

## A+E Networks Africa expands digital reach with two new digital brands

On 15 June, A+E Networks Africa launched two new digital brands, Crime+Investigation Play and Lifetime Play, on over-the-top (OTT) video service Viu.

Crime+Investigation Play will feature documentaries, factual entertainment and true crime series for the South African audience, with shows such as *Surviving R Kelly Part II: The Reckoning*, *SA Crime Stories*, *The First 48* and *Homicide Hunter*. Lifetime Play features reality shows, made-for-TV movies and breakout relationship and wedding shows such as *Little Women LA*, *Dance Moms* and the Lifetime Original Movies *Whitney* and *Oscar Pistorius: Blade Runner Killer*.

Regional manager for A+E Networks Africa, Nazarene Khan commented on the launch of the new brands: "Launching Crime+Investigation Play and Lifetime Play is a fantastic opportunity to share our well-loved and award-winning shows with new audiences. Viu subscribers will be the first on-demand viewers in Africa to have access to our content and we are thrilled at the expansion of our brands."

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