

THE AFRICA CHANNEL

THE AFRICA CHANNEL DOUBLES DOWN ON AUDIENCE CONNECTION MISSION AS BLACK-OWNED AND BLACK-TARGETED MEDIA COMPANY HEADS INTO UPFRONT

Diverse Content Line-up to Bridge Cultural Gaps and Authentically Connect Evolving Black American Population

Unveils Branded Opportunities Under the TAC365 Banner Geared to Amplifying Key Holiday and Cultural Moments Well Beyond Black History Month

LOS ANGELES, FEBRUARY 9, 2023 – The Africa Channel is doubling down on its commitment to bridge cultural gaps and authentically connect the U.S.' evolving Black American population to its heritage.

As it enters the upfront season, the black-owned and black-targeted media company is offering brand partners and agencies new opportunities to engage this audience via its flagship linear television channel. It does so by embracing its core mission to engage, educate and entertain audiences about contemporary Africa, its people and the key role the continent is playing in shaping black communities both in the U.S. and around the world.

"What some in the media sector fail to realize is that Black audiences are not a monolith. I'm Chinese Jamaican and the daughter of immigrant parents to the U.S. Being Black and Asian makes me a living example of the wide diversity of today's Black American audience," remarked The Africa Channel's principal owner Paula Madison.

She added: "In 2020 the Black American population grew to 46.9 million and 21% of this audience is comprised of Black Immigrants and their Children. During the next 20 years that number is projected to double. The Africa Channel's business activities are driven by a clear-sighted vision of this community and the very diverse and multicultural interests of this audience."

The Africa Channel's programming celebrates the sights, sounds, people and places throughout the global Black Diaspora, challenging and debunking stereotypes by providing an authentic modern window into daily life. Through award-winning originals, the channel is unwaveringly focused on entertaining, celebrating differences,

promoting understanding between cultures, and providing advocacy for the global black community in a quest to help create a more connected world.

"As a result of this overarching strategic approach, The Africa Channel's reach has tripled over the last two years across such major MVPDs as Comcast, Charter, and Cox.

Today our channel is broadly available in all Top 50 DMAs in more than 16.5 million homes," noted The Africa Channel Chief Operating Officer Narendra Reddy. "Data shows that the channel's viewership is engaged, upscale and educated, skewing female and over-indexing in home ownership, education and income. This audience's strong affinity for content that embraces lifestyle, finance, travel and culture, and their heritage, which directly informs The Africa Channel's programming decisions."

Mirroring these affinity points, the following provides an overview of the channel's key programming categories and a sample of shows for the 2023-2024 season.

Daily Shows:

- **Espresso** – An original daily morning breakfast show, which has been part of The Africa Channel's line-up since 2015, *Espresso* is hosted by a vibrant and charming multi-cultural cast, beamed live from Cape Town and offering a blend of international culture and lifestyle.
- **Focus on Africa** – A refreshing alternative to mainstream news programs by offering a Black perspective in its reporting and analysis of the day's political, economic and sports news from across Africa and the world.

Lifestyle Series:

Celebrating the sights, sounds, people and places throughout the Diaspora. Challenging and debunking stereotypes by providing an authentic MODERN window into daily life.

- **Minjiba Entertains** – African fusion cuisine meets lifestyles of the hip and fabulous in this stylish, African chic cooking show hosted by Nigerian food blogger, Minjiba Cookey.
- **My Design Rules** – Original lifestyle design competition series where contestants seek to transform a blank space with results that range from banal to bizarre.

TAC Original Series:

Award-winning TAC Originals amplify new voices and highlight untold stories which bridge Black American cultural gaps and promote greater understanding across different races and ethnic groups within communities.

- **African Royale** – This reality series had its first episode air as a 'sneak peek' during Black History Month, and will return with a full run of new episodes later this year. It follows the journey of Her Imperial Highness Abimbola Fernandez, heiress to her

family fortune, as she navigates the cultural connections of today's Black America while honoring her family's Royal legacy.

- **World Wide Nate: African Adventures** – In this original, adventure-filled travel series, our host with humble roots in Chicago's west side – Nate Fluellen – makes cultural connections through thrill-seeking adventures across Africa with the diverse people he meets along the way.
- **Amah Knows Best** – A journey across China by platinum selling South African rapper Ifani as he seeks to test his mettle in the kitchens of Chinese grandmothers (Amahs).

Movies & Drama Series:

Through partnerships with key producers from the continent including MNET, Canal+, FilmOne and others, TAC brings the U.S. television premieres of the best of African movies and scripted series that deliver new Black narratives and talent to American audiences.

- **Housewives** – The lives of three housewives are forever changed when their husbands are killed after stealing drugs from a cartel leader.
- **Flower Girl** – Kemi wants to get married. Umar wants to get ahead in his career. When their relationship hits troubled waters, Kemi seeks the help of a movie superstar and they hatch a plan to get Kemi what she wants.
- **Lemonade** – A single mom and aspiring writer, finds the courage to leave a toxic relationship. Not wanting to get tangled in another heartbreak, she fends off all advances until she finds true love in an unexpected place.

Culture & Heritage Documentaries:

Features best in class documentaries, specials and biographies that reflect the diversity of Black America and deepen cultural connections to Africa and viewers' heritage.

- **In Focus: Rooted** – Four powerhouse New Yorkers share their stories of what it means to be first generation African immigrants in America.
- **The Rising** – Heritage series honors Black athletes who have endured the barriers of discrimination to make an impact beyond their sports.

"On-air at The Africa Channel we celebrate Black History 365 days each year. The nature and breadth of our programming library provides flexible, turnkey and customizable opportunities for brands to authentically tap in to and amplify key Black American cultural moments and to develop even deeper connections with the channel's audience and their interests," said Dean Cates, SVP of Business Development & Sales.

In addition to evergreen sponsorships of Programming Categories and Individual Shows, The Africa Channel unveiled TAC365 – a new palate of seasonal and quarterly brand opportunities designed to amplify key holidays and cultural moments ranging from like

Martin Luther King, Jr. Day to Black History Month, Black Music Month, Africa Day and Juneteenth, along with others.

Cates added that he expects this offering to build upon a successful 2022 for The Africa Channel, which more than doubled ad sales vs. 2021, while growing the number of brands advertising on the network by 5X year-over-year.

About The Africa Channel

The Africa Channel is a linear television network that aims to demystify modern Africa for viewers in the Americas. Available via pay TV distributors across the U.S., Canada and the Caribbean, The Africa Channel entertains and informs audiences with original series, movies, documentaries and specials as well as current affairs, soaps and cultural programming.

Viewers can watch the company's flagship linear channel via pay TV distributors across the U.S., including Charter's Spectrum, Comcast and Cox Communications, as well as in Canada on Rogers Ignite and Bell Fibe and in the Caribbean via the Caribbean Cable Cooperative. It is part of The Africa Channel Inc.

About TAC Studios

TAC Studios, a division of The Africa Channel, Inc., develops, produces and distributes premium lifestyle content reflecting Africa's influence on the world. TAC collaborates with producers from Africa and around the globe to bring contemporary stories, authentic voices and high-quality productions to audiences worldwide.

About The Africa Channel Inc.

The Africa Channel Inc. is a media company whose sole mission is to celebrate the diversity of culture from across today's Africa, serving audiences that are interested in the Global Black Diaspora.

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