VIMN Africa announces pay-tv deal for BET

Viacom International Media Networks Africa (VIMN Africa) has announced that the general entertainment network BET is set to expand its African TV footprint following the signing of a new distribution deal that will see BET distributed on the My TV pay-TV platform.

As of 1 June 2012, the English language service BET will now be distributed 24 hours a day to viewers in Nigeria, Ghana, Tanzania, Zambia and Zimbabwe on My TV. Currently available in 48 countries in sub-Saharan Africa, BET is also distributed via a number of different pay-TV platforms, including DStv, Top TV, Zuku and Star Times.

With a mix of US and international general entertainment content, BET offers a range of programming, including: urban and gospel music shows; BET original sitcoms; an original series showcasing intimate interviews with some of Nigeria's musical artists, producers and directors and more.

Carine Mouawad, head of programming for My TV says, "We are thrilled to introduce BET to our bouquet and are confident that the channel will prove hugely successful with our subscribers."

As of 2011, BET was distributed and marketed by VIMN's operations in Africa (formerly known as MTV Networks Africa), as part of the company's African multimedia portfolio, alongside sister channels MTV, MTV Base, Nickelodeon, Comedy Central and VH1.

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