

New music channels for Africa

In sub-Saharan Africa, Gorse & Co will be distributing Melody and Melody music channels in Africa. The French company Nicolas Gorse has inked a distribution deal with Groupe Secom, which owns the two channels.

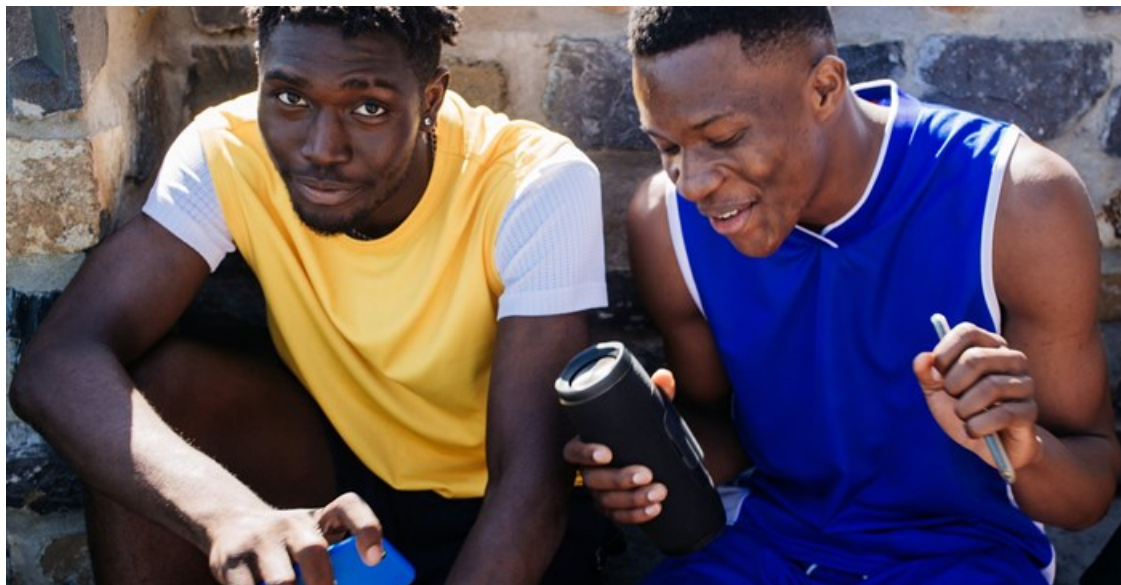


Image source: Gallo/Getty.

Melody, a French and international musical channel launched in 2001, is already present in the bouquet of Canal + Africa since a few weeks. According to Bruno Lecluse, the Secom Group CEO, “Vintage music on the continent was not accessible before the arrival of Melody Africa [which is broadcast on DTT in the DRC], where there is a strong demand.”

With the opportunity to get both channels through Gorse & Co, this demand should be filled quickly.

The general manager of Melody and Melody Africa, Jerome Du Toit, said, “This new partnership will reach a wider audience on the African continent.” The international version of the channel is very popular on the continent, its African version will be welcomed.

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