



Brief set by
Canal+

In collaboration with
BETC Paris

The future of entertainment with Canal+

Additional Languages

This brief is also available in the
following languages:

[French](#)

Deadline

17 March 2026, 5pm GMT

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The backstory

Canal+ is France's original entertainment rule-breaker. Created in 1984 as the first pay-TV channel mixing cinema and sports, it reinvented television with its bold shows and its witty "Canal spirit".

Now a global streaming platform rivaling American players, Canal+ stands out for its deep African roots (30 years presence in 50 countries). With the recent acquisition of MultiChoice, South Africa's leading media group, Canal+ enters a new era of international expansion, reaching over 40 million subscribers worldwide.

But around the world, audiences are increasingly pushing back against uniform and forgettable content coming from American platforms. Canal+ stands apart with its challenger spirit and distinctive creativity, through bold originals and curated contents that resonate and leave a lasting mark. They seek entertainment ideas that fuel the Canal+ story and express creativity only the brand can own; so how can they continue to evolve Canal+'s offering and enable them to stay ahead of the curve?

What's the challenge?

Invent a new way to experience entertainment. Create a design, product, piece of technology or new content format that pushes streaming into unexplored territory. Something that could only come from Canal+; distinctive, forward-thinking, and culturally relevant. What does the next evolution of entertainment look like when it's imagined through design?

You will also need to consider how your idea would be activated/promoted.

Who are we talking to?

Streaming users drowning in a sea of sameness, hungry for something that actually grabs them and stop them from doomscrolling. You should specifically think about how you can appeal to 18-35 year olds – they are at the heart of the streaming market and the audience Canal+ needs to focus its recruitment on.

Things to think about

Make it "Canal+"

A singular POV: In every idea, we're looking for an irreverent edge, a smart take, a fresh angle, even on a tired or overused subject - without being too intellectual or provocative. Canal+ has also always been a discoverer of new voices, which also marks its difference with big American platforms that reuse the same talents over and over – so if your idea is around new forms of content, how can you enable Canal+ to shine a light on a new generation of creative talent?

Make it adaptive

Canal+ adapts to culture. Wherever it lands, it feels local. French in France, Ivorian in the Ivory Coast, Polish in Poland. Every idea should reflect that same sensitivity and authenticity.

A home for competition

It's a little counter-intuitive but that's what make C+ unique: it's a platform that hosts its rivals. Subscribers can access all the Netflix, HBO and Apple TV contents all through Canal+, but the platform highlights only the ones worth watching. So whatever your idea, it shouldn't go on the offensive. It should celebrate openness, positioning Canal+ as the place where the most creative and bold entertainment comes together.

The importance of storytelling

Canal+ is all about putting the best stories and entertainment in front of you. How can you challenge conventions and redefine how these stories are told?

Use tech as an enabler

When using tech for a creative solution, you need to ensure it is an enabler not a gimmick. Think about the experience you want to create first and then consider how tech could make that experience happen. Stay near-future not sci-fi, this is all about creating a realistic solution to the future of streaming.

The important stuff

Your idea could take any form you like... a video, a physical prototype, a digital prototype, whatever you think conveys the thinking best but you will need to include:

- A clear explanation of the mechanics: how the content/experience/object will work. Don't stay topline.
- How to launch and promote your idea and use it as a means to nourish the CANAL+ brand image – this isn't just about making something new, but also how CANAL+ can talk about it too.

What and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential):

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

Optional (Judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is JPEGs, you can also submit (max. 1 min total); if your main piece is video you can also submit JPEGs (max. 4).

Further information

You can find everything you need to know about entering the New Blood Awards, including the *Preparing your entries* guide, plus any supporting documents for this brief in [this supporting folder](#).

Fonts & Logos [here](#)

Graphics Guidelines*

betc.box.com/s/jd6hfc7yijg9elkkbd5m0grfn9fkpv9t

Iconic ads

[The Bear](#)

[Closet](#)

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[Kitchen](#)

*Please note, this document is in French as it is an original document for the brand. All entries must be in English.