

# Africa Magic rebrands

By Gregory Gondwe: @Kalipochi

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MultiChoice Malawi has announced the rebranding of Africa Magic channels on DStv that they signposted [earlier this month](#).



M-Net Africa's managing director [Biola Alabi](#) says it makes business sense to listen to consumers when they express their needs and this is what they have done declaring that 2012 is going to be a flagship year for Africa Magic.

"We want it to be remembered as the year African viewers pushed forward a revolution in television, making African content the star of African screens," said Alabi.

## Expanding the channel

The rebranding which MultiChoice Malawi's regional manager for the central and north, Titania Katenga-Kaunda described as exciting, will also include an expansion of the channel.

A statement issued by Katenga-Kaunda to the media says M-Net has yet again revealed that for subscribers in Southern Africa, the three channels they will see from 16 April 2012 will include the flagship Africa Magic channel, now focused into a family themed channel, along with a dedicated Africa Magic Movies channel, which was formerly Africa Magic Plus.



"Rounding off the trio is a brand new channel Africa Magic Entertainment which will serve as the home for all M-Net's glittering and original African productions from East, West and Central Africa," reads the statement in part.

## Home of original productions

It says with Africa Magic Entertainment becoming the home of M-Net's original productions, which was previously on the M-Net Africa channel, this channel will replace M-Net Africa on the DStv bouquet as part of the channel reorganisation.

"The Africa Magic channels therefore become home to a wide range of African content while the M-Net channel (Channel 101) will focus predominantly on international movies and series," the statement further says.

From the three channels, MultiChoice Malawi says viewers need to expect a lot.

Africa Magic will now feature family focused movies, series, sitcoms and documentaries that viewers can watch as a family, where parents and children can comfortably view without any embarrassment with the contents.

"This will ensure that no-one in your home will miss out on great African entertainment; AfricaMagic is available on DStv Compact, Compact Plus and Premium on channel 114," it says.

## All about Africa

While on Africa Magic Movies, MultiChoice promises viewers that this is a channel for movie audiences who want to celebrate the vibrant legacies and traditions of Africa.

"From African heritage to village life, this 24-hour dedicated movie channel tells stories that relate to Africa's rich history

and cultural legacy from traditional practices to rural society"



It also prepares viewers to look out for familiar faces from Nollywood and established African film icons and it says Africa Magic Movies will also be available on DStv Family, Compact, Compact Plus and Premium packages and it will be found on Channel 115, formerly Africa Magic Plus.

## Made in Africa for Africa

On the brand-new, Africa Magic Entertainment, MultiChoice describes it as a stylish African entertainment channel for the bold viewer who wants to watch the best African TV programming available.

"This 24-hour channel is dedicated to glossy soaps, glam drama series, glitzy lifestyle shows, great comedy, grade-A movies, gorgeous talk-show queens and gripping reality TV...all made in Africa for Africa," according to the statement.

It further says the channel is home to some of Africa's biggest and most popular productions including Tinsel, Jacob's Cross, Big Brother Africa, Changes, Mashariki Mix, 53 Extra, Jara, Moments with Mo, The Patricia Show and Comedy Club.

Africa Magic Entertainment will be available on DStv Premium which will be channel 128.



Later in the year, M-Net has also announced it will launch Africa Magic Movies 1 into Southern Africa as well.

"This will be an urban movie channel for the fan who wants to see Africa's hottest stars in the latest contemporary and modern African movies. So stay tuned because Africa Magic is growing," it says.

## ABOUT GREGORY GONDWE: @KALIPOCHI

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