

FIC to offer more on MultiChoice's DStv

Fox International Channels (FIC), the multimedia company focused on distribution of pay TV channels and digital services has announced the addition of an entertainment channel, FOX, onto MultiChoice's DStv platform throughout the African continent. This will take the number of channels on the platform to three.



The distribution will see the company's flagship channel, FOX, become available in High Definition (HD) on the DStv Premium bouquet, thereby significantly extending the channel's distribution, across the continent.

The deal with DStv extends FIC's carriage on the continent and is in keeping with the company's corporate strategy of channel non-exclusivity. This means that all the channels will still be available to all platforms that they are presently carried on across Africa.

FOX is an English language general entertainment channel which will be rebranded from Fox Entertainment to FOX. This positions the channel as the flagship entertainment channel in the FIC stable. This move is part of a corporate decision taken by FIC worldwide.

On-air brand campaign

The new on-air brand campaign will focus on the strength of television programming - which still remains the number one medium for entertainment, globally. The channel features high quality drama, reality and entertainment programming.

FOX, according to market research by Millward Brown Optimon (MBO), is one of the most recognisable TV brands globally. A trait the "Brands with Fans" maintains through quality first run and library content programming from a variety of sources including (but not limited to) US studios, British, Australia, European and African based content.

"We are very pleased with the extended distribution of our channels onto the DStv platform", said Alessandro Tucci, senior vice president and general manager for FIC Africa.

"This operation is managed from our expanded office in Johannesburg confirming our commitment to delivering channels with a local team, this ensures that our common language and culture position us closer to this territory. Distribution has increased very fast in the last two years confirming not only what a good moment these markets are going through but also the huge interest that our brands and their premium content generate" Tucci added.

"We hope to see more viewers enjoying the quality on offer through our entertainment channel and remain committed to delivering unsurpassed programming that we have become synonymous with globally as a TV content distributor of choice" Tucci concluded.

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