

# Airtel Africa and DStv to launch African football show

Airtel Africa has signed a partnership agreement with DStv that will see the two organisations working together to air a weekly TV show, called *Airtel Football*. The television show is set to focus on different aspects of the sport across the continent.

## **airtel football**

Grassroots football is part of Airtel Africa's vision to develop and nurture young football talent and compliments Africa's largest pan African youth football initiative, supported by Airtel and Manchester United, called the [Airtel Rising Stars](#).

DStv will cover live football matches in various countries, leading towards a pan African inter-country final of the Airtel Rising Stars youth tournament being held in Nairobi later this year. The show will also trace the career paths of African footballers, demonstrating sporting journeys that have led to fame and success.

"We have always believed that football has the ability to develop and connect youth across the continent," explains Andre Beyers, chief marketing officer, Airtel Africa.

"This was the rationale behind our pan African football tournament and talent development program, Airtel Rising Stars, which is now into its second year. The enthusiasm Africa has for the sport is undeniable. Our decision to be involved in this new show compliments our ongoing commitment to support the passions of our young adult consumers."

## **Covering different aspects of the sport**

'Airtel Football' focuses on different aspects of the sport across the continent and airs on DStv's SuperSport 9 (SS9) every Monday at 9PM (CAT). Aside from profiling African footballers, the fast-paced half hour show explores a wide range of topics including insights on the sports fraternity, culture across various African countries and major tournaments/games being played on the continent.

"One of our goals during this second season of the Airtel Rising Stars initiative was to take an already successful property to the next level of awareness and excitement across the continent. We will showcase the various experiences of youth football across Africa in an interesting format. We are glad to partner with DSTV Africa and will use their expertise, contacts and knowledge of the sports world to bring youth experiences to life on television. Africa is rich in diversity, yet similar in so many ways." added Beyers.

The show will run for 44 weeks and is also available to viewers in high definition (HD). Viewers will be able to catch a re-run

on Saturdays at 11AM (CAT).

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