

New kids channel in Nigeria from Turner Broadcasting

Turner Africa has expanded its children's offering with the introduction of Boing across the continent. Launched in May this year, the non-exclusive kids' channel has already received uptake in Nigeria, the Seychelles and in South Africa.



Turner has recently signed a new distribution deal for Boing with the Nigerian TV platform, Consat, a new player entering the fast moving African pay TV market. The station has added Boing to its 'Style pack' in order to strengthen its kids' offering at an affordable price.

Mayokun Okunola, CEO of Consat TV commented, "The station's distribution strategy focuses on acquiring high-quality international channels, which benefit from strong demand in Nigeria. Boing, with its well-known franchises and contemporary on-air proposition, aptly fits this strategy and strengthens our channel portfolio as the first kids' channel targeting 7-14 year olds."

Pierre Branco, VP and GM of Turner Southern Europe and Africa, says, "We are thrilled to expand Boing's distribution in Nigeria. Collaborating with Consat aligns with the business strategy. The introduction of this non-exclusive television channel should see Turner expand its young viewership, as it negotiates further broadcasting deals across the continent."

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