

# Fox Sports Africa rebrands as ESPN

The Walt Disney Company Africa will be rebranding the FOX Sports channels in Africa to ESPN, beginning 30 August 2019, with the FOX Sports and FOX Sports 2 channels being rebranded ESPN and ESPN2.



Image source: Gallo/Getty.

The transition will not change viewing for the channels' loyal fans, with the programming lineup on ESPN and ESPN2 continuing to include the leagues and sporting events consumers have watched on FOX Sports, including The English Football League Championship, Dutch Eredivisie, Scottish Premiership, Turkish Super Lig, Belgian Pro League, Major League Soccer (MLS), Major League Baseball (MLB) and Professional Fighters League (PFL). ESPN will also continue to add exciting new sports properties to the existing line-up in the future.

Additionally, the ESPN channels will remain committed to developing local and regional sports events and intellectual property, including the WAFU Cup of Nations 2019 which takes place from 28 September to 13 October in Thies, Senegal.

Frank Rutten, ESPN Europe and Africa stated: "Rebranding as ESPN is a natural transition following the acquisition of 21<sup>st</sup> Century Fox by The Walt Disney Company. The ESPN brand is synonymous with sports, is one of the most valuable brands in the world and has an established global reach."

Christine Service, senior vice president and country manager, The Walt Disney Company Africa adds, "We are excited to grow our broadcast offering under the new ESPN banner, with our existing programming and intellectual property forming

part of the plans for the future. We look forward to developing both channels in the months and years ahead.”

National Geographic, FOX, FOX Sports and ESPN - are experienced diversely across the region in cinemas, on TV screens, online, at retail, in Disney Stores and at Disneyland Paris.

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