

Airtel sponsors #BBATheChase

Bharti Airtel, a telecommunications services provider with operations in 20 countries across Asia and Africa, is now the official sponsor of the eighth edition of the reality series, Big Brother Africa (BBA). Dubbed The Chase began airing on Sunday, 26 May 2013.



Big Brother Africa is a revolutionary project that connects diverse audiences across Africa. It is reportedly the most successful television franchise ever seen on the continent which grows every year. Dubbed Big Brother StarGame, the seventh installment of Big Brother Africa broke all records. The show not only dominated TV screens, but also rocked the online space.

Connecting to customers

Segun Ogunsanya, chief executive officer and managing director, Airtel Nigeria commented "Africa's viewers are known for their passion for Big Brother Africa and we look forward to developing a number of exciting initiatives during Season 8. I am delighted to welcome AfricaMagic and DStv into our family of commercial partners. We are also pleased to be associated with Big Brother Africa 2013. The show presents huge opportunities for Airtel to make an emotional connection with our customers."

Big Brother The Chase, will feature 28 housemates from 14 countries. The housemates will need to gain acceptance from viewers in order to survive evictions. After 91 days of drama and thrills, the winner will pocket a massive US\$300,000 prize.

Big Brother Africa is aspirational for a lot people across Africa who want to make a name for themselves. "As a company, Airtel is focused on helping communities achieve success in all areas", explains Ogunsanya.

"Driven by our philosophy of empowering people, we have created platforms for talent discovery and we have enabled youth across Africa achieve their aspirations through the Airtel Rising Stars football tournament and support of the talent reality shows," he said

Ogunsanya added "Our 3G platform allows our customers to combine the enormous potential of the internet with the convenience of cellular phones and other devices. It will liberate the potential of our youth through enabling fast access to

the internet for learning, sharing, social networking, creating and accessing content like music. The improved technology enhances multimedia functionality, high speed mobile broadband and internet access; allowing users to make video calls, watch live TV, send and receive emails and download music from the devices. It is the latest global HSPSA plus technology with 21 mbps, also being rolled out in Europe and the USA."

Commenting on the collaboration with Airtel, M-Net Africa's managing director, Biola Alabi said, "We are deeply pleased to welcome Airtel as the headline sponsors of Big Brother - The Chase. Their commitment to the African continent is clearly evident in the initiatives they create and support; and mirrors our own desire to showcase African talent and encourage African success."

Big Brother - The Chase will be screened live 24/7 on DStv channels 197 and 198. Highlights of the program will also be screened on AfricaMagic, AfricaMagic Entertainment and AfricaMagic World.

For more, go to www.bigbrotherafrica.com.

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