

## VIMN Africa joins forces with NTA

Viacom International Media Networks (VIMN) Africa (formerly MTV Networks Africa) has signed a landmark partnership and training agreement with Nigerian Television Authority (NTA), Nigeria's national terrestrial network.



From 1 February 2013, NTA will broadcast a daily dose of VIMN programming content including youth-focused editorial under its MTV Base brand, while kids and family oriented content will appear under the Nickelodeon banner. Nickelodeon programming will air seven days a week while MTV Base content will air five days a week in the early afternoon, with an additional late night slot on Fridays and Saturdays.

Under the deal, VIMN Africa will also provide skills training and workshops in TV production for NTA member stations and personnel, to help develop local production expertise.

The government-owned NTA is a widely distributed TV network, and Nigeria's only broadcaster with national coverage, reaching 90 million viewers across Nigeria via a network of state channels and local affiliates.

Included in the programming to air on NTA are local and international music, lifestyle, reality, chat and animation franchises.

The deal will increase the penetration of VIMN content in Nigeria while allowing NTA to increase its quality youth, kids and family offering to viewers in the region.

Commented Alex Okosi, senior vice president and managing director, VIMN Africa, "We are delighted that our partnership with NTA will expand the footprint of our content in Nigeria, bringing new viewers in touch with the VIMN portfolio. We are excited to share our expertise with our peers at NTA in Nigeria in order to maximise the partnership."

Alhaji Musa Mayaki, acting director general of the NTA, said, "Guided by our vision and mission statements that are driven by our aspiration to be a world class television network, this partnership between NTA and VIMN Africa will further strengthen the scope of our creative empire. We appreciate your interest in this collective engagement that will benefit our viewers."

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