

New music channels for Africa

In sub-Saharan Africa, Gorse & Co will be distributing Melody and Melody music channels in Africa. The French company Nicolas Gorse has inked a distribution deal with Groupe Secom, which owns the two channels.



Image source: Gallo/Getty.

Melody, a French and international musical channel launched in 2001, is already present in the bouquet of Canal + Africa since a few weeks. According to Bruno Lecluse, the Secom Group CEO, “Vintage music on the continent was not accessible before the arrival of Melody Africa [which is broadcast on DTT in the DRC], where there is a strong demand.”

With the opportunity to get both channels through Gorse & Co, this demand should be filled quickly.

The general manager of Melody and Melody Africa, Jerome Du Toit, said, “This new partnership will reach wider audience on the African continent.” The international version of the channel is very popular on the continent, its African version will be welcomed.