

Comedy Central to launch in sub-Saharan Africa

MTV Networks Africa, a division of Viacom Inc. will expand its portfolio of brands in sub-Saharan Africa with the launch of Comedy Central, via MultiChoice's DStv platform. The deal was announced today by Alex Okosi, senior vice president and managing director of MTV Networks Africa and Aletta Alberts, general manager content for MultiChoice.



Launching on Tuesday 6 December 2011, Comedy Central will be a bespoke 24-hour English language comedy channel reaching viewers in 47 territories in sub-Saharan Africa. The channel will include global franchises such as The Daily Show with Jon Stewart, The Colbert Report and new episodes of South Park.

Commented Okosi, "We are delighted to bring humour, smiles and laughter to viewers by adding Comedy Central to our existing portfolio of brands targeting kids and youth. Comedy Central enables us to deliver innovative content to adults while also offering a one-stop shop for clients targeting viewers from 4 to 40-plus. There is a huge appetite for quality comedy content on the continent and Comedy Central is set to serve a menu of side-splitting entertainment that will help viewers to see the funny side of life."

"DStv is all about big entertainment and Comedy Central is a good fit for our platform," said Alberts. "Our DStv Premium subscribers across South Africa and the rest of Africa will undoubtedly enjoy the unique combination of world-class comedy, mixed with local flavour."

Comedy Central will be available to DStv Premium subscribers on DStv Channel 122. The channel will kick off on 6 December 2011 at 19:30 CAT, commencing with a one-hour special from US stand-up comedian Jeff Dunham, followed by Comedy Central's The Comedy Central Roast of Charlie Sheen and two brand new episodes of South Park.

For more, go to www.comedycentralafrica.com.

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