
SECRET
STORY
SEASON 3

A LOYAL AUDIENCE!

Season 2 successfully retained an audience that was already well established during Season 1!

#1 MOST-WATCHED CHANNEL DURING PRIME TIME

#2 MOST-WATCHED CHANNEL DURING DAILY PROGRAMMING

113 M SOCIAL MEDIA IMPRESSIONS ON CANAL+ PLATFORMS (+335% VS. SEASON 1)

67 M VIDEO VIEWS ACROSS CANAL+ SOCIAL MEDIA CHANNELS (+176% VS. SEASON 1)

Source: Médiamétrie – Africamat / CANAL+ subscribers – Season 2 broadcatsted in 2025

A LOYAL AUDIENCE!

Remarkable audience levels sustained throughout the entire run of Secret Story



Source: Médiamétrie – Africamat / CANAL+ subscribers – Season 2 broadcatsted in 2025

A PROVEN SUCCESS IN SEASON 2





9 Million

viewers tuned in to the daily episodes

1,3 Million

viewers watched the live finale

9,6 Million

engagements generated by the new season

Source: Médiamétrie – Africamat / CANAL+ subscribers / Internal digital data

BEYOND THE CANAL+ ECOSYSTEM

Secret Story's success extends all the way to the voting platform



383K

Registrations on the voting platform

+314% VS S1

3.9 M

Visitors during Season 2 of Secret Story

+38% VS S1

6.3 M

Votes recorded

+75% VS S1

Source: Internal digital data

WILL THEY BE ABLE TO KEEP THEIR SECRET?

SECRET STORY returns for a brand-new season!

You know the concept: 15 contestants from across French-speaking Africa will have to protect their own secret while uncovering those of their fellow housemates.

The Voice, back once again this season, will be there every step of the way, guiding the contestants and keeping the game as unpredictable and exciting as ever.

At stake: the contestant who wins the competition will take home the value of the prize pot they have successfully secured throughout the adventure.

40 x 50' episodes airing Monday to Friday at 6:15 PM on CANAL+ MAGIC
9 x 120' prime-time episodes airing Saturdays at 8:30 PM on CANAL+ MAGIC
Broadcast period: October 17 – December 12, 2026

Filming: October 17 – December 12, 2026

ET VOUS, SAUREZ-VOUS GARDER LE SECRET ?

TELEVISION ADVERTISING



OFFER

BECOME THE EXCLUSIVE LEAD PARTNER

CANAL+ MAGIC

OF SECRET STORY SEASON 3

1 EXCLUSIVE SPONSORSHIP SLOT AVAILABLE

433 TV presences + **7 Million** of estimated organics views

CLASSIC TV ADVERTISING PACKAGE

Full season

Opening 30" and/or **Break** 30" and/or **Closing** 30"

134
BRAND APPEARANCES

67 *FIRST-RUN APPEARANCES*

67 *REPEAT BROADCAST APPEARANCES*

Category Exclusivity

TV SPONSORSHIP PACKAGE

Full season

BB IN 12" **BB INTER** 12" **BB OUT** 12"

299
BRAND APPEARANCES

116 *FIRST-RUN APPEARANCES*

116 *REPEAT BROADCAST APPEARANCES*

67 *BRANDED TEASER*

Total Exclusivity

DIGITAL PACKAGE

Full season

Logo integration across social media platforms

8 POSTS + **1 POST**

"Save your favorite contestant" *Winner announcement*



Voting Page Integration

Display advertising + rewarded video

1 viewing of the 30-second advertising spot gives access to 1 additional free vote

CANAL+ App

Pre-roll max 30" on all episodes

BRAND INTEGRATION OPPORTUNITIES

CANAL+ MAGIC

ENJOY MAXIMUM VISIBILITY AT THE HEART OF THE ACTION THROUGHOUT THE SHOW

Ecran pub 30" | BB IN 12" |  | BB BREAK 12" | Ecran pub 30" | BB BREAK 12" |  | BB OUT 12" | Ecran pub 30"

SPONSORSHIP PACKAGE– 3 PLACES

299 *APPEARANCES*

116 *BRANDED BILLBOARDS (BB) – INTRO & OUTRO DURING FIRST-RUN EPISODES*

116 BRANDED BILLBOARDS (BB) – INTRO & OUTRO DURING RE-RUNS – 12" MAXIMUM

67 TRAILERS FEATURING BRAND INTEGRATION – 3"



BRAND INTEGRATION OPPORTUNITIES

BE AT THE HEART OF THE SHOW

Ecran pub 30" | BB IN 12"



BB OUT 12" | Ecran pub 30"

CLASSIC PACKAGE - QUOTIDIENNE

80 APPEARANCES

40 SPOT DURING FIRST-RUN EPISODES

40 SPOTS ALSO INCLUDED IN RE-RUNS

CLASSIC PACKAGE - PRIME

54 APPEARANCES

27 SPOTS DURING FIRST-RUN EPISODES

27 SPOTS ALSO INCLUDED IN RE-RUNS

STAY AHEAD OF THE GAME

PRODUCT PLACEMENT



PLACE YOUR PRODUCT NATURALLY WITHIN THE GAME'S ENVIRONMENT AND ENJOY MAXIMUM VISIBILITY IN ONE OF THE MOST EXCITING CONTEXTS IN TV HISTORY –

PRESENCE QUOTIDIENNE & PRIME-TIME

Offer reserved for advertisers who purchase a minimum of 4 weeks of Classic Advertising or Sponsorship / Subject to production approval.

CANAL+ ADVERTISING

DIGITAL ADVERTISING



OFFER

CANAL+ ADVERTISING

TAKE CONTROL OF THE GAME

BECOME THE OFFICIAL DIGITAL PARTNER OF SECRET STORY

1 ADVERTISER EXCLUSIVITY

CONTENT CREATION

Logo integration within one of the show's original content pieces

Product placement opportunities

Full exclusivity on the content

Distributed on:

30 000€ GROSS

2,3 M

Estimated organics views

+

CLIPPING

Logo integration on the season's most engaging video highlights

- ***16 season clips***
- ***2 semi-final clips***
- ***2 final clips***

Distributed on:

12 000€ GROSS

2,7 M

Estimated organics views

+

VOTING PAGE

Premium brand placement on the Secret Story voting page



Viewers watch your 30'' advertising spot to unlock one free vote

15 000€ GROSS

3 M

Estimated organics views

CONTENT CREATION

THE RED PHONE



Concept: A red telephone is placed in a busy public location. Passers-by pick up the phone and answer a personal question live, either anonymously or on camera.

Key Features: ***3 x 1-minute videos*** *aired every Friday evening on*

Brand Integration: The red telephone can be placed on a branded stand featuring the advertiser's colors, with logo integration within the video.

WELCOME TO THE HOUSE OF SECRETS



Concept: Influencers are invited to get an exclusive first look inside the House of Secrets before the season begins.

Key Features: ***A 2–3 minute video*** *will be released on Saturday, October 10 across influencers' social media channels and CANAL+ platforms.*

Brand Integration: Brand logo integration within the video.

THE DEBRIEF



Concept: The day following each elimination, a content creator hosts a debrief session or conducts a short in-person interview with the evicted contestant.

Key Features: ***8 five-minute episodes*** *will be released the day after each elimination.*

Brand Integration: Brand logo integration within the video, with product placement opportunities available.

Custom content concepts can also be developed, subject to editorial approval.

FIND THE PERFECT PACKAGE FOR YOUR BRAND

STRATEGIE

Full season

3 Available Slots

Logo integration on

5 POSTS

L'application CANAL+

Pre-roll max 30" advertising on ***10 daily episodes + 2 prime-time shows***

TOTAL : 1,7 M ***Estimated organics views***

or

BLUFF

Full season

2 Available Slots

Logo integration on

10 POSTS

L'application CANAL+

Pre-roll max 30" advertising on ***20 daily episodes + 4 prime-time shows***



Voting page live for 4 weeks

with your 30" video featured alongside every free vote

TOTAL : 3,4 M ***estimated organics views***


SECRET
STORY