverse network of business leaders, exchange market insights, better understand local challenges, discover partnership opportunities, and stay connected to the wider French and Myanmar business ecosystem.

What I value most is that FMCCI brings together people from different industries who share a common purpose: building trust, creating opportunities, and supporting one another's growth.

For CANAL+ Myanmar, being actively engaged in these communities allows us to better understand the market, build meaningful partnerships, and contribute to the long-term growth of Myanmar's media and entertainment industry.





Q; After more than a decade with the CANAL+ Group, what do you hope CANAL+ Myanmar will be remembered for under your leadership?

A; I am proud that we have made quality entertainment more accessible to Myanmar families by combining what I consider the best content offer in Myanmar, with the best sport competitions like Premier League, Champions League or UFC with meaningful local productions that celebrate Myanmar's culture and creativity while supporting the growth of local talent.



Today, audiences have access to an overwhelming amount of content across many platforms. As a media company, I believe we have a responsibility to offer a trusted alternative. At CANAL+ Myanmar, we are committed to providing high-quality, family-friendly, and responsible entertainment that all parents can trust.

If, under my leadership, CANAL+ Myanmar is remembered not only for delivering great entertainment but also for making a positive contribution to Myanmar's media industry and society, that would be the legacy I would be most proud of.

Q; What are the key priorities and ambitions for CANAL+ Myanmar over the next few years, and how do you see the future of Myanmar's media and entertainment landscape evolving?

A; As part of a global media and entertainment group, our ambition is to deliver the best entertainment experience to the people of Myanmar by combining world-class international content with authentic local storytelling through original productions. We will continue to strengthen our content offering, enhance our customer experience, and make our services more accessible across the country.

Looking ahead, I believe Myanmar's media and entertainment industry have tremendous potential. We are committed to creating opportunities for Myanmar's creative talent, supporting local communities, and continuing to innovate through technology to give customers greater flexibility in how and where they can watch.

And as digital consumption grows, audiences will increasingly seek high-quality and trusted content. We want CANAL+ Myanmar to help shape that future by delivering qualitative and responsible entertainment while developing this local industry.



Q; Finally, what advice would you give to young professionals who aspire to build international careers while leading businesses across diverse cultures and rapidly evolving markets?



A; My advice is to never stop learning.

We are living in a fast-changing world with rapid technological change, especially with the rise of AI. While AI will automate many tasks and transform the way we work, it is still people who provide judgment, creativity, and strategic thinking to use these tools effectively. Beyond technology, developing cultural awareness, staying curious, and being open to different perspectives are equally important. The ability to learn, adapt, and collaborate across diverse teams will always be a key advantage in leading businesses in an increasingly connected and changing world.



In House Channels

