

## **The Africa Channel Retains HotHouse Media and T Media Sales to Handle Distribution and Ad Sales for Network**

LOS ANGELES, April 5, 2016— The Africa Channel (TAC) announced today that it has retained HotHouse Media to handle affiliate sales and distribution, and T Media Sales to oversee all ad sales for the network.

Narendra Reddy, evp content & global operations, TAC, said, "We have evolved our programming to a point where The Africa Channel is a very strong candidate for rapid subscriber expansion and an engaging environment for advertisers to showcase their brands and services. HotHouse Media and T Media Sales have long track records of success in their respective areas of expertise, and they are ideal partners for us as we enter into an accelerated and exciting phase of our growth."

HotHouse Media is a business development and sales representation firm that specializes in helping independent media companies grow and thrive. Headed by industry veterans Doug Orr and Tully Bragg, HotHouse provides market assessment, product development and strategic distribution services in support of bringing networks and other new media products to the market.

Orr, HotHouse president, said, "We were really impressed with what The Africa Channel has developed. Their programming is very engaging and completely unique and really speaks to the diversity that distributors are looking for in today's market."

HotHouse Media will work closely with cable, satellite and telco distributors to expand TAC's footprint in U.S. markets.

Los Angeles-based T Media Sales, a division of Titan Broadcast Management, is a boutique television rep firm with both broadcast station and digital television networks as clients. The company works directly with advertisers and their agencies to secure media schedules for clients. Janet Schoff, who has more than 20 years experience in all areas of media sales, is president & CEO.

Reddy said that T Media Sales' initial focus will be on programming sponsorships and direct response sales.

Lee Warpack, vp/director of sales, T-Media Sales, said, "We are very excited to have this opportunity to work with Narendra and the team at The Africa Channel. The line-up of lifestyle, travel and cultural series on this truly beautiful network delivers a unique audience that advertisers want to reach."

### **ABOUT THE AFRICA CHANNEL ([www.theafricachannel.com](http://www.theafricachannel.com))**

The Africa Channel is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, soaps, biographies, current business analysis and cultural and historical programs. These

travel, lifestyle and culture-oriented programs reflect the people of Africa, their incredible stories, their daily lives, their music and art, their successes, celebrations and challenges. The channel's mission is to open up a daily window into modern African life and, in the process, help demystify Africa for American viewers. The Africa Channel is based in Los Angeles and is available in approximately 10 million homes in the U.S. on cable systems such as Comcast, Time Warner Cable and Cox.

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