



PRESS RELEASE

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✚ CANAL+ Myanmar Retains Exclusive Broadcasting Rights for the 2026–27 Premier League Season

✚ Together with Partners, CANAL+ Myanmar Continues to Deliver an Enhanced Viewing Experience for Football Fans Across Myanmar

Following the successful conclusion of its inaugural Premier League season, during which CANAL+ Myanmar shared unforgettable moments and thrilling matches with football fans across the country, and is pleased to announce that CANAL+ will continue to be the exclusive broadcaster of the Premier League in Myanmar for the 2026–27 season.

CANAL+ Myanmar has also inked strategic partnership agreements with top corporate brands – including AYA Financial Group (AYA Bank, AYA Pay, AYA SOMPO) as the main exclusive financial partner, RoyalD, U9, Min Ma Haw, Grand Royal, and Carlsberg. Through CANAL+'s innovative, non-disruptive Virtual Ads technology, partner brands will seamlessly integrate their local identity into Premier League LIVE screens in Myanmar, creating highly relevant and engaging experiences for audiences.

"We are incredibly proud to continue bringing the excitement of the Premier League—one of the world's most celebrated football leagues—to football fans across Myanmar. We would also like to extend our heartfelt gratitude to all the fans who supported us throughout our inaugural Premier League season.

At CANAL+ Myanmar, we are committed to listening to our audiences and continuously enhancing the viewing experience we deliver to all over Myanmar from urban to rural communities. We would also like to sincerely thank all of our valued brand partners for joining us on this journey and for their continued collaboration." Said, Mr. Cyril Le Jeune, CEO of CANAL+ Myanmar.

CANAL+ PREMIERE LEAGUE EXPERIENCE

By listening to audiences, CANAL+ Myanmar introduced Myanmar-language commentary alongside the original English commentary, giving football fans, the flexibility to enjoy Premier League matches in their preferred language and bringing them even closer to the action.

CANAL+ stands apart as the only brand, offering an innovative, locally tailored Premier League experience, ensuring fans enjoy world-class football with well-rounded programs that resonates with Myanmar audiences.

This 2026-27 season, CANAL+ Myanmar will introduce **"Extra Time,"** Myanmar's first football tactical analysis programme, offering in-depth insights and expert perspectives on the game.

CANAL+ also continues to bring viewers a range of fan-favourite programmes, including **"Show Time – A Khu Kyi,"** a live show featuring the latest football updates and discussions; **"Crazy Kiki,"** which takes fans behind the scenes to Premier League club stadiums across England; comprehensive match highlights; and a variety of interactive programmes that enable fans to engage more closely with the Premier League.

CANAL+ also introduced **"Multiplex Goal Rush,"** a first-of-its-kind viewing experience in Myanmar that allows fans to catch every goal and key moment from multiple Premier League matches played simultaneously, ensuring they never miss the season's most exciting action.

In addition, the exclusive interview series **"Thu Doh Hnit Kha Na Tar"** which CANAL+ Myanmar conducts exclusive interviews with Premier League players and managers on behalf of football fans in Myanmar, has also been well received by audiences.

Myanmar's Most Favorite Entertainment for the Whole Family

Since its launch in 2018, CANAL+ Myanmar has been delivering premium-quality entertainment to audiences across the country and has established itself as one of Myanmar's leading Pay TV providers. Today, the platform offers more than **50 television channels**, including its own exclusive HD channels, providing viewers with a diverse range of high-quality content.

CANAL+ Myanmar brings together an extensive portfolio of entertainment and sports programming, including original local productions, Myanmar films, internationally acclaimed movies and TV series, as well as live coverage of some of the world's most prestigious sporting events, including the **Premier League, UEFA Champions League, UEFA Europa League, UEFA Conference League, UFC, Formula 1, and PGA Tour Golf**. This broad content offering reinforces CANAL+ Myanmar's position as one of the country's leading Pay TV platforms.

Interest in **UFC** has also grown significantly among Myanmar audiences, particularly following the rapid rise of Myanmar-born American UFC fighter **Joshua Van**. In response to this growing enthusiasm, CANAL+ Myanmar continues to broadcast UFC events live, enabling local fans to follow every moment of the action.

CANAL+ Services and Pricing

The **CANAL+ DTT/DTH set-top box** is available for **MMK 49,990**. With a monthly subscription, customers can enjoy a wide selection of local and international television channels.

Current subscription packages include:

- **Htoo Shal Plus Package** (60 channels) – **MMK 17,900/month**
- **Shal Plus Package** (40+ channels) – **MMK 10,000/month**

- **Mini Shal Package** (29 channels) – **MMK 3,900/month**

In addition, the **CANAL+ App** is available for **MMK 6,000 per month**, allowing subscribers to watch content on smartphones and tablets. The app is also supported on Smart TVs, enabling viewers to access more than **50 live TV channels** directly from their television.

For more information, please visit www.canalplus-myanmar.com

ABOUT CANAL+

CANAL+ is a global media and entertainment company with leading positions in Europe and Africa. Over 40 million subscribers enjoy the

CANAL+ entertainment platform, which brings together the best local and global films, live sport, TV series and much more. CANAL+ operates in over 70 countries and has approximately 15,000 employees.

CANAL+ operates across the entire audio-visual value chain, including production, broadcast, distribution and aggregation. In addition to its Pay-TV and streaming operations in Europe, Africa and Asia, the combined group includes: **MultiChoice Group**, Africa's leading entertainment platform; **STUDIOCANAL**, Europe's leading film and television studio, with worldwide production and distribution capabilities; **Dailymotion**, a major international video platform powered by cutting-edge proprietary technology for video delivery, advertising, and monetisation; **CANAL+ Distribution**, a production and distribution company specialising in creating and distributing diverse content and channels; telecommunication services, through **CANAL+ Telecom Africa** in Africa and **CANAL+ Telecom** in the French overseas jurisdictions and territories.

CANAL+ also has minority stakes in

Viaplay (Scandinavia's leading entertainment provider), **Viu** (a leading OTT provider in Southeast Asia), and **UGC**, a leading French cinema group.

canalplusgroup.com/en