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# Turner expands its kids' distribution to East Africa with Boing

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Turner, expert in family entertainment, is pleased to announce the expansion of Boing Africa – a successful, cartoon-based entertainment channel, into new African territories following its initial launch in May 2015.

Turner is proud to announce its partnership with AzamTV, one of the largest, fast-growing digital satellite platforms in East Africa. As of the 1<sup>st</sup> of January 2017, Boing Africa is now available to all of AzamTV customers, known for its commitment to the family audience, from the basic package in uncharted African territories for Turner, namely: Kenya, Malawi, Uganda and Tanzania.

With its non-exclusive deal strategy, Boing Africa will continue to increase the accessibility of its kids content to local African households, with the ambition to extend its offering to nearly every African home.

Boing not only complements AzamTV, but strengthens the provider with greater kid-focused variety for their audience through a funny, spontaneous and energetic brand targeting seven to 14 year olds. The channel has kept its promise and has managed to match local African kids' taste through the acquisition of contemporary and exclusive programmes. Creative and bonding, Boing is a fun-filled playground where kids can share great stories with their friends. Today on AzamTV African kids will be able to discover a range of comedy and action shows with a modern flair such as Courage the Cowardly Dog, Johnny Bravo, Batman, The Green Lantern, DreamWorks's Dragons and Inspector Gadget.

Pierre Branco, Vice President and General Manager of Turner France, Portugal and Africa says, "We are delighted to have forged this partnership with AzamTV. This new deal is totally aligned with Boing Africa's mission to provide quality kid's content to almost all African households at an affordable price, which makes this partnership truly symbiotic. Already distributed in Zambia, the Seychelles, Nigeria and French African territories, Boing now has a footprint in East African markets which nicely complements our regional presence across Sub-Saharan Africa."

"Boing has added the cherry on top of our kids' dessert! Within such a short time, it is one of the most popular kids channel. We are glad to have it in our bouquet and we share the same passion with Turner to provide such content across the Sub-Saharan countries," adds the Deputy CEO of Azam Media Ltd, Jacob Joseph.

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## **About Turner International**

Turner International operates versions of core Turner brands, including CNN, TNT, Cartoon Network, Boomerang and TCM Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific. It manages the business of Pay- and Free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Turner operates more than 175 channels showcasing 38 brands in 33 languages in over 200 countries. Turner International is a Time Warner company.

## **About Boing**

Boing is Turner's general children's entertainment channel available in Italy, France, Spain, and Africa. Tailor-made for gender neutral 7-14yr olds, Boing Africa offers a mixture of Turner's own productions, DC Comics franchises and international acquisitions amongst which: Dexter's Laboratory, Courage the Cowardly Dog, Johnny Bravo, Batman, The Green Lantern, Dreamwork's Dragons or Inspector Gadget.

#### **About AzamTV**

Azam Media, owned by Tanzanian conglomerate Bakhresa Group, is one of the largest, fast-growing digital satellite platforms in East Africa. AzamTV's mission is to provide affordable, high quality television programmes, consisting of both international and local channels, suitable for families across Sub-Saharan Africa.

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