

The Africa Channel to launch TAC Studios at DISCOP 2016 Johannesburg

LOS ANGELES, Oct. 26, 2016- The Africa Channel, Inc (TAC) announced today it will officially launch TAC Studios, a production arm of the cable channel, at DISCOP 2016 in Johannesburg from November 2-4.

TAC Studios focus will formalize and build on the network's existing production initiatives by developing, producing and distributing premium lifestyle content reflecting Africa's influence on the world. It will collaborate with producers from Africa and around the globe to bring contemporary stories, authentic voices and high quality productions to audiences worldwide. The preliminary focus of TAC Studios will be on lifestyle content including travel, food, health/beauty, music and reality/factual. The studio also has plans to put into development several scripted projects.

In addition to developing and producing shows, TAC Studios will also distribute TAC's existing library of more than 300 hours of premium lifestyle HD content.

Narendra Reddy, executive vice president, content & global operations, said, "We have been producing shows for several years for our own use but until now had not envisioned licensing our content to third parties. After receiving requests from several networks and digital platforms, we realized there is a market for high quality, affordable lifestyle content reflecting the people and influences of Africa. Building on the network of producers that we have cultivated on the continent, we decided to formalize the launch of TAC Studios.

"We chose to introduce TAC Studios at DISCOP 2016 because it is Africa's number one TV and film marketplace for content buyers, sellers and independent producers."

Leading up to the launch of TAC Studios, TAC has closed licensing deals in recent months with MNET, BET Africa, Australia's SBS TV and several airlines including South African Airways and Kenya Airways.

A sample of popular shows in TAC's existing library include "**30 Min. Tour**," "**Africa Everywhere**," "**Africa On A Plate**," "**Care For Color**," "**Minjiba Entertains**," "**Muziki Ni**," "**Chiney's World**" and a variety of critically acclaimed specials. Shows in development include "**Made in Africa**," in which contestants compete to build a social impact business; "**Worldwide Nate**," an extreme adventure and travel show following travel blogger Nathan Fluellen; "**Shanty Chic**," a makeover show revealing "chic" in the most unexpected places; "**Shadows Unexplained**," a series delving into unexplained and supernatural phenomena; "**Shades of You**," a lifestyle show exploring various issues affecting people of color; and "**Makeda & Wami**," a reality show following the life of a Southern gospel singer married to a Nigerian Comedian.

ABOUT THE AFRICA CHANNEL (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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