



Press release

Paris, 6 april 2017

## **Altice launches MY Cuisine, the first international brand media cooking which combines a channel, a magazine and the digital**

**Altice Group continues its development in the creation of new media and from June will offer an international 100% cookery TV channel to be broadcast in France, Belgium, Luxembourg and Portugal.**

**In addition to "MY Cuisine", Altice launches a new TV channel and simultaneously inaugurates a new concept entirely dedicated to the cookery that integrates the creation of a print magazine and all its digital versions including a mobile application and a recipe blog.**

**Through these new creations, Altice is responding to its clients' demands for new cookery programmes, which appeal to a broad audience and have proved hugely successful.**

Altice is building on the success of its Lifestyle division's cookery programmes to establish a dual ambition for MY Cuisine : to offer the best programmes, either by expanding its own production or through prestigious partnerships ; and to deliver a truly holistic media experience with an international presence on television, in print and online.

Through this new entertainment/concept, MY Cuisine will draw on all the editorial strengths of Altice Media's Lifestyle Division. The new channel reflects the Division's new more unified, international and exclusive positioning, as well as its desire to make cooking an overarching theme for the whole medias of Altice Group.

From its launch, MY Cuisine will be distributed exclusively by SFR in France, Belgium and Luxembourg. It will also be available in French-speaking Africa and Switzerland. The concept will also be launched in the Group's Lifestyle Media in Portugal as well. Altice is actively looking into options to have it distributed by other operators. Altice already broadcasts a original Cooking channel in Israel and is considering the opportunity of a larger distribution by other service providers.

As Altice Media's CEO, Alain Weill, explained: "*Although cookery is growing in popularity among the public, there was previously no more channel dedicated to it. I am delighted that we are launching this new entertaining international cookery channel, with the aim of making it a market leader, following in the footsteps of the group's channels*".

### **Exclusive partnership with FremantleMedia and Jamie Oliver for France and Portugal**

MY Cuisine has announced its first exclusive partnership : a 3-year contract with FremantleMedia for Jamie Oliver programmes in France and Portugal. This agreement marks the comeback of the celebrity chef on a french channel. In keeping with his brand, Jamie Oliver will be offering a new programme with a focus on practical advice and accessible cookery. This first major partnership reflects the ambition of Altice Group's new cookery channel to become a unique brand on the cooking lifestyle market.

Patricia Menarini, Head of Altice Group's Lifestyle division said: "*We didn't have to think twice before choosing Jamie Oliver, whose personality represents laid-back, simple, good cookery that makes mealtimes an occasion to share and savour*".

Al de Azpiazu, FremantleMedia's Vice-President for Sales and Distribution in Western Europe, added: "*We are delighted to be working with Altice. This partnership will be an opportunity for us to showcase our best collection of old and new programmes featuring the hugely popular chef, Jamie Oliver. Jamie's*

*entertaining and educational shows have proved hugely popular among food lovers around the world for many years, and MY Cuisine fully shares Jamie's values. We're in no doubt that this collection will be everything cookery fans could wish for!" ».*

**About Altice** - [www.altice.net](http://www.altice.net)

*Founded by telecom entrepreneur, Patrick Drahi, Altice is a multinational cable, fiber, telecommunications, contents and media company with presence in four regions - Western Europe (comprising France, Belgium, Luxembourg, Portugal and Switzerland), the United States, Israel, and the Overseas Territories (currently comprising the French Caribbean, the Indian Ocean regions and the Dominican Republic). Altice provides very high speed based services (high quality pay television, fast broadband Internet and fixed line telephony) and, in certain countries, mobile telephony services to residential and corporate customers.*

*Altice is also active in the media space with a portfolio of channels (News, Sports, Lifestyle...) as well as a provider of Premium contents on nonlinear platforms; it also produces its own original contents (Series, Movies...).*

*Altice (ATC & ATCB) is listed on NYSE Euronext Amsterdam.*

**SFR Press Contact :** +33 1 85 06 05 50 / [presse@sfr.com](mailto:presse@sfr.com)

**MY Cuisine Press Contact :** + 33 1 43 54 17 44 / [contact@agenceviepublique.com](mailto:contact@agenceviepublique.com)