

The Africa Channel and AfricaXP Announce Exclusive Content Supply Deal and Partnership in Premium Channel Launch in Africa

Los Angeles, April 4, 2016 - US-based African entertainment network The Africa Channel (TAC) has closed content and channel partnership deals with leading African channel creators and content distributors AfricaXP.

Under terms of the agreement, AfricaXP will serve as the exclusive agent for supplying content to TAC from African producers. AfricaXP will play a content sourcing and development role for TAC and will manage all aggregation, quality control and delivery logistics.

In addition, the companies will partner in launching a premium African Entertainment channel for Africa, leveraging TAC's impressive HD content library and AfricaXP's extensive catalogue of African content. AfricaXP will build, manage, playout and deliver the feed for the new joint venture channel to broadcasters in Africa and globally over IP from the Cloud, making regionalized and international channel feeds possible without having to incur additional satellite delivery costs.

"AfricaXP's on-the-ground presence and experience with content aggregation logistics significantly streamlines our content acquisition and development operations in a dynamic but fragmented and challenging environment," said Narendra Reddy, executive vice president of content and global operations at The Africa Channel. "By partnering with AfricaXP on a premium channel launch in Africa, and having access to their cloud-based channel compilation and delivery system, we will be able to expand by focusing our investment on developing African content assets, which is where we really want to play."

AfricaXP founder and CEO, Craig Kelly added, "AfricaXP is a proponent of supporting African content development in the early stages – from concept and pre-production to in-production skills development and post production support. We have great strategic synergies with The Africa Channel. Partnering with the definitive African channel in North America is obviously very exciting, but even more so is The Africa Channel's approach, which is to take a long term view and invest in African production in a way that further capacitates its suppliers and develops the industry."

Kelly said the new channel in Africa will not be completely parochial region by region.

"Localization is important because we have 54 diverse counties in Africa, but the DNA of both AfricaXP and The Africa Channel is to embrace pan Africanism - there is far more that unites Africa and the African Diaspora than divides us and the channel will reflect this common ground by being committed to well-balanced diversity," he said.

He said the partners hope to take the channel to market this June or July.

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ABOUT THE AFRICA CHANNEL

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. www.theafricachannel.com

ABOUT AFRICAXP

AfricaXP is a pan African TV content distributor and the leading creator and supplier of custom designed themed entertainment channels for African broadcasters and broadcasters to the African diaspora worldwide. Through its strong distribution network into a continent with 54 countries and over 550 broadcasters, AfricaXP provides both African and major international rights owners a single gateway into a fragmented and challenging but very dynamic and rapidly expanding market. www.africaxp.com