

South Africa first to launch all three of BBC Worldwide's new global brands

South Africa is the first country in the world to launch all three of BBC Worldwide's new global brands - BBC Brit, BBC Earth and BBC First. Announced on 12 August 2015, the launch will take place on MultiChoice's DStv platform in South Africa. BBC Brit and BBC Earth will be available from 1 September 2015 and BBC First will follow on 18 October 2015.



The upcoming launch marks the debut of the brands on a new continent and follows the successful European debuts of BBC Brit and BBC Earth in Poland, the Nordics, Hungary, Romania and Turkey earlier this year. BBC First launched in Australia in mid-2014 and in Belgium and The Netherlands earlier this year. BBC Earth will launch in Latin America on 1 September and in Asia on 3 October.

In South Africa, BBC Entertainment and BBC Knowledge will be replaced with BBC Brit and BBC Earth, with an increased investment into new content, whilst BBC First will launch as a new channel in the region. The new channels will sit alongside BBC Lifestyle, CBeebies and BBC World News.

BBC Brit has male skew

BBC Brit offers factual entertainment that is intelligent but irreverent. Male-skewing but with broader appeal, it blends expertise with entertainment and fact with fun. The channel will become the exclusive home of Top Gear and covers a rich variety of subjects: cars, science, adventure, business, life-changing moments, extreme characters, quirky eccentrics and comedy. BBC Brit will be available to DStv Premium, Extra and Compact customers on channel 120.

BBC First - all the drama

BBC First is the home of original British drama. Highlighting award-winning talent in front of and behind the camera, it delivers audiences the first chance to see stories that challenge, immerse and entertain, all with a unique British perspective. BBC First will be available on channel 119 exclusively to DStv Premium customers.

For more, visit: <https://www.bizcommunity.com>