

THE AFRICA CHANNEL

TAC: PROVIDING SUPPORT FOR MIP AFRICA'S FAME FILM SHORTS FESTIVAL AND INTERNATIONAL EMMYS SEMI-FINAL JUDGING, NETWORK HIGHLIGHTS ITS COMMITMENT TO AFRICAN CONTENT CREATORS

LOS ANGELES, CA / AUGUST 26, 2023 – The Africa Channel (TAC), in its role as the largest licensor of African content in North America with over 3000 hours annually, will be exhibiting its support for the African content creator's community via its association with two high-profile industry events being held in Cape Town next month.

TAC will be an official Supporting Partner for the inaugural **FAME Film Shorts Festival** – a new addition this year to MIP Africa's FAME Week Africa. The event is being held September 3-9 at the Cape Town International Convention Centre. The festival showcases films that demonstrate innovation, creativity, and quality across six categories. Jurors are trailblazers within the industry and share the same goal to screen films that will impress and inspire. The new event is also offering content sessions, workshops and masterclasses presented by industry executives with the purpose of educating and inspiring professionals within the film and television industry.

As well, TAC Chief Operating Officer Narendra Reddy will be moderating the panel **Exporting African Content and Evolving African Talent for the Global Media industry** at MIP Africa on September 5 with veteran industry executives on the panel including Reena Singh (Disney, NBC Universal), Ava L. Hall (The Africa Channel, BET), Nikita Adams (Folding Chairs Prodns/Warner Bros, Paradigm) and Ayanna Lonian (Amazon Prime). The session will provide valuable insights from industry experts regarding strategies focused on nurturing and promoting African talent.

and content on the international stage. The panel will also delve into the opportunities available and the innovative approaches required to embrace them to drive growth in this arena while engaging the Black Diaspora.

On September 7th, TAC will be hosting a semi-final judging event in Cape Town, Africa for the **2023 International Emmy Awards** in conjunction with the **International Academy of Television Arts & Sciences**. A crucial step in the judging process, semi-final rounds help determine the 2023 International Emmy Award Nominees. The actual awards will be presented at the 51st Annual International Emmy Award Gala in New York City on November 20th.

Remarked TAC's Reddy, "Through our participation in these prestigious events, The Africa Channel - the longest-running linear television network presenting African content to North American audiences - is once again shining a klieg light on its unwavering commitment to raising the profile of creators and producers from Africa and the diaspora globally." He added, "In conjunction with the International Emmys and MIP Africa we are taking an active role in facilitating collaboration between media companies in Africa to work together, pool resources, invest in education and elevate production and storytelling to global standards."

About The Africa Channel

The Africa Channel, a division of The Africa Channel Inc., 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.

With headquarters in Los Angeles, California, 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.

Media Contacts:

Don Ciaramella / Matt Biscuiti
The Lippin Group
+1.212.986.7080
tac@lippingroup.com