

Viceland comes to Africa through Kwesé TV

Econet Media's Kwesé TV today announced it would be adding Viceland, the youth-focused lifestyle and culture channel from Vice Media, to its entertainment offering across sub-Saharan Africa. Content will be accessible on pay TV, Catch Up as well as the channel's official app available on Android and iOS.



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Oscar-winning film director, Spike Jonze, serves as co-president of Viceland International, alongside Eddy Moretti, Vice's chief creative officer, and is overseeing the development of the channel, from show creation, to production, to brand identity.

Embodying the spirit of Vice, the Viceland channel will introduce young African audiences to youth cultures from across the globe by offering a contemporary take on music, food, identity, fashion, sports and more.

James Rosenstock, president, Viceland International, says, "The launch in Africa marks the start of what is going to be a landmark year for the channel internationally, as we continue to expand our reach and put culturally relevant content in the homes and hands of millennials globally. The linear and multi-platform nature of this deal with Kwesé emphasises our continued vision of ensuring viewers are given access to our programming 24 hours a day, across all screens and we share the ambition and dedication of Kwesé in making this a success."

"Kwesé is excited to be bringing new content to African audiences. Viceland is a channel enjoyed by many across the globe and we are happy to be the first TV network to introduce it to the African market. This partnership is a natural fit for Kwesé because our target audiences include the urban youth who will better relate to the offering," said Joseph Hundah, president and CEO, Econet Media.

Programming will include original flagship shows such as Huang's World (with Eddie Huang), Noisey (with Zach Goldbaum), Woman (with Gloria Steinem), Vice World of Sports (with Sal Masekela), States of Undress (with Hailey Gates) and Black Market (with Michael K. Williams).

Viceland launched in the US and Canada in February 2016 and has become one of the fastest 'aging down' networks on US television. Since its inception, it has gone on to launch additional channels in the UK, Ireland, France, Australia, New Zealand and Indonesia. Africa is the latest in a number of expected international deals, which aim to make multi-screen programming available for viewers in 51 territories.

Vice has established a global reputation by producing high-quality video content for young people and has established innovative partnerships with companies such as Snapchat, YouTube, HBO and 20th Century Fox.

For more information, go to www.kwese.com.

For more, visit: <https://www.bizcommunity.com>