

MuseAfrica block to be aired on Kwesé TV in Ghana

The MuseAfrica block, a 60 minutes of exclusive music content will be available on Kwesé TV (KFS) every weekday from 4pm to 5pm.



Image source: Gallo/Getty.

The programming will offer some of Muse's signature digital shows that has been streaming to fans across its social channels and website. This collaboration unites two brands that owned the youth viewership and also characterizes a turning point for Kwesé TV's adjustment of its content slate.

The editor-in-chief of MuseAfrica, George Wiredu Duah stated, "The fans spoke and we had to listen to them, so we have built more content to drive conversations around culture, music and entertainment circles around the Ghanaian sound."

The new programming direction offers more opportunities for companies looking to build and establish their brands within the millennial market. According to the programmes manager of Kwesé TV, Nana Asiedu Asanté Samuels, "For us Muse Africa embodies and shares in our strong belief and direction of building winning engagement for the African millennial."

MuseAfrica will keep driving content across its social and web channels with new shows.