

TVAfrica to broadcast Miss World

TVAfrica, a pan-African broadcaster, has just signed a deal securing the rights to broadcast the Miss World 2002 pageant in French and English - on a free-to-air exclusive basis - for Africa and surrounding Indian Ocean territories, with the exception of Nigeria which will be non-exclusive.

The event promises to be one of the year's most memorable spectacles as the world's most beautiful women gather together in December to compete for the coveted title of 'Miss World 2002' in Lagos, Nigeria.

Of particular interest to African audiences as the current Miss World, Agbani Darego from Nigeria, will crown her successor in Lagos, Simon Camerer, Channels Director at TVAfrica, says the broadcast of Miss World 2002 is in line with the network's commitment to bring the best in television to viewers across the continent and deliver the highest possible audience figures for TVAfrica's advertisers.

"We will be showing recorded excerpts from last year's Miss World as well as the Miss World 2002 Preview, which shows all the excitement leading up to the finals that are to be broadcast on the 7th December," concludes Camerer.

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