

## New film production hub for Africa

With a focus on African storytelling, the African Movie Channel has launched a production hub to develop and produce movies and TV series. Its new production division will be called AMC Original Productions (AMCOP).



This comes at a time when the African film industry is experiencing wider global recognition, both within the film industry and outside of it. AMC believes it is vital that industry players continue to play their part and contribute even more to its growth, and the resonance of its productions with the wider mainstream audience.

The African Movie Channel is already well known for its Nollywood movies and content catalogue, which, through its three channels: African Movie Channel (AMC), AMC Series and Nolly Africa, it has maintained an international presence in its mission to entertain its viewers with gripping movies, series, talk shows and much more.

### Home-grown content

The birth of AMCOP takes this to a whole new level, demonstrating its dedication and passion for excellent African storytelling by home-grown talent, and adding its own distinct voice to African entertainment.

AMC already enjoys longstanding partnerships with prominent Nigerian producers and is leveraging on this with the launch of AMCOP, which will see no less than 20 exclusively-owned movies added to its library before the end of 2018. AMC is working with filmmakers which have been carefully selected for their experience and quality of productions, and because they share AMC's vision and its innovative approach to filmmaking, such as: Jade Osiberu (*Isoken*), Paul Igwe (*Dance To My Beat*), Ola Producer (*5ive*), Ema Edosio (*Kasala*), and Daniel Oriahi (*Sylvia*).

Yvonne Dublin-Green, AMC's head of channels, said, "The creation of AMCOP has been a long time coming and is a natural progression for AMC. As a global player, it has always been important that the content we create is of superior quality, and we have made sure we partnered with filmmakers, actors and actresses who are of the highest calibre to join us on this journey. We have always been interested in fostering and showcasing African talent, and AMCOP is the perfect opportunity to bring that about."

Lola Onigbogi, a founding director of AMC said, "It has been an incredible experience working with these filmmakers, and AMC looks forward to working with even more talented filmmakers, to provide the kind of content blend that our modern African audiences demand."

AMC started producing programs in 2016: *AMC Movie Talk* is currently in its second season. Other AMC original

productions, include: *Nollywood 360*, *Screen Patrol*, and *Bloggers Round Table*. AMC produced its first drama series, *Asunder* (a 64-episode series) in December 2017.

AMC channels' viewers will be the first to watch the new and exclusive AMCOP movies. Timed to lead in to the holiday season at the end of the year, AMCOP movies will begin to air every Friday from 7 December exclusively on its African Movie Channel.

## **Dedicated African content**

A leading Africa-wide broadcaster, with its services playing out of the UK, and with offices in London and Lagos, African Movie Channel (AMC) operates three 24-hour linear channels, African Movie Channel (AMC), African Movie Channel Ser (AMC Series) and Nolly Africa, all offered on various TV platforms across Africa.

African Movie Channel started operations in April 2006, when it launched Europe's first channel dedicated to top quality Nollywood and other African films and TV series.

AMC and AMC Series are distributed on Kwese TV in Nigeria, Ghana, Rwanda, Zambia, Zimbabwe, Uganda; on the StarTimes and StarSat TV platforms in Nigeria, Kenya, Tanzania, Uganda, Rwanda, Burundi, Ghana, Mozambique, Ivo Coast, Congo DRC, Congo Brazzaville, Malawi, and South Africa; Azam TV in Kenya, Tanzania, Uganda, Malawi, Rwanda; Ghana, Sierra Leone, Zimbabwe; Zuku in Kenya, Tanzania, Uganda, Malawi, Zambia; and Cell C's Black in South Africa. Nolly Africa is available in Nigeria on the Free TV and TV Now platforms, and in sub-Saharan Africa on My TV.

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