

Sipromad takes over Pan-African channel Africanews

The Pan-African channel Africanews, owned by Euronews NBC, has been bought by Malagasy Group Sipromad for approximately 20 million US Dollars.



Created in 2016 by the French group Euronews NBC, pan-African television Africanews has a new owner. This news should be made official on July 24.

The acquisition is part of a strategy to internationalise the activities of the Malagasy Group led by businessman Ylias Akbaraly. Last year, Sipromad acquired Thomson Broadcast, a company specialising in audiovisual transmission equipment and software.

Abu Dhabi, could host the new headquarters of Africanews. The Emirate of the Gulf is an important place in the media where many international audiovisual companies have established themselves to benefit from advanced infrastructures.

Source: NexTVAfrica.com.