

## First entertainment channel for the DRC

DgTV is preparing to launch its commercial activities, in the DRC. A communication campaign began a few days ago on social media, including Twitter.



Image source: Gallo/Getty.

DgTV is being marketed as the first entertainment channel in the DRC, which is owned by the advertising agency Divo, affiliated with the international advertising network TBWA.

Deo Kasongo, the channel's promoter, welcomed the upcoming broadcast of the programs in a Facebook post.

For the moment, its promoter has not decided on the possible presence of the channel on the DTH platform.

Source: *NexTVAfrica.com*.