

# Comedy Central debuts Gareth Cliff Show

An irreverent new talk show, 'The Gareth Cliff Show Live on Comedy Central' will be aired live every Monday to Friday on DStv Channel 122, on [Comedy Central Africa](#) and on [CliffCentral](#) from 1 May 2014.



## Never done before in SA

The live breakfast show, airing from 7:35-8:50am will feature calls, live interviews and a cheeky sideways look at the day's news stories from his new 'CliffCentral.com' project, helped along by his regular posse of collaborators including Damon Kalvari, Leigh-Ann Mol, Mabale Moloi and Siya Sangweni-Fynn.

"With the dramatic changes in the broadcast landscape in a relatively short period of time, people are already listening to radio everywhere except on the radio, with online being the frontrunner. The partnership with Comedy Central not only gives our audience a traditional platform to join us as they're getting ready to start the day, but is an opportunity to uncover fresh local content in a way that has never been done before in South Africa - reality radio," says Cliff.

## New comedy concept

Evert van der Veer, channel head, Comedy Central, Africa, commented, "This is the channel's first daily live show in the African market and we are thrilled to be partnering with a host of this calibre, polish and experience to bring this new comedy concept to these shores. The addition of a localised editorial voice to put things in perspective for South African viewers adds a broad new dimension to our comedy portfolio."

MultiChoice content head, Aletta Alberts said they had great expectations for the show. "We have always supported new ideas and this exciting and fresh addition to the Comedy Central line-up will make the channel even stronger, reinforced by this local flavour. Cliff gives our viewers a voice to interact with this strong global brand."

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