

## African Movie Channel partners with StarTimes

The African Movie Channel (AMC) has officially announced its carriage agreement with StarTimes, an African digital terrestrial television (DTT) operator. This deal will see AMC launching on StarTimes DTT platform at the start of August 2012.



AMC started in April 2006 as an on-demand service for Nollywood and other top quality African movies in the United Kingdom on the then Homechoice Pay TV platform, and evolved into a worldwide on-demand service a year later. This is a core part of its business, in addition to programming sales to other broadcasters and in-flight entertainment providers - AMC launched its 24-hour linear TV channel in May 2011.

The deal between StarTimes and AMC will make African Movie Channel available in 13 countries in sub-Saharan Africa. This is the third major platform deal in almost as many months for AMC.

Guo Ziqi, vice president of StarTimes Group says, "AMC has impressed us immensely with its professionalism and its undisputed ability to aggregate the best African movies, and we are very excited to be entering into this partnership with AMC to provide content that resonates very strongly with our subscribers."

Yinka Mayungbo, African Movie Channel's co-founding director says, "It's hugely exciting for us to be entering into a pact with this Chinese technology and media giant, and this has all the makings of a long and mutually beneficial partnership."

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