

Turner expands kids content to East Africa with Boing

Turner, the family entertainment channel, is pleased to announce the expansion of Boing Africa – a successful, cartoon-based entertainment channel, into new African territories following its initial launch in May 2015.



Image by 123RF

Turner has announced its partnership with AzamTV, one of the largest, fast-growing digital satellite platforms in East Africa. As of the January 1, 2017, Boing Africa is now available to all of AzamTV customers, known for its commitment to the family audience, from the basic package in uncharted African territories for Turner, namely: Kenya, Malawi, Uganda and Tanzania.

With its non-exclusive deal strategy, Boing Africa will continue to increase the accessibility of its kids content to local African households, with the ambition to extend its offering to nearly every African home.

Boing not only complements AzamTV, but strengthens the provider with greater kid-focused variety for their audience through a funny, spontaneous and energetic brand targeting seven to 14 year olds. The channel believes it has managed to match local African kids' taste through the acquisition of contemporary and exclusive programmes.

Creative and bonding, Boing aims to be a fun-filled playground where kids can share great stories with their friends. The range of comedy and action shows, includes Courage the Cowardly Dog, Johnny Bravo, Batman, The Green Lantern, DreamWorks's Dragons and Inspector Gadget.

Pierre Branco, vice president and general manager of Turner France, Portugal and Africa says, "We are delighted to have forged this partnership with AzamTV. This new deal is totally aligned with Boing Africa's mission to provide quality kid's content to almost all African households at an affordable price, which makes this partnership truly symbiotic.

"Already distributed in Zambia, the Seychelles, Nigeria and French African territories, Boing now has a footprint in East African markets which nicely complements our regional presence across Sub-Saharan Africa."

"Boing has added the cherry on top of our kids' dessert! Within such a short time, it is one of the most popular kids channel. We are glad to have it in our bouquet and we share the same passion with Turner to provide such content across the Sub-Saharan countries," adds the deputy CEO of Azam Media, Jacob Joseph.

For more, visit: <https://www.bizcommunity.com>