

# TRACE Sports to launch on DStv

MultiChoice Malawi has announced that a new-format channel, TRACE Sports will be launching on DStv, Channel 129 on Tuesday, 17 April 2012.

 By Gregory Gondwe: @Kalipochi 12 Apr 2012



In a statement issued by Titania Katenga Kaunda, MultiChoice Malawi regional manager for Central and North, said TRACE Sports will be available to all DStv Premium subscribers. The channel is dedicated to revealing intimate behind-the-scenes stories of the world's favourite sporting heroes.

Aletta Alberts, MultiChoice Africa general manager, responsible for content said the channel which takes a unique view on sports stars, giving subscribers access to new content not currently available on DStv.

"We are confident that this channel will be a big hit," Alberts is quoted as saying in the statement.

## 100 days before the Olympics

On the other hand, Olivier Laouchez, chairman and CEO of TRACE Group, which has developed four successful pay-TV and digital platforms, which are available in 160 countries to more than 80 million subscribers, says the launch of TRACE Sports in Africa is a major milestone for the group.

"TRACE Sports will bring the DStv audience a great mix of content where sport meets glamour, where athletes reveal their real life and personality," said Laouchez, who said they are excited to be launching the channel exactly 100 days before the Olympics.

"As we believe that our content will allow DStv subscribers to connect more with featured Olympians," added Laouchez, whose company was launched in 2003 as an independent brand and media group active in two fast-growing segments of the entertainment industry of music and sports.

## Targeted at sports consumers

The statement says TRACE Sports targets sports fanatics and armchair sports consumers of both genders between the ages of 15 and 49 who are interested in stories about sports icons - legends and rising stars.

"The channel will give DStv Premium subscribers special access to sports celebrities by letting them into the private lives of champions through exclusive profiles, gossip, news, documentaries and entertainment shows," it says.

## Committed to constantly improving

Nico Meyer, CEO of MultiChoice Africa, said the company is committed to constantly improving its DStv subscribers' viewing experience and enjoyment.

"We believe that the addition of this new channel is in line with our mission to always provide subscribers with so much more," says Meyer.

## What to expect

A statement issued by MultiChoice Malawi says alongside features of global sporting icons such as Usain Bolt, Lewis Hamilton and Roger Federer, TRACE Sports will also broadcast exclusive content with Nigerian footballers.

Highlights on the channel will include: *Up Close With*, where the champions get to choose the location of their interview; *Entourage* which focuses on the companions or parents of sports celebs, getting to know the champions through the eyes of their inner circle.

Joelle Kayembe, supermodel and new face of Trace and Trace Foundation, will present the signature show *In the Name of Good*, which depicts the involvement of great champions in causes that are important to them.

#### ABOUT GREGORY GONDWE: @KALIPOCHI

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