

A24 Media partners with NBS News

A24 Media have announced the partnership agreement with NBS News in India. This partnership will bring news coverage from the Indian subcontinent to an emerging Africa with economic ties that region. It will also create an opportunity for Indian broadcasters to access A24 Media's coverage of the African continent.



With an Indian diaspora across Africa, TV stations on the continent will be able to serve that demographic, with news of Bollywood celebrities, cricket stars, titans of industry and political heavyweights. NBS's digital content is predicted to be in greater demand as African broadcasters make the change from analogue and new channels look for unique programming.

With approximately 150 correspondents across the region, NBS boasts not only a vast reach, but also the industry's best professionals. Yahoo subscribes to NBS News on its platform with a huge viewership in India and globally.

NBS News has been a pioneer in multi-platform efforts in its region, which makes it an ideal partner for A24 Media, with a presence online, mobile platforms and on TV.

A24 Media says it looks forward to a relationship that brings people, business and cultures together, as viewers across Africa get a sharper view of the Indian subcontinent, and Indian viewers learn more about the African continent.