

## A24 Media partners with Al Jazeera

NAIROBI: The Al Jazeera Network and A24 Media have revealed a new partnership whereby AL Jazeera's Africa-focused programming will become part of the A24 Media's portfolio offering via its online delivery site.

Al Jazeera's African coverage covers stories from across the continent. The Saving Soweto series centres on Johannesburg's Chris Hani Baragwaneth Hospital and explores key social issues facing South Africans today - such as AIDS, domestic violence and poverty. Rageh Omaar presents the documentary programme Witness, which won the UWE Children's Choice Panda Award at the Wildscreen Festival for its 'Bama's Journey' episode, which followed the lives of a wildlife keeper and his gorillas in the Cameroon.

Phil Lawrie, director of global distribution at Al Jazeera Network comments: "This partnership with A24 Media is important for us as it enables us to extend the reach of our African content from both Al Jazeera English and the Al Jazeera Arabic Channel to new audiences throughout and beyond the continent". Lawrie added: "The strength of this partnership lies in our shared commitment to African media - and to get the continent's stories told to audiences from an African perspective."

CEO of A24 Media, Asif Sheikh, said: "This partnership with an organisation of the calibre of Al Jazeera represents a powerful endorsement of our vision to make A24 Media the continent's leading online multimedia news and programmes service and a trusted source for people seeking quality African output produced by local journalists."

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