

GTV launches new channels for Africa

LONDON: GTV, the pan-African pay TV network, announced on Tuesday, 25 November, the launch of Black Entertainment Television (BET) and the Afro Music Channel on its service from 1 December 2008.



Both BET and The Afro Music Channel are targeted specifically at the African market and will be premiering in Africa on GTV.

BET is an entertainment channel dedicated to Black culture comprised of high-quality reality, music, talk, news and documentary programs. The channel will launch with programming including 106 & Park, Real Life Divas, College Hill, Keyshia Cole and Leading Men, as well as events such as the BET Awards, BET Hip Hop Awards and Celebration of Gospel. BET's longest-running gospel program, Bobby Jones Gospel, will debut on Sundays for a divine season of uplifting performances and special appearances.

The Afro Music Channel is the first television channel dedicated to showcasing the best artists from across the African continent and the wider African diasporas. The channel features the latest music videos, live sessions, interviews and documentaries covering the most famous, talented and hippest African musicians that have made history through their music.

Julian McIntyre, founder and managing director of GTV said: "These partnerships reflect our commitment to bring the best and most relevant content to our viewers at the most competitive costs. These channels, combined with Discovery World, are a real Christmas present to our subscribers and anyone wishing to subscribe to GTV. We continue to listen to our audience and deliver on what they are asking for. I am confident that both BET and Afro Music Channel are going to be a big hit with everyone."

"We're extremely pleased to bring BET to African audiences. Africa is an important market for the BET brand, and we fully expect that we will continue to build a footprint across the continent," said Michael Armstrong, senior vice president and

general manager, BET International.

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