

Shuga to go live in 60+ countries

Shuga, the Nigerian-based drama from MTV Base and MTV Staying Alive Foundation, will be going live in 60+ countries reaching approximately 550 million households around the world via of 61 TV broadcasters and 12 online/view on demand platforms across Africa, Europe, UK, Asia and the Caribbean.



The drama premieres to 52 territories in sub-Saharan African on MTV Base (DStv Channel 322) on Sunday, 1 December 2013 at 20:00 WAT/21:00 CAT.

Fusing sexual health messaging with gripping storylines, Shuga aims to raise awareness among young people about HIV prevention and reproductive health in Nigeria, as well as other public health issues affecting them including: living with HIV; disclosing your status; getting tested; condom use; gender based violence; gender equality; women's empowerment; family planning; pregnancy; transactional sex; multiple concurrent partners; stigma and discrimination of people living with HIV; and parent/child communication.

For more, visit: <https://www.bizcommunity.com>