

FX set to broadcast EFC Africa

Extreme Fighting Championship Africa (EFC Africa) has reached an agreement with pay television network, Fox International Channels, to bring mixed martial arts (MMA) action to televisions across the continent. The agreement is a step forward for the sport, making EFC Africa the first African MMA promotion to sign a continent-wide broadcast deal.

Two hour-long episodes of EFC Africa will air back-to-back each Friday night, scheduled to start broadcasting on Friday 23 September, exposing the continent's best MMA athletes to fans across Africa.

"FX is a network that understands the power of MMA and recognises EFC Africa's potential, and we are proud to partner with them on the most exciting sporting property in Africa" says Cairo Howarth, EFC Africa President. "The Fox Group is home to the UFC and Strikeforce, and we are excited to join this powerful stable. A broadcast opportunity such as this has been our goal since EFC Africa's inception and we are looking forward to expanding with FX as we both gain ground across the continent."

FX is already available in many African countries, including South Africa via TopTV (channel 110), and is aggressively increasing its reach into East and West Africa.

The full broadcast schedule will soon be available on www.fxafrika.tv

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