

## TLC Entertainment to refresh channel offering

Discovery Networks International (DNI) has announced the launch of TLC Entertainment in South Africa and across Sub-Saharan Africa on 17 October 2013. The refreshed channel will be exclusive to DStv customers, and among the expanded on-air offerings, will include an exclusive block showcasing programming from OWN: Oprah Winfrey Network.



TLC, DNI's popular female flagship brand, first launched in the market in 2011 and on DStv, TLC has proved hugely successful with South African audiences. In 2012, TLC was the #1 Lifestyle channel with Women 20-49 and Black Women 20-49 in particular, and the channel has maintained this position in 2013.

Recently named Broadcaster of the Year at this year's SATCOM awards, TLC's success has been bolstered by a strong lineup of entertaining female-targeted programming with genres including family, food, fashion, health, reality and celebrity.

"The launch of TLC Entertainment is hugely exciting for us and marks a key moment in our continuing investment in Africa," said James Gibbons, SVP & Country Manager, Discovery Networks CEEMEA. "The new-look channel will feature content tailored to suit our loyal viewers, making it even more enjoyable and appointment-to-view. Securing the OWN programming block is crucial to this, and we hope to build on the success of the OPRAH'S NEXT CHAPTER specials with Justin Bieber and Lance Armstrong by showcasing even more of the diverse, entertaining and inspirational content that only Oprah and her OWN team can deliver."

Collins Khumalo, CEO of MultiChoice South Africa echoed James' sentiment: "Our focus at MultiChoice is to bring the best entertainment to DStv. We offer our customers world class content that they can't watch anywhere else. We have a great partnership with Discovery Networks International that benefits our customers, bringing extraordinary entertainment through their channels. The refreshed TLC is yet another example, with the inclusion of the best selection of OWN: Oprah Winfrey Network programmes. Welcome back to Africa, Oprah!"

"It's no secret that South Africa and Oprah Winfrey enjoy a mutual affinity - so bringing the block to this special market is the right next step," said Luis Silberwasser, Executive Vice President and Chief Content Officer, DNI. "Building upon the success of the block in the UK and the excitement surrounding its upcoming launch in Australia, we are proud to bring this unique offering to DStv viewers."

Packaged in two branded 'OWN' weekly blocks - 'My OWN Thursday' and 'Super Soul Sunday' - viewers will have two dedicated slots each week to enjoy OWN programming.

The Oprah Winfrey Leadership Academy For Girls was amongst the Top 3 2012 shows with A15+, Oprah's Next Chapter with Justin Bieber was the #1 TLC programme in 2012, while in January the Oprah Winfrey & Lance Armstrong Special ranked #1 in its timeslot across all channels and became our best ever rated portfolio show in South Africa, achieving a share above 7% with viewers aged 15 and older.