

# Channel deal signed between IROKOtv and StarTimes

IROKOtv and StarTimes will be signing an exclusive deal for two brand new linear TV channels, IROKO Play and IROKO Plus, on the leading African pay TV platform.



Available across 14 countries, with a reach of 4.6 million subscribers, the announcement of this deal signals a considerable investment in Nollywood entertainment for StarTimes, Africa's fastest growing Pay TV operator.

Subscribers will have the choice of two Nollywood channels. IROKO Play, available in the StarTimes Basic Bouquet, will showcase classic Nollywood movies from 2007 onwards, with a brand new exclusive movie added to the schedule each month. IROKO Plus, in the StarTimes Unique Bouquet, will show premium Nollywood movies from 2011 onwards, with the addition of an exclusive brand new movie each week. As part of the 24/7 programming schedule, and in addition to the movies, both channels will also show behind the scenes interviews with the stars and magazine shows.

IROKOtv is Africa's leading distributor of movie content, with a catalogue of over 4,000 titles totalling 10,000 hours. To date, IROKO has streamed content via its online platform irokotv.com only, but with the migration from analogue to digital broadcasting currently being undertaken across Africa, DTT platforms such as Startimes are now increasing the number of channels available in their entertainment bouquets. Digital migration is driving Pay TV growth up considerably, with the sector estimated to be worth \$5.35bn by 2020, a 69% increase from 2013.

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