

New premium FTA content for Nigerian viewers

Nigeria's latest free-to-air (FTA) local channel bouquet, "Premium.Free", has enabled local television broadcast audiences access to 13 new premium channels which are custom-made for African viewers. These include multinational language channels like Cinema Hausa, and popular African lifestyle channels such as True African.



Image source: Gallo/Getty.

Delivered via SES satellites, this innovative channel bouquet is supplied by AfricaXP, the leading independent African network, which is well-known for its compelling Nollywood catalogue and longstanding partnerships with prominent West African producers.

CEO of AfricaXP, Craig Kelly, says that working with SES has enabled Premium.Free to achieve the maximum possible reach in Nigeria. "We are confident that localisation, coupled with our fresh international rights will provide the kind of content blend that modern West African audiences demand. Transmitted free-to-air via satellite, this is obviously a great offer at a price point that can't be beaten."

It is this blend of premium African programming with top-flight international content across a diverse range of themes from sports to movies, telenovelas, kids, factual, reality and lifestyle programming, which really sets the service apart from other channel bouquet offerings on the market.

West Africa from its orbital position of 28.2 degrees East. Those households with existing FTA set-top boxes (STBs) will be able to start watching the new channels on their existing STBs for free.

“The Nigerian FTA market in particular offers great opportunities for growth, and we are proud to have engaged with Premium.Free to deliver a differentiated content package for Nigeria and offer more choice for viewers,” says Clint Brown, vice president of sales and market development, Africa for SES Video.

“New initiatives like this, which focus on delivering local and international content that is attractive for the end-consumer and is offered in high picture quality, will further develop consumer choice in Nigeria,” Brown concludes.

For more, visit: <https://www.bizcommunity.com>