

## NBA launches YouTube channel for African fans

Basketball fans in sub-Saharan Africa will now get to enjoy the National Basketball Association (NBA) content on YouTube. In addition to featuring two live games per week in primetime for the rest of the 2018/19 season, the NBA Africa YouTube channel will celebrate the impact of African players in the NBA.

The first two live game broadcasts on the new NBA Africa YouTube channel will take place on Sunday, 24 March 2019 and will feature the Charlotte Hornets hosting the Boston Celtics at 12am (CAT) followed by the LA Clippers visiting the New York Knicks at 6pm (CAT).

The channel will feature original and archived programming, including collaboration with Africa-based YouTube creators on original content, a customised weekly magazine show and NBA documentaries featuring current and former African players and legends.

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