

M-Net increases Africa Magic content

By Gregory Gondwe: @Kalipochi

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MultiChoice Malawi has announced that M-Net, the South Africa-based pay TV channel, will be increasing their range of Africa Magic channels in celebration of a decade long service to their viewers.



From April, M-Net Africa managing director, Biola Alabi announced that DStv will feature AfricaMagic Entertainment, AfricaMagic Family and AfricaMagic Movies.

A statement released to the media by MultiChoice Malawi, central and northern region manager, Titania Katenga-Kaunda says M-Net's pioneering Africa Magic channels which was first launched on DStv nearly a decade ago, have grown to become the home of great African storytelling, music and entertainment.

Content made in Africa for Africa

"As a result, M-Net has now announced that is developing the Africa Magic channels further to ensure that audiences get the best possible selection of African programming available under one brand," says the statement. "Thus, all M-Net productions in East, West and Central Africa will now be found on an expanded line up of Africa Magic channels."

Currently the two Africa Magic channels deliver original stories, dramas, series and talk shows which capture the diverse imagery, culture and thinking of the continent.

"This has stimulated phenomenal growth and interest and has inspired M-Net to further expand its Africa Magic channel offering to meet its viewers increased demand for content made in Africa for Africa," it says.

Alabi confirms in the statement that "Big Brother, Jacob's Cross, Tinsel and 53 Extra, are just some of the shows that audiences have rated highly. "They were previously shown on the M-Net Africa channel but we are increasing our range of Africa Magic channels and moving these programs to an exciting new Africa Magic branded channel."

DStv reorganises channels

Alabi says this is in fact the ideal home for them, where they will become part of a homegrown brand that viewers have themselves made one of the biggest names in Africa.

"This will take place at the same time as the reorganisation of some of the channels on DStv - so the timing is perfect," says Alabi, adding that the focus for the M-Net channel will be to showcase predominantly international movies and series while the AfricaMagic channels are the ultimate destination for anyone eager to view African programming.

"We made this decision for a variety of reasons not least the fact that research indicates that these programs are widely viewed when scheduled on the AfricaMagic channels," she says.

packaging African content

Alabi reveals that M-Net will be taking all the African content available to them and packaging it into new specifically designed channels which together will form a comprehensive African TV viewing line up.

"We're revising and increasing the catalogue of channels from the two channels we have currently have in Southern Africa into three dynamic channels, each with their own clear identity," said Alabi.

As a token of appreciation to suppliers who have supported Africa Magic, Alabi says this AfricaMagic expansion is also a tribute to their talent and faith in M-net.

"We're fortunate to partner with professionals who recognize that many African businesses are forging bold futures, futures that they too will benefit from in the long-term. So we want to salute them because, together with our viewers, they're bringing the African legacies of community and storytelling into a new era," she says

Alabi says they are optimistic about the future: "We know there's a lot of work to be done to make these channels really live to their full potential but we're determined to do so. Our motto is that we want to make programming and channels that speak to the African heart."

The new changes will exclude South Africa and Lesotho.

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