

Discovery Channel awarded SatCom Broadcaster of the Year

Discovery Networks Central and Eastern Europe, Middle East and Africa (CEEMEA) were recently honoured as the SatCom Broadcaster of the Year 2012, as part of the annual SatCom 2012 Africa event. The SatCom Star Awards are designed to celebrate the continued growth and success of the satellite marketplace and focus on some of the exceptional performers within the industry.

Phillip Luff, VP country manager at Discovery Networks Africa accepted the accolade on behalf of the network, at an event attended by broadcast industry executives from around the world. "We are delighted to have been announced as the Broadcaster of the Year, especially in Africa, where we continue to experience phenomenal demand and growth on all of our channels," he said.

Content for African audiences

"We have increased our investment into Africa, and are working to identify content and stories with particular relevance for African audiences wherever it originates. Winning a SatCom Stars Award is seen as a recognisable standard of industry excellence and innovation," Luff added.

This award comes less than one month after Discovery Networks launched commercial ad sales with DStv Media Sales on TLC, ID: Investigation Discovery and Animal Planet fulfilling advertisers needs with wider commercial portfolio in the region with Discovery Channel and Discovery World. Through the recent launch, Discovery Networks now offers advertisers the security of globally recognised channel brands and guaranteed quality content with no other network offering this depth and breadth in factual entertainment.

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