

M6 Group to roll out new TV channel in Sub-Saharan Africa

M6 Group is aiming to offer a new service into French-speaking Africa - M6 International. According to CEO Nicolas de Tavernost, the new channel will highlight a line-up of content owned by M6 Group.



Image source: Gallo/Getty.

The group aims to develop this first international venture building on the international distribution expertise of Lagardère's TV business it has acquired for €215 million. After the approval of the deal by the French Competition Authority, the final agreement is to be given at the end of July by regulatory body CSA.

Lagardère Active had established both DTT and pay-TV kids' channels Gulli and TiJi on the international market, and introduced Gulli Africa, Gulli Bil Arabia in the Middle-East, Gulli Girl and TiJi Russia in Russia and CIS.

M6 Group has invested €450 million in acquisitions to include radio station RTL France, and is now looking to change itself into a multimedia group.

M6's activities will be established in four ways: TV production, radio, digital and TV broadcast.