

CANAL+ Rwanda has unveiled its new campaign, “BIRENZE KUREBA, BIDUHA VIBEZ” introducing a refreshed vision of entertainment that goes beyond simply watching television.

Launched in early March, the campaign reflects the company’s commitment to delivering content that not only informs and entertains, but also creates powerful emotional connections with audiences.

According to Sophie TCHATCHOUA, the campaign is designed to reach all Rwandans, from families and young audiences to communities in rural areas. She emphasised that CANAL+ is positioning itself as more than a TV provider, but as a platform that creates shared experiences and lasting memories.



Accessibility remains a key pillar of this initiative. Subscribers can access CANAL+ content through traditional television or via the CANAL+ application, which offers more than 45,000 programmes available live and on replay. With features such as offline viewing and personalised recommendations, users can enjoy their favourite content anytime, anywhere.

The platform continues to stand out through its extensive offering of over 400 channels, covering sports, movies, series, documentaries, children’s programming, and educational content. CANAL+ Rwanda also reinforces its support for local content through Zacu TV, which broadcasts 100% Kinyarwanda productions, including popular titles such as Seburikoko, Hurts Harder, Indoto etc.



Attractive Promotions for New and Existing Subscribers

As part of the campaign, CANAL+ Rwanda has introduced compelling offers to make its services even more accessible.

New customers can take advantage of a special entry offer, with the decoder available at only 5,000 RWF .

Existing subscribers are also rewarded through a limited-time offer: when buying the same subscription as their last one, they enjoy 15 days of access to all CANAL+ channels and DSTV English Plus!. This allows customers to explore a wider range of

premium content and enjoy an enhanced viewing experience.

With “BIRENZE KUREBA, BIDUHA VIBEZ” CANAL+ Rwanda is redefining entertainment in Rwanda, moving beyond the screen to deliver content that truly connects with people. Through rich programming, local storytelling, and attractive offers, the brand continues to strengthen its position as a leader in the entertainment industry.