

Zone launches advertising sales on CBS Action and Drama in SA

International broadcaster AMC Networks International - Zone (formerly Chello Zone) announced that it is introducing advertising on its CBS Studios International joint venture channels, CBS Action and Drama in South Africa this July.

CBS Action (DStv channel 133) and CBS Drama (DStv channel 134) were launched in South Africa in November 2013, and are available on the MultiChoice platform. Advertising for the channel will be sold through DStv Media Sales.

For more, visit: <https://www.bizcommunity.com>