



Paris 01/04/2015  
PRESS RELEASE

## CANALSAT – THE BATTLE

[https://youtu.be/cPGMobBfK\\_Y](https://youtu.be/cPGMobBfK_Y)

### DO YOU HATE WAITING? SO DOES YOUR FAVORITE SERIES

Who haven't suffered from that unbearable waiting for the next season of your favourite series to come out?

Sadly, the French audience usually has to wait for up to a year for a series to come out on TV after their launch in the US. Now, however, Canal Sat will broadcast 27 series on French TV, at the same time as they come out in the US.

To promote this, Canal Sat and its agency BETC created "The Battle", an ad that shows that you're not the only one tired of waiting...

It pictures a warrior, trapped in the middle of an epic American drama series that goes in slow motion as it's waiting to come out in France. After watching seasons change around him while he swings his morning star, the warrior decides he's had enough.

The ad, directed by Thierry Poiraud and produced through RODS, announces the French launch of Season 5 of Game of Thrones on Canal Sat, simultaneously as it comes out in the US.

### PRESS CONTACT

BETC  
Ellen Broomé  
T: +33 (0)6 29 27 62 82  
E: ellen.broome@betc.com

CANALSAT  
Ariane Esfandi  
T. 01 71 35 01 66  
E :Ariane.ESFANDI@canal-plus.com