

## TNT Africa launches rebranded entertainment channel

Today, 21 September 2018, TCM - Powered by Movies, will reveal its slick new look which promises to be an immersive experience, providing creative and relevant programming specially tailored for African fans.



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TNT is the culmination of TCM's move to refresh its brand image and adapt its brand positioning: the channel moved away from its former global positioning in favour of a more bold and appealing positioning the 'American blockbuster channel'.

"The TCM brand has had a strong classic association which doesn't reflect the actual brand proposition, to deliver the right message, to our African audiences.

"Even though we have listened to our viewers and worked hard towards modernising the image of the channel, there was still a strong association of the TCM brand to 'classic Hollywood silver screen productions'," says Guillermo Farré, head of General Entertainment for Turner in Southern Europe & Africa.

"We therefore decided to switch TCM to TNT to fully reflect the new brand identity and perspective in line with our American blockbuster programming strategy."

In the EMEA market, TNT is one of the best performing, and well-known, general entertainment brands in the world, being one of the top TV brands in the US, Latin America, Asia and Europe. In South Africa, TNT Africa will inherit TCM's audience of 6 753 545\* viewers every month, consisting of a slightly male skew and a growing number of viewers in the 25-49 age range, particularly amongst black Africans.

As of the 21 September, TNT will unleash an action driven, pulse raising slate, mixed with romantic gems and hilarious comedy aimed to keep its African audiences glued to their screens! To kick off the rebrand, TNT has an exciting line-up of never before seen titles to be screened from 21-23 September, including: *The Illusionist*, *The Green Mile*, *Crank*, *Robin Hood*, *Hellboy 2*, *Doom*, *Tango and Cash* and *Gladiator*.

