

Kwesé and Discovery Channel in African partnership

Econet Media, and Discovery Communications have announced the start of a long-term broadcasting partnership for Africa. Four Discovery Networks channels: IDX, Discovery Science, Animal Planet and Discovery's latest turbo channel, DTX, will join the African media company's growing Kwesé TV portfolio upon the launch of the platform, offering a mix of well-established shows and never-before-seen content for African audiences.



'How (not) to kill your husband'

"Our purpose is to give our audiences access to the best programming from all over the world", said Joseph Hundah, CEO Econet Media. "Discovery's thought-provoking and compelling content is globally recognised for its quality and entertainment value. These channels are a natural fit for Kwesé, adding a unique dimension to our programming which we believe will appeal to our different audiences across Africa." he added.

"Joining forces with Kwesé represents our commitment to expand our African consumer fan-base and bring our content to more audiences, across more screens than ever before," said Dilek Doyran, vice president of commercial development, Discovery Networks CEEMEA. "IDX is one of our most globally successful channels, with sticky content that keeps its female audiences gripped to their seats as the mystery unfolds; while DTX, our newest channel brand for younger males, offers lovers of turbo programming a dedicated home to quench their first for everything fast and loud. With Animal Planet and Discovery Science included, this is the perfect channel line-up for the whole family to enjoy."

Making its debut on African screens, DTX, which will be exclusive to Kwesé, is a fully-loaded, turbo-charged entertainment channel offering African viewers a non-stop programming line-up with 'Xtra' man appeal. Transporting viewers into a world where speed, adrenaline and extreme antics rule, themed nights on DTX include; 'Xtreme Mondays', 'Totally Turbo Tuesdays' and 'Feel Good Fridays', plus a dedicated Eurosport block on Sundays featuring highlights from a selection of the world's biggest turbo-themed sporting events. Programme highlights early next year include *How it's Made: Dream Cars*, *Kindig Customs* and *Fantomworks*.

Animal Planet is one of the world's most-loved wildlife networks, offering viewers a unique and compelling mix of heart-warming, hilarious and uplifting programming straight from our charismatic and lovable animal ambassadors. In 2017 the animal fun continues, with new shows such as *Deadliest South Africa* and *Meet the Penguins* premiering on the channel, as well as the globally popular series *Treehouse Masters*.

The only global channel dedicated to science, Discovery Science celebrates science as part of our everyday lives. From the low-tech to the high-tech, and from how your smartphone works to the mysteries of the universe, Discovery Science satisfies the needs of those who are curious by nature through diverse genres such as space, gadgets, engineering and body science. When Discovery Science launches next year, Econet viewers will be treated to programming such as *Stephen Hawking's Universe*, *Alien Encounters* and *Storm Rider*.

IDX is a market leader in the mystery and suspense genre, showcasing the best in gripping stories and dramatic reconstructions of real-life mysteries, all filmed in a contemporary and stylish format. From devious housewives to vengeful husbands, IDX depicts intriguing real-life stories of passion and revenge to satisfy the most curious and inquisitive viewer. Content guaranteed to keep viewers at the edge of their seats next year includes, *People Magazine Investigates*, *How (Not) to Kill Your Husband* and *Married with Secrets*.

DTX will be exclusive to Kwesé across Africa, alongside Animal Planet, which will be exclusive in select markets including Ethiopia, Ghana, Kenya, Lesotho, Liberia, Nigeria, Rwanda, Democratic Republic of Congo, Sierra Leone, Tanzania (including Zanzibar) and Uganda.

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