

## CBS Channels premieres in SA on DStv

International broadcaster Chello Zone and MultiChoice, South Africa's digital entertainment provider, have announced four new channels to be added to DStv in South Africa. CBS Drama and CBS Action, featuring content from global TV content supplier, CBS Studios International, Chello Zone's hit children's channel JimJam and Hollywood movie channel MGM will join the DStv family of channels on 12 November 2013.



This is the first time that the entertainment channels CBS Action and CBS Drama will be available in South Africa, and marks the first major deal for the CBS Chello Zone EMEA Partnership since the portfolio's EMEA rebrand at the end of 2012. As part of the agreement, both channels will include commercials, with the ad sales fulfilled by DStv Airtime Sales Pty (Ltd).

DStv customers will see a host of brilliant content such as smash hit CBS series "New Twilight Zone" and "Mission: Impossible" on CBS Action and "Dallas" and "Half & Half" on CBS Drama.

CBS is the home of world-famous titles and hit franchises from the studio's vast television library - the largest in the world - with more than 70,000 hours of content. In addition to drawing from this extensive library for drama and long-form content, CBS Drama and CBS Action will also acquire programming from selected third-party suppliers.

Louise Cottrell, VP Affiliate Sales for Chello Zone, says: "Our growing presence in South Africa is an important move, both for Chello Zone and our partnership channels with CBS. As the first major deal for the CBS channels since their successful rebrand it is a crucial time in their development, and we are thrilled to be working with the country's leading platform MultiChoice".

"Africa is a key territory for English language content and is the perfect home for our broad range of channels which offer viewers a fantastic mix of programming - from glossy US super-soaps and passionate series on CBS Drama and iconic swashbuckling and fantasy series on CBS Action to educational interactive kids' series on JimJam and Hollywood greats on MGM."

Reed Manville, executive vice president of International Channels for CBS Studios International, said: "Our growing presence in South Africa is an important move regionally, both for CBS Studios International and our partnership channels with Chello Zone. As the first major deal for the CBS channels since its successful rebrand, we are thrilled to be working with the country's leading platform MultiChoice."

Aletta Alberts, GM of Content for MultiChoice, comments: "We are delighted to add these four channels to DStv. Our customers will get even more great entertainment and be able to choose programmes that suit their viewing preferences. DStv really is the home of the best digital entertainment."

DStv Family, Compact, Extra and Premium customers will be able to enjoy all of the entertainment on CBS Action (channel 133) and CBS Drama (channel 134). JimJam (channel 310) will be available to DStv Access, Family, Compact, Extra and Premium customers, whilst the great movies on MGM (channel 140) will be available to DStv Access, Family, Compact and Extra customers from 12 November 2013.

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