

MultiChoice launches new holiday channel

Trace, a leading urban lifestyle and feature programmer for the international market, and MultiChoice have teamed-up to offer Trace's leading TV service in South Africa as the "Holiday Channel" during the month of April 2007, the DStv provider announced today, Thursday, 22 March. The channel launches tomorrow, Friday 23 March, and will run until 1 May.



Content for Trace spans the latest worldwide trends in music, sports, fashion, and events of interest to urban communities and the new channel is reported to be receiving rave reviews across Europe.

"We are excited to serve the sophisticated, trend-setting and increasingly internationalising audiences in South Africa," says Olivier Laouchez, chairman and CEO of Trace.

"The theme and feeling of the channel - the exchange of cool, new, urban lifestyle and cultural influences for an increasingly internationalising global urban movement - fits perfectly with the community marketing activities of DStv."

"We are very excited to offer our DStv subscribers more choice especially during the April holiday season and we are confident that Trace TV will bring hours of entertainment to all who view the channel" says Aletta Alberts, GM content, MultiChoice South Africa.

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