

PITCH/MEDIA KIT

THE AFRICA CHANNEL





MISSION DRIVEN

AN EXPANSIVE VIEW OF **BLACK ENTERTAINMENT**

The Africa Channel is a Black-Owned, Black-Targeted and mission driven media company which has been serving the Black Community for the last 18 years. Our mission is to both entertain and educate American audiences about contemporary Africa, it's people and their important role in shaping Black Communities worldwide. Our flagship linear cable network broadcasts premium lifestyle and entertainment programming and is available in the US to over 16.5M households on Comcast, Cox and Charter.

WE EXIST TO

- **AMPLIFY AUTHENTIC BLACK NARRATIVES & VOICES**
- **BRIDGE CULTURAL GAPS & UNDERSTANDING**
- **CONNECT AMERICANS TO AFRICA & THEIR HERITAGE**
- **DEBUNK STEREOTYPES OF ALL KINDS**
- **EXPOSE GLOBAL & HOLISTIC BLACK EXPERIENCES**



BRIDGING CULTURES THROUGH MEDIA & ENTERTAINMENT

THE
AFRICA
CHANNEL

CABLE/SATELLITE

TAC
STUDIOS

PRODUCTION
& ACQUISITION


DEMAND
AFRICA

DIGITAL/OTT/
CONNECTED TV

THREE COMPANIES - ONE MISSION

International Networks

CANAL+

itv

amazon

BBC

NETFLIX

Disney+

MULTI CHOICE

Paramount+

US-centric Black Networks

BET★

TV ONE™
REPRESENT.

aspire

OWN

BOUNCE

the **grio**

REVOLT

CLEO™

THE
AFRICA
CHANNEL

A Global View of Black Entertainment

AN AMERICAN AUDIENCE IN TRANSITION

BLACK IMMIGRATION IS DRIVING GROWTH

TODAY

- 21% : 1st & 2nd Gen Foreign-Born Black Americans
- 246% : Growth of Black Immigrants from 2000-2019

TOMORROW (40 YEARS)

- 90% : Growth of Foreign-Born Black Americans
- 29%: Growth of US Born Black Population
- 35%: 1st Gen Black Americans who are Foreign-Born
- 50%: Approximate Black Americans who are part of Foreign-Born Families.

SOURCE: Pew Research 01/20/22: One-in-Ten Black People Living in the U.S. Are Immigrants

BLACK AMERICA IS GLOBAL-MINDED AND EMBRACING HERITAGE

- 50% of Black Adults plan to travel to locations and landmarks associated with ethnic and cultural heritage.
- 1.5 Million visited Ghana in 2019 during the year of return.

SOURCE: AIRBNB 2020 Black Travel Study, Quartz Africa: Ghana's Year of Return.

EVOLVING INTERESTS OF BLACK AMERICANS

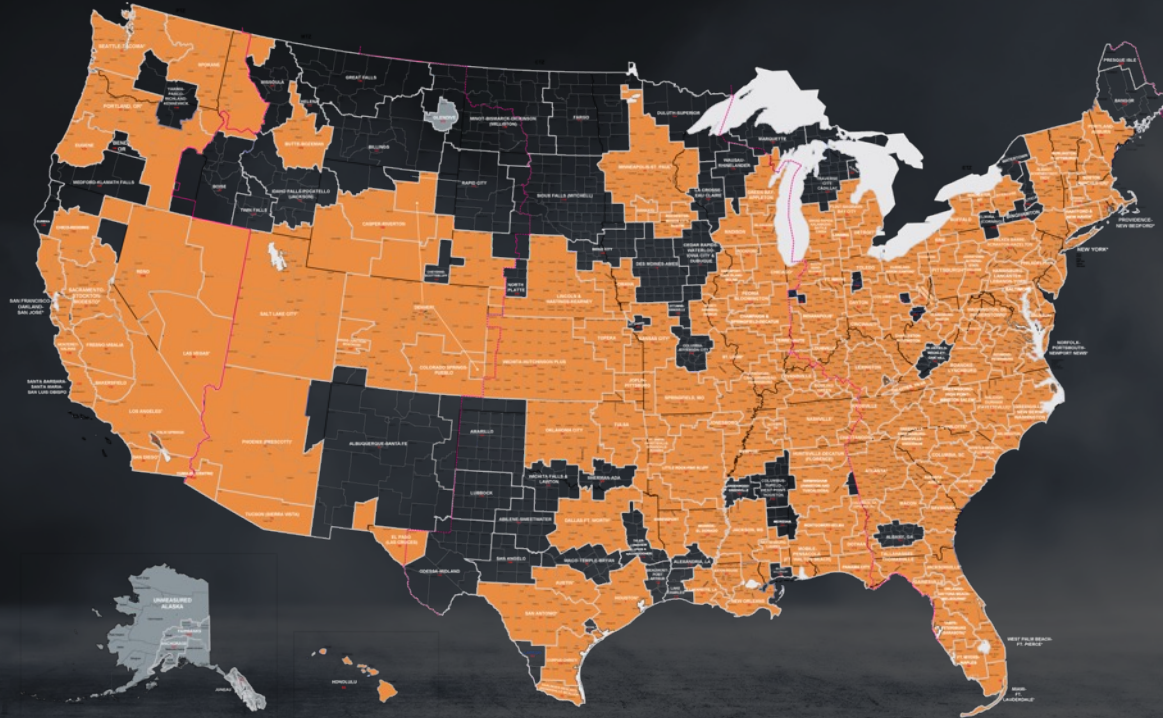


THE
AFRICA
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16M+
HOMES

- Tripled US Cable Distribution
- 103 New Markets
- ALL TOP US AA DMAS



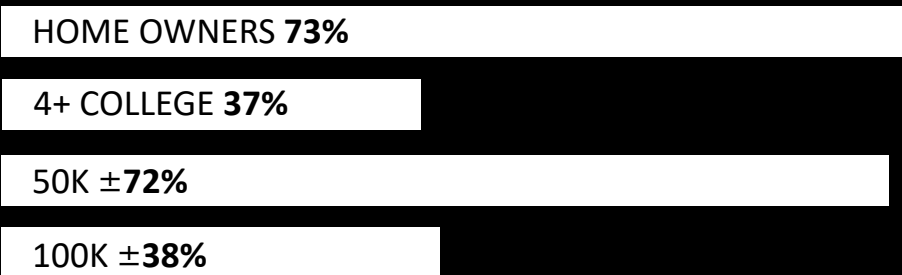


AUDIENCE PROFILE: *UPSCALE, ASPIRATIONAL & DESIRABLE*

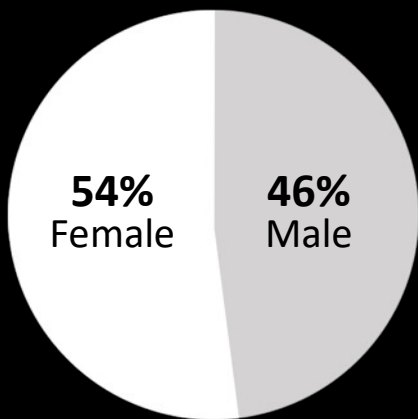
AGE



OVER INDEXING



GENDER



AUDIENCE AFFINITIES

- Movie, TV & Music Lovers
- Family Focused
- Foodies
- Beauty Mavens
- Health & Fitness Buffs
- Travel Buffs
- Value Shoppers
- Avid Investors
- Green Living Enthusiasts

IN MARKET SEGMENTS

- Business Tech
- Men's & Woman's Apparel
- Beauty & Personal Care
- Education
- Real Estate
- Health Care
- Financial Services
- Home Décor
- Air Travel
- Autos Luxury & SUV

Source: Nielsen and Digital Audiences



DAILY SHOWS
Presenting Relevant
Global Black Perspectives



AUTHENTIC LIFESTYLE
Expanding Cultural Views



DOCS & SPECIALS
Connecting Black
Americans to Heritage



**PREMIUM
ENTERTAINMENT**
Showcasing New Black
Narratives



**AWARD- WINNING
ORIGINALS**
Amplifying New
& Diverse Voices

- 3000+ hours of Africa's top-rated English language programs
- Exclusive partnerships with the most distinguished Studios in Africa
- US broadcast premieres of select new movies, scripted & unscripted series
- 3-6 TAC Studios original series released annually
- Daily & weekly news & magazine shows keeping network fresh

Sponsorships include ROS and in-program units, billboards, branded promos and can be customized to meet budget and separation goals.

365 CULTURAL MOMENTS:

Celebrating 365 Past, Present and Future

At the Africa Channel we celebrate the global Black Diaspora 365. Our history, present and future. The nature and breadth of our programming library provides flexible, turnkey and customizable opportunities for brands to authentically tap into and amplify key Black American cultural moments and to develop even deeper connections with the channel's audience and their interests.

AVAIL Q1:



[MLK Day](#)



[Black History Month](#)

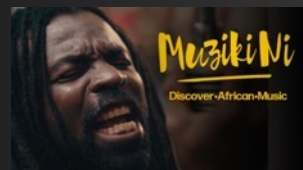


[Women's History Month](#)

AVAIL Q2:



[Spring Makeover](#)



[Black Music Month](#)



[Africa Day - Juneteenth](#)

AVAIL Q3:



[Summer Food & Travel](#)



[Black Business Month](#)



[Self Care Month](#)

AVAIL Q4:



[Holiday](#)

365 CULTURAL & CONTEXTUAL CTV **MOMENTS**:



THE
AFRICA
CHANNEL

+



Build resonance with African American consumers by supporting and highlighting Cultural Moments pods across the CTV universe. These pods would target potential Black buyers on CTV utilizing precise targeting tactics and data.

- 30-seconds in length
- 60-seconds in length
- 50% Cultural Moments and 50% Brand sell advertising

TAC CONTENT

- Cultural Relevance
- Contextual Relevance

MULTIMERICA AdEX NETWORK

- 800+ Premium Channels
- 12B+ Monthly Ad Imp
- 95%+ US CTV HH



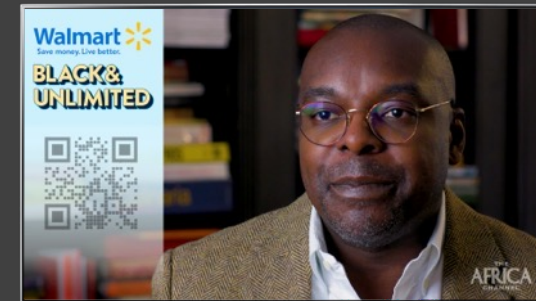
365 CULTURAL & CONTEXTUAL MOMENTS:



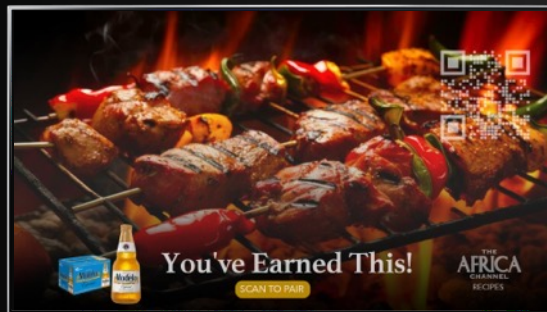
TRAVEL



LIFESTYLE



BUSINESS



FOOD



MUSIC



HERITAGE

BRAND OPPORTUNITIES

THE AFRICA CHANNEL

ON-AIR

- Sponsorships
- Spot Buys
- Sponsored Premieres & Stunts

OTT

- Programmatic Direct Inventory
- Branded SVOD Content
- Social & Influencer

CAMPAIGNS /EVENTS

- Multi-Channel Campaigns
- Experiential

BRANDED & ORIGINAL CONTENT

- Branded Original Series
- Custom integration into existing programming

PARTIAL LIST OF BRANDS WE HAVE WORKED WITH



SAMPLE BRAND PARTNERS



AGENCY/HOLDING PARTNERS



SAMPLE CONTENT PARTNERS



SAMPLE DISTRIBUTION & ORG PARTNERS



THE EXECUTIVE TEAM

THE AFRICA CHANNEL INC. and its subsidiaries **TAC STUDIOS** and **DEMAND AFRICA** currently consists of a staff of approximately 20 individuals whose leadership include:



**NARENDRA
REDDY**
COO



**FRED
PACCONI**
EVP & CFO



**DEAN
CATES**
SVP Business
Development



**DR. THELÁ
THATCH**
Head of HR and
Community
Engagement



**AVA
HALL**
Head of Content
and Brand



**CHRIS
ECKMAN**
SVP, Operations &
OTT Technology



**KELLEN
McDOWELL**
Sr. Director
Acquisitions &
Programming

Our executive team has solid experience growing new businesses with extensive experience in the entertainment industry with such major entertainment companies as **The Walt Disney Company, Paramount Pictures, DreamWorks SKG, NBC/Universal, Fox, Live Nation and BET**. The executive team is supported by a staff of highly skilled individuals as well as key consultants in the realm of television production, distribution and broadcast.

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THANK
YOU



sales@theafricachannel.com

DEAN CATES - SVP, Business Development, The Africa Channel

JAMIE LEVITT — Principal, CEO, Orama Advisors

NARENDRA REDDY - COO, The Africa Channel

We are Proud Members of:



ott.x

