



TAC Studios Announces International Content Licensing Deals with Viasat World and Kwesé TV

LOS ANGELES, October 16, 2017- TAC Studios, a production arm of The Africa Channel cable network, announced today that it has signed international content licensing deals with Viasat World and Kwesé TV.

Viasat acquired two seasons of "Africa on a Plate," a TAC Studios original series in which up and coming young chefs explore the continent through a culinary journey of food and culture.

Kwesé TV acquired complete seasons of five TAC Studios original series:

"Africa Everywhere" – An illuminating series that highlights the rich influences of African and Caribbean immigrants in metropolitan cities across the globe.

"My Africa" – A series where noted local personalities and artists eagerly provide personal tours of what they love the most about the cities and communities they call home.

"Emerging" – This series goes inside the emerging economies in Africa, from rich agriculture and oil production to growing technology and media industries.

"Self Made" – A series that features entrepreneurs, artists, entertainers and philanthropists who have decided to march to their own drum beat and make a difference on their own terms.

Lynneise Joseph, Director of Content Strategy and Distribution, TAC, said, "We have been overwhelmed by the reception we have received since officially introducing TAC Studios to the global community last fall. These latest licensing deals with Viasat World and Kwesé TV demonstrate the hunger that audiences across the globe have to see more multi-cultural content that reflects their own lives."

Brendan Gabriel, TAC Studios' Vice President of Creative & Production, said,

"TAC Studios and companies like Kwesé and Viasat share a vision for producing and programming high quality HD content with Pan-African appeal. Our collective passion is to bridge the gap between Africa and the world in format and content development.

TAC Studios was created to formalize and build on The Africa Channel's existing production initiatives by developing, producing and distributing premium lifestyle content reflecting Africa's influence on the world. It collaborates 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 has been on lifestyle content including travel, food, health/beauty, music and reality/factual.

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

Viasat World is an international TV company that offers its customers 27 pay TV channels in 50+ countries, as well as on-demand services in key territories.

The Kwesé network is Africa's first truly converged media company with pan-African businesses in pay TV, free-to-air TV and digital. Kwesé is a brand of Econet Media Limited, the media arm of Econet, one of Africa's leading telecom, media and technology groups.

ABOUT THE AFRICA CHANNEL (www.theafricachannel.com)

The Africa Channel and its production arm, TAC Studios, is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, biographies and cultural and historical content. These travel, lifestyle and culture-oriented programs reflect the people of Africa, the Diaspora and their influence on the world. The channel's mission is to open a daily window into modern African life and, in the process, help demystify Africa for viewers globally. The Africa Channel is based in Los Angeles and is available in approximately seven million homes in North America and the Caribbean on cable systems such as Comcast, Charter/Time Warner, Cox and those represented by the Caribbean Cable Cooperative.

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