

MTV Networks Africa debuts new name at DISCOP Africa

MTV Networks Africa, will make its first appearance at DISCOP Africa under its new name, Viacom International Media Networks (VIMN) Africa.



The multimedia entertainment company will bring its multi-genre portfolio of content solutions to DISCOP Africa, taking place from 31 October to 2 November 2012 in Johannesburg, South Africa, representing channels such as MTV, MTV Base and VH1, Nickelodeon, Comedy Central, and general entertainment strand BET.

Key offerings at DISCOP Africa will include series targeted at audiences from 4 to 40+ including thematic content blocks, international and African-produced programming, plus targeted content solutions for regional, national and pan-regional broadcasters, and pay-TV platforms from DTH to DTT, IPTV and Mobile TV.

The network will be showcasing properties from major international awards shows such as the Video Music Awards and The BET Awards to chat shows, reality shows, drama, documentary, animation and more. Titles include The Big Friday Show, the entertainment show fronted by Nigerian comedian Basketmouth, MTV Base Meets... a powerful youth empowerment series, reality series Jersey Shore, and kids shows Dora the Explorer and SpongeBob SquarePants.

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