



Demand Africa Debuts on The Roku Channel in the U.S. Presenting Programming from the African Diaspora

New York, NY - FEBRUARY 2022 - Demand Africa (DA), a global streaming service that hosts a variety of original and acquired content from the African Diaspora, launches as a F.A.S.T. (free ad-supported T.V.) channel on The U.S. Roku Channel, the home of free and premium entertainment on the Roku® platform.

Demand Africa's F.A.S.T. channel includes thousands of hours of content from top distributors and producers on the continent and throughout the diaspora. Currently featured programming throughout February celebrating Black History Month includes the Color of Medicine, You Belong to Me, Honeymoon Blues, and Till there was You. The service also provides access to a vast curated selection of Black and African films from Nollywood across Africa and other parts of the world.

"We are dedicated to our mission at Demand Africa to bridge cultures and connect Black audiences and the African diaspora to the continent. Complementing our partnership with The Roku Channel in Canada, we are excited to expand our partnership to The Roku Channel in the U.S., especially during Black History Month. This has enabled us to present African diaspora content to a broader section of the American audiences during a time of cultural celebration," **said Chris Eckman, Vice President of Digital Operations, Demand Africa.**

As diversity and inclusion continue to be key business deliverables for brands, the need to provide content to the full spectrum of Black audiences across America remains critical. With recent studies showing that one in 10 Black people living in the U.S. are immigrants, this influential and growing demographic provides further opportunities for platforms to ensure their programming and content is truly inclusive by reaching previously underserved audiences.

In Q1 2021, The Roku Channel reached U.S. households with an estimated 70 million people. A fourth-quarter survey of streaming set-top-box/smart T.V. distributors revealed that The Roku Channel commands a 41% share of big-screen viewing time in North America.

Available now, Demand Africa is available on The U.S. Roku Channel 689.

###

Contact Claudine Moore | Demand Africa claudine@cmooremedia.com

About Demand Africa Demand Africa, a division of The Africa Channel, Inc, is a global O.T.T. and streaming video service connecting audiences to the best lifestyle, movies and T.V. 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 T.V. 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. Demand Africa is available on Pluto TV, Vizio and Xumo.

For more information, visit www.demandafrica.com