



Demand Africa Launches in South America and Central America on Samsung TV Plus

NY, New York, May 2021- Demand Africa, a streaming on-demand video service that hosts original and acquired content from the African Diaspora, announces a partnership to launch a free ad-supported linear channel on Samsung TV Plus, Samsung's free viewing service that delivers instant access to 160 channels and growing. The partnership will introduce Spanish and Portuguese speaking audiences across Mexico and Brazil to a wide variety of lifestyle and entertainment series never before broadcast in South America.

Demand Africa's library includes thousands of hours of premium scripted and unscripted shows and movies from top distributors and producers from Africa and beyond. The channel at launch will feature a curated selection of lifestyle and entertainment series including travel and culture shows like World Wide Nate, Muziki Ni, May's Kitchen and Minjiba Entertains. Additional titles will include popular dramas and movies from Nollywood and across Africa and the diaspora.

"Demand Africa is delighted to partner with Samsung TV Plus to pursue our mission of presenting contemporary Africa to global audiences, highlighting the diversity of the diaspora and connecting viewers from around the world with the continent," **said Dean Cates VP of Digital Strategy, Demand Africa.** "This partnership speaks to Samsung's commitment to inclusivity which is especially significant considering the current push to raise the visibility of black voices and narratives across the globe."

Brazil's black population continues to rise with over 50.7% identifying as African descent, black or mixed race according to Brazil's 2010 census making it the second biggest population of black citizens behind Nigeria. DA's launch in the region gives this significant and culturally influential demographic access to black and multicultural programming from across the diaspora.

"There is a significant Black audience in Brazil and it's important that they see themselves represented," **said Aline Jabbour, Samsung Latin America Business Development Director.** " But that's just the beginning of why we are doing this. Africa is

a wellspring of creativity and offers a wealth of amazing content. Adding Demand Africa to our more than 160 channels is part of our overall mission to give Samsung customers even more to discover.”

An estimated 2,576,213 million people identified as Afro-Mexican in the 2020 census, which was heralded as the first in history that Afro-Mexicans and Mexicans from African descent were counted. DA’s launch in the region provides culturally relevant content to Afro-Mexicans who are increasingly seeking to connect with their African heritage in a contemporary way and programming from across the African diaspora enables this connection.

“We’re bringing African content to Mexican viewers for the first time ever and it’s great for Afro-Mexican audiences to see themselves represented,” **said Aline Jabbour, Samsung Latin America Business Development Director.**

You can watch Demand Africa on Samsung TV Plus, pre-installed on all 2016-2021 Samsung Smart TV’s and available for download on select Samsung Galaxy devices.

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ABOUT DEMAND AFRICA: www.demandafrica.com

Demand Africa, a division of The Africa Channel, Inc, is a global OTT and streaming video service connecting audiences to the best lifestyle, movies and TV from Africa and beyond. Demand Africa’s mission is to celebrate and amplify modern Africa’s influence on the world by connecting global audiences to entertainment as diverse and bold as the continent itself. Demand Africa has offices in Los Angeles and Johannesburg, South Africa and is currently available on the web, mobile devices, connected TV devices and third-party platforms. With several thousand hours of content, audiences can explore the culture, people, places and traditions of Africa and stream while contributing to Demand Africa’s commitment to creating socially impactful initiatives.