

# Hallmark to rebrand to Universal Channel

LONDON: Universal Networks International is re-organising its TV channels under five core brands. Hallmark Channel Africa, with a subscriber base approaching 3,7 million, will change its name to Universal Channel as of 24 March 2010. Africa is the first market to introduce the new look channel globally.



François Roux, managing director, EMEA, Universal Networks International, said, "This is a natural evolution of the Hallmark Channel in Africa. Building on Universal's entertainment heritage we will continue showing quality content in an engaging TV environment, now emphasised by a modern, colourful channel look and feel.

We're delighted to bring our viewers an even greater programming line-up, with the very latest seasons from a host of award winning programmes such as Law & Order, Law & Order: Special Victims Unit and Monk."

Aletta Alberts, head of content, MultiChoice said; "We are very positive about this development of Hallmark Channel. We have co-operated closely with Universal Networks International making sure our subscribers benefit from even stronger content delivered under the new Universal Channel name."

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