

BBC Worldwide's SA audiences up, summer programme showcased

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BBC Worldwide audiences in South Africa have significantly increased over the past year, with BBC Entertainment experiencing a whopping 31% growth, BBC Lifestyle and BBC Knowledge scooping 8% each. Viviane Paxinos, BBC Worldwide director of entertainment and branded content, said yesterday, Wednesday 27 September 2011, in Johannesburg at an event showcasing the channels' summer programme.



"South Africa is an important market for us, that is why we are committed to delivering the best content - a content that cut through our audiences' hearts and minds," Paxinos said, speaking at the Forum in Bryanston.

The focus is on relevance

"Our focus is now on relevance, as relevant content has the potential to increase brand value and trust," she added.

Paxinos, a Canadian national, could not be reached last night to say how kiddies channel BBC CBeebies has fared in the past 12 months.

Jana Bennett, president worldwide networks and global BBC i-Player, echoed Paxinos' sentiments, saying, "We are doing extremely well in SA, which we regard as our top market and a major country in terms of economic growth.

"We have a very close affinity with SA audiences, and this is an exciting place to be in the media scene," added Bennett.

BBC Knowledge (DStv channel 251) airs mostly a mix of factual entertainment and non-fiction programming, while BBC Entertainment (DStv channel 120) is a place filled with emotion, laughter, thrill and surprise.

'Real' human stories, which include invigorating cooking, revamping homes and polishing skills, make up the bulk of BBC Lifestyle programmes (DStv 180), while kids' BBC Cbeebies (DStv channel 306) - designed by child development experts - lights up little learners and keeps them energetic, happy, playful and interactive.

Summer programme

This is what the summer programme looks like:

BBC Knowledge:

- Frozen Planet, from November 2011
- Human Planet, from February 2012
- Civilisation - is the West history? Coming this summer
- Filthy Cities, coming this Autumn
- Inside the Human Body, from February 2012

BBC Entertainment:

- Downton Abbey Series 1, from February 2012
- Friday Night Dinner, from February 2012
- Mad Dogs, from January 2012
- Zen, from December 2011
- Top Gear Series 18, early 2012
- Penn & Teller Fool Us, from April 2012

BBC Lifestyle:

- Nigella Kitchen, from November 2011
- Heston's Mission Impossible, coming soon
- Supersize vs. Superskinny...Kids, from April 2012
- Nigel Slater's Simple Suppers Series 2, from March 2012
- Choccywoccydoodah Series 1, from February 2012

BBC Cbeebies:

- Baby Jake, from November 2011
- Little Human Planet, from February 2012
- Nuzzle and Scratch: Frock 'N' Roll, from November 2011
- Gigglebizz Series 2, from December 2011

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Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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