



# Turner channel to attract wider male audience as it expands DStv offering

Turner's all-American movie channel has emerged from its 2015 rebranding and repositioning as a strong contender among the movie channel offering on the DStv platform. 'Powered by Movies', the new pay-off line, is bearing fruit as the channel attracts a strong male audience (25-45 age group) that enjoys modern blockbusters and the monthly themed promotional blocks.



“As the channel continues to perform on the DStv Premium and family packages, we are pleased to announce its expansion to all DStv packages, including both the Access and Easy View options, from this month,” states Pierre Branco, VP of Southern Europe and GM of Africa for Turner. “Being able to reach a wider DStv audience gives us a further opportunity to entrench the channel’s revised brand positioning and grow our ratings.”

The channel has increased its ratings 32% YoY and achieved 37% market share, with the average daily time spent watching the channel up 5% to 57 minutes per day.

“It attracts a strong male audience skew, up to 63% in September from 56% in August, which is a positive indication that our target audience loves the new-look channel and the line-up of Hollywood blockbusters that we broadcast on a daily basis.”

“Movies fans have a feast of exclusive titles to look forward to as we head into the holiday season and the new year, with a Spielberg festival in December and new titles including ‘Underworld’, ‘We Were Soldiers’ and ‘K-19’.

“We are looking forward to showcasing Turner’s general entertainment offering, including TCM, at our stand at Discop, as we look to increase our presence across platforms and territories on the continent. The team is excited and ready to welcome this year’s Discop delegates,” concludes Branco.

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