

Kwesè TV secures BBC content deal

BBC Worldwide has announced that it has concluded its first content sales deal with new pan-African broadcast network Kwesè TV, a subsidiary of Econet Media.



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The mixed-genre package, which has in excess of 50 hours of programming, will air across 17 African markets on Kwesè branded channels: Kwesè Know - factual edutainment platform, Kwesè Family – a general entertainment channel, Kwesè Inc – which offers premium entrepreneurial content and Kwesè Kids a wholesome children’s entertainment channel.

This content deal follows the recent launch of BBC Worldwide’s award-winning global pre-school brand CBeebies, on Kwesè TV.

The 17 African countries served by Kwesè are: Botswana, DRC, Ethiopia, Ghana, Kenya, Liberia, Lesotho, Malawi, Namibia, Nigeria, Rwanda, Swaziland, Sierra Leone, Tanzania, Uganda, Zambia, Zimbabwe.

Joel Churcher, vice president and general manager for Africa, BBC Worldwide said, “I’m delighted that new audiences across Africa will be able to discover a raft of our fantastic factual, entertainment and children’s programming for the first time through our partnership with Kwesè TV.

“The depth of the BBC’s programming catalogue means that we can provide platform providers with a large range of premium programming to meet the increasing demand and expectation from the African viewer.”

Key shows that Kwesè TV subscribers can look forward to include:

- *Peter Jones - How We Made our Millions*: The prominent UK entrepreneur meets successful and inspiring business people who discuss their successes and failures, their strategies and techniques and explores the question - is there a blueprint for success?
- *Million Dollar Intern*: Business whizz kids from around the world disguise themselves as ordinary interns to help struggling businesses. The interns will gain the confidence of the staff and start unravelling where problems lie before revealing their true selves and a raft of inspiring ideas.

- *In Your Ear* on Kwesé Know: A warm and witty series which sees six stressed individuals connected a series of advisors from across the globe – from a Norwegian yoga instructor to a Soweto healer, all with different perspectives on how to solve a big impending challenge in their lives.
- *The Life Swap Adventure* on Kwesé Know: People at a crossroads in their lives are given the opportunity to switch places with a stranger across the world and walk in their shoes for two weeks. As they adjust to new people, strange food and unfamiliar jobs – not to mention vastly different scenery and temperatures – will this unforgettable experience be the catalyst to resolve the dilemma they've been facing?
- *World's End* on Kwesé Know: The hit teen sci-fi drama makes its African debut on Kwesé Kids.

Speaking about the content partnership, Econet Media president and group CEO, Joseph Hundah, commented: "Our content partnership with BBC Worldwide affirms our commitment to providing fresh, enriching and entertaining programming to our audiences. The growth of our owned channel programme offering ensures viewers receive the very best in local and international entertainment content through Kwesé TV which is something we are immensely proud of."

Kwesé is a Pan-African entertainment company, the newest kid on the block redefining TV in Africa. Premised on the concept of TV everywhere and anywhere, Kwesé is revolutionising the media industry on the continent by catering to the changing needs of today's globally connected African viewer. This fresh new television brand is part of the Econet Media stable, a subsidiary company of the globally networked Econet Group founded by executive chairman Strive Masiyiwa.

Kwesé TV's satellite broadcasting service is currently available in a number of English speaking markets in sub-Saharan Africa with plans to expand the network across the continent. African viewers can also enjoy selected Kwesé TV programming on the Kwesé App available for download on any iPhone or Android device.

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