

# OpenView strengthens its offering with eBella to over one million homes

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OpenView continues to bring quality entertainment to over one million homes, with an additional channel being added to the bouquet. eBella, the new member of the eFamily of channels, premiered on Monday, 5 March 2018. Viewers can expect a wide array of inspirational content that reflects the lives and stories of women from around the world.



eBella is all about women and celebrating their prominent influence in the global landscape. The choice selection of the channel's premium local and international content offering reflects women in today's society as empowered and bold individuals. Whether it's an award-winning series, indulgent lifestyle show or a ground-breaking movie, everything on eBella will satisfy viewers with a dose of guilt-free entertainment.

Marlon Davids, MD of e.tv, says the new channel will bolster the eFamily of channels' impressive offering. "e.tv has always celebrated our supreme women through campaigns and programming and now we can extend this messaging into an entirely new channel. eBella is a strong addition to the OpenView platform, and we know that our viewers are going to indulge and enjoy the content immediately," says Davids.

eBella will feature much-loved telenovelas from around the world, including *So Much Love* aka *Tanto Amor*, *Qubool Hai*, and *Fatmagul*. There will also be a lifestyle and reality shows galore on the channel, with *Secret Guide To Fabulous*, *Princess*, *The Dog Whisperer* and *Beverley's Full House* already available as the channel launches.

Not only has OpenView added eBella, the platform will be growing its unique content offering with the addition of more channels in the near future, catering to viewer demands for more quality television viewing.

**eBella will premiere on OpenView on 5 March 2018 on channel 109.**

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