

ABN signs up three more broadcasters on the continent

African Broadcast Network (ABN) signed up a deal in March 2002 with broadcasters in Malawi, Rwanda and Namibia.

The ABN strand will launch on Television Malawi (TVM) on 1st April 2002, with television Rwanda (TVR) and DESSERT Entertainment Television (DETV) following suit the following month. The ABN Network is proving beneficial to both organisations involved in development and private television stations alike.

The partnership with DEETV, TVM and TVR is one of a number of partnerships entered into by ABN on the continent. The pan-African network has entered into a similar relationship with a number of national broadcasters across Africa. The estimated viewership of ABN programming is over 100 million in Kenya, Ghana, Nigeria, Swaziland, Tanzania, Zambia and Zimbabwe.

Mr Benson Tembo, Director General at TVM explained the significance of the ABN partnership for TVM; "One of our major strategies at TVM is to bring in good international programming to our viewers as well as ensuring that we continue to broadcast local programmes. ABN will help us address both these issues by supplying us with international programmes and by helping us with training and the co-funding of local productions. It is a win-win situation for the station, the viewers and for ABN".

Source: [Africa Film & TV](#)

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