

## New look for E! Entertainment Television

E! Entertainment Television is refreshing its logo, on-air look and tagline following the recent unveiling of the new-look channel in North America. The new look will be revealed in South Africa on 23 September 2012, on DStv channel 124.



"While E! will remain the ultimate destination for celebrity, entertainment news and pop culture, the refresh will take the brand to the next level. With more new programming than ever before and also more promotional activities, including talent visits and exciting competitions, we seek to grow the channel further South Africa and engage more local fans in E!' s pop culture buzz," said Colin McLeod, MD emerging markets, of Universal Networks International.

A core channel brand for NBCUniversal, both in the US and internationally, E! is seen in 150 countries and delivered in 26 languages. E! captures the topics that include: personalities, trends, music, fashion, TV, movies, art, nightlife, philanthropy, technology, design and sports. The channel's new look and logo, "Pop Culture" tagline and talent-driven brand campaign help bring this to life, evolving and extending the E! brand.

### New programmes

As part of the channel refresh, E! is launching with exclusive new programmes, such as *Opening Act*, from International Emmy Award-winning producer Nigel Lythgoe with guest stars including Rod Stewart and Nicki Minaj; and *Married to Jonas*, featuring Kevin Jonas, a member of the Grammy Award-nominated and multi-chart-topping group Jonas Brothers, and his wife Dani, as well as continuing with fan favourites *Live From The Red Carpet*, *Fashion Police*, *Ice Loves Coco* and *Keeping Up With The Kardashians* and other familiar, much-loved faces.

The evolution of the E! brand also includes the network's web site, which relaunched internationally, in line with the US, on 9 July. Coming off its biggest year ever in 2012, and averaging 15 million monthly unique visitors internationally, the site has been expanded, updated and reignited with a tablet-friendly redesign that improves functionality and user interaction, as well as offering enhancements to its high-res photo galleries and unique social integrations.