

Plus TV Africa to air on StarTimes

Plus TV, the 24-hour news channel, will be broadcast on StarTimes. The Pan-African station broadcasts news in business, politics, sports, entertainment.



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According to Oasim Elegbede, StarTimes brand and marketing director, “Plus TV Africa is a proof of our effort in meeting the demand of our subscribers seeking for more news and entertainment channels. As a listening organisation fulfilling its promise to customers, we have over time provided the best access to great, educative, informative and entertainment content on our platform. The yearnings of our customers have led to the launch of Plus TV Africa.”

Plus TV Africa managing director and editor-in-chief, Kayode Akintemi, said: “The partnership between PLUS TV Africa and StarTimes is indeed a welcome development as our mission is to change the narrative of news reportage in Nigeria and across Africa by providing 24hours objective, fair and balanced stories with incisive and robust analysis, that create in-depth understanding through programmes that are informative, engaging and empowering with a view to challenge leadership and proffer solutions for political and economic growth.”

He also stated that, “Consumer brand advertisers and their agencies can now easily reach their target audiences through Plus TV Africa channel, which is now distributed across all packages on StarTimes platform.”

With a coverage of 80% of across Africa, StarTimes works with over 400 authorised channels and over 4. million subscribers in Nigeria alone.

Source: NexTVAfrica.com.