

FOX Retro comes to an end

Fox International Channels (FIC), the multimedia company focused on the distribution of high quality Pay TV channels and digital services has announced that as of today, 1 July 2013, it will discontinue FOX Retro from the TopTV platform as part of its channel portfolio. This decision has been made to ensure that the African portfolio more closely resembles the international channel structure.



The decision comes as the company continues to consolidate its strategy to increase distribution of new and bespoke channels onto the African continent. This is in a bid to provide audiences with the best quality programming, first and within reach of US launch dates globally.

Though FOX Retro has continued to confirm its position as a proven value destination for pay TV viewers, FIC has determined that delivering channels with a broader content base will better serve local audiences.

The company understands the popularity of retro programming and has therefore included a daily retro block on FOX (Channel 125 on DStv and channel 180 on TopTV) to cater to Retro's committed audience.

FOX International Channels' Africa general manager, Alessandro Tucci said: "Retro was an excellent channel choice when we launched into the local market. As we have settled into the market we have had the opportunity to gauge which brands are more relevant to African audiences working within the key channel brands that FIC has identified internationally."

"The plan to discontinue the channel is part of our global strategy to deliver the right channel brands and content mixes to our local audiences. We have reviewed our content strategy and believe that our retro programming has a better home on our flagship channel FOX. This will also see a larger audience across the continent being able to access retro favorites," he added.

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