

Facebook partnership in Africa for Fox Sports

Fox Networks Group in Africa has announced an agreement with Facebook that will see FOX Sports' Africa Boxing series events livestreamed globally via Facebook Watch.



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The stream will be available via the FOX Sports Africa Facebook page with boxing fans able to enjoy live streams of upcoming events at the Royal Swazi Spa in eSwatini, and Sibaya Casino & Entertainment Kingdom in Durban on 2 and 23 November 2018, respectively.

The partnership officially kicked off at the ninth edition of Africa Boxing at the Meropa Casino and Entertainment World in Limpopo, South Africa on the 21st of September, with the event being streamed to almost 200,000 viewers.

The Africa Boxing series is quickly becoming the leading platform for African boxers to display their talents to a worldwide audience and the live streams will give spectators a front row seat to the action. Unlike a traditional television experience, viewers are able leave their comments in real-time, enhancing the total viewing experience. After all events streamed, the fights will be available on the FOX Sports Africa Facebook Page.

Fox Networks Group in Africa operates eight distinct pay-TV channel brands including National Geographic, Nat Geo Wild, FOX and Baby TV, along with the non-linear service FOX+ and National Geographic+. Across the region, FNG Europe & Africa operates 154 channels as well as numerous digital services, broadcasting in over 50 countries.

Through genre-defining channel brands FOX, FOX Sports and National Geographic, FNG Europe & Africa is watched by over 250 million viewers in 150 million households making it the pan-regional leader for entertainment, factual and sports programming*.

To recall, Fox Networks Group (FNG) is a primary operating unit of 21st Century Fox. FNG consists of FOX Television Group, which includes FOX Broadcasting Company and 20th Century Fox Television; FOX Cable Networks, which includes FX Networks; FOX Sports Media Group, and National Geographic Partners. Together these units create, program and distribute on a worldwide basis much of the world's most popular entertainment, sports and nonfiction programming.

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