

DStv Ad Sales to host mini expo in Nigeria



DStv Ad Sales plans to host an exclusive mini expo for their clients in Nigeria on 1 February 2011 at the Sheraton Hotel in Lagos to showcase the various DStv channels, plus the commercial TV offerings available across the bouquet. DStv Ad Sales sells airtime on 30 Pay TV commercial channels across the African continent and Nigeria is one of its biggest territories. According to DStv Ad Sales general manager Cheryl van Rensburg, the objective of the mini expo is to introduce the DStv bouquet to clients in an educational, but fun and entertaining way.

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