Studio Universal celebrates one year in Africa by launching in HD

One year after its launch on DStv in Africa, Studio Universal has launched in High Definition (HD) on the platform, while the Universal Channel has also launched in HD. The HD launches correlate to the viewership growth for both channels across Africa and demonstrate Universal Network International's (UNI's) ongoing commitment to the African market.

Since its launch in 2011, it is reported that Studio Universal's audience in South Africa has more than tripled, making it the number two movie channel in the country. Universal Channel's audience has grown consistently year on year, for the past three years, increasing +60% in January to September 2012 versus 2010, according to statistics.

The entire UNI portfolio includes: Studio Universal, Universal Channel, the refreshed E! Entertainment Television and The Style Network.

"We are marking the phenomenal success of Studio Universal and Universal channel in Africa with HD launches of both channels. The channels' high-quality international series and movies, tailored to the local market, have resonated with the African audience and we will continue our investment in the region to further enhance viewer experience," commented Colin McLeod, managing director, Emerging Markets, Universal Networks International.

Studio Universal continues to attract high viewership with its blend of blockbuster action and comedy movies including Hollywood hits. The movie channel's programming, on-air packaging as well as communications strategy is said to be specifically tailor-made for Africa.

Studio Universal and Universal Channel reach 51 countries across Africa on MultiChoice's digital pay-TV satellite platform DStv.