

TV Zimbo signs EFC Worldwide for Angolan viewers

Angola will get to watch the best Mixed Martial Arts content on TV in a deal TV Zimbo has signed with EFC Worldwide.



EFC Worldwide comes to Angolan TV viewers.

TV Zimbo, the leading TV broadcaster in Angola, has signed a multi-year partnership with world renowned Mixed Martial Arts (MMA) organisation, EFC. This partnership places MMA content on air for the first time on TV Zimbo, bringing EFC and the sport to millions of viewers in Angola.

EFC content is broadcast weekly on TV in over 120 countries, captivating fans around the globe, and now Angola will be part of the action.

“Every Sunday night, from the month of May, martial arts lovers will be able to see combat from the best MMA fighters of our continent, including our very own Demarte Pena,” stated Serge Kalu a director at TV Zimbo.

Inverleigh Media, a sports marketing agency who helped broker the agreement are working with EFC on its expansion in Africa.

“We are very happy to partner with TV Zimbo, the most popular channel in Angola,” stated EFC President Cairo Howarth. “Angola has strong roots in EFC, with great Angolan athletes competing and winning titles, plus a massive fan following in the country. This partnership with TV Zimbo amplifies and grows the connection between EFC and Angola even further.”

EFC has several Angolan athletes: Demarte Pena, undefeated former bantamweight and featherweight champion, Marino Cutendana, a long-time flyweight contender, Katharyna Araujo, Nerik Simoes and Josemar Octavio.

The partnership will see hours of dedicated EFC programming broadcast weekly on the Angolan media powerhouse, as well as 10 live primetime events per year.

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