

WarnerMedia announces Trending Media Africa partnership

WarnerMedia has announced it has entered into a strategic partnership with Nigerian media sales agency, Trending Media Africa (TMA), to further diversify its business streams. The deal will also allow for TMA's clients access to advertising solutions on WarnerMedia's movie channel, TNT, as well as kids' channels, Cartoon Network and Boomerang.

Guillaume Coffin, VP head of commercial and business development turner France, Africa and Israel said WarnerMedia's channel portfolio allows them to target diverse audiences and offer integrated advertising solutions, which the company will now be able to offer in Nigeria through the TMA partnership. TMA's managing partner for operations Julius Osumah said they are excited to partner with WarnerMedia and they will work closely with the company to deliver the best returns.

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