Nat Geo Wild expands to DStv Compact

The DStv Compact package will now offer Nat Geo Wild to its South African and African viewers.

FOX international channels director, Thandi Davids said joining the bouquet would lead to increased opportunities for advertisers to associate their brands with Nat Geo Wild and speak to a different target market of wildlife loving TV audiences. "Our aim is to ultimately to grow the channel, the brand not only in revenue and sales but also its overall reach in the market said.

"We believe the time is ripe to make an unreserved commitment to African audiences and advertisers, through growth focused change, such as this move. We are particularly excited about joining DStv Compact, as it has shown growth over the past few years in a market we that we know is hungry for content and eager to watch our programmes."

For more, go to www.natgeotv.com.

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