

TVC News launches on BskyB

TVC News, the 24-hour pan-African TV news channel from the stables of the Continental Broadcasting Service Ltd, Lagos, Nigeria, launched 17 June 2013, on the UK's BskyB platform (EPG 572).



The pan-African news channel aims to challenge stereotypes and correct factual inaccuracies and misperceptions about Africa and its peoples.

Nigel Parsons, chief executive officer at TVC News and the former head of Aljazeera English, said "Without shying away from reporting the conflicts or the corruption, the famines or the wars, the mission of TVC News is also to tell the many positive stories coming out of Africa."

He added: "Stories - good or bad - will be told 'Through African Eyes'."

The news channel serves as a medium for Africans in every part of the world to be heard on the global scene. Through its fair and fearless reporting, TVC News will tell the unreported stories from under-reported regions across the continent, all from an African perspective.

TVC News provides a mixture of news, current affairs and other informative programming from across Africa and beyond. The daily programming focuses on subjects such as politics and business, the arts and culture, health, youth and gender issues, sports and entertainment, and specially-tailored weather reports.

Using the latest state-of-the-art broadcasting equipment, TVC News has engaged the services of veteran broadcasters, experienced reporters and a top class managerial team. Supported by correspondents and reporters operating from bureaux across Africa and the world, the channel aims to provide its viewers with "breaking news as it happens" while setting new standards in African broadcasting.

Since its launch in Africa at the end of February 2013, TVC News has provided comprehensive on-the-spot coverage of the 2013 Kenyan elections, the recent war in Mali, as well as an exclusive interview with South African icon Winnie Mandela and the former president of South Africa, Thabo Mbeki.

For more, go to www.tvcnews.tv

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