

## New channel for DStv

Telemundo, a channel exclusively dedicated to telenovelas, comes to 48 countries in Africa from 12 August 2013 on DStv, channel 118 in South Africa and Sub-Saharan Africa.

Africa is the first continent to view the programmes outside of Latin America, brought to the station by MultiChoice and Universal Networks International in English and Portuguese. It brings dramatic storylines, exotic locations and glamorous personalities, under the tagline. 'Feel the passion'.



"Telenovelas are an editorial and television force internationally and we are particularly excited to bring Telemundo to Africa exclusively with DStv," says Colin McLeod, MD emerging markets, Universal Networks International. "Together we believe we can help to drive multi-channel television to an even broader market - for those who traditionally only want to watch free TV, this will give them a reason to want DStv."

### Reaching a wider audience

The programme in Africa will be dedicated to the most compelling Spanish language telenovelas, offering customers a dramatic rollercoaster of romance, mystery, action and adventure for the whole family to enjoy. At launch, viewers can look forward to fascinating stories of love, success and betrayal with high quality production values in telenovelas including Aurora, Precious Rose, My Heart Beats for Lola and Behind Closed Doors.

"We are excited to bring this to our customers, who will for the first time enjoy the best telenovelas available worldwide in English," says Collins Khumalo, CEO of MultiChoice South Africa. "Our customers are already enjoying the entertainment on offer on the five Universal Networks International channels available on DStv. This is a great addition, which further strengthens our partnership with Universal Networks International."

It will be localised for the African market with full dubbing of Spanish-language programming in English for South African and Sub-Saharan countries and full dubbing in Portuguese for Angola and Mozambique.

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