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DEMAND AFRICA

Demand Africa Exponentially Expands Market Reach with Launch of SVOD Network on Amazon's Prime Video Channels in the United States

Amazon Prime Video becomes Latest Service to Add Demand Africa to its Streaming Platform

LOS ANGELES, CA, JANUARY xx, 2023- [Demand Africa](#) (DA), the leading streaming destination for original and acquired content from Africa and the global Black Diaspora, has launched its premium subscription video on-demand (SVOD) service as a channel now available on **Amazon Prime Video Channels** in the U.S.

DA's expanded footprint, as a result of the new agreement with Amazon Prime Video Channels, is a direct reflection of the growing consumer demand for diverse stories from Black voices around the world. With this increased distribution, Demand Africa can now provide an even larger viewership to its partners in the Black content creation community as part of its support to celebrate and share their stories worldwide.

"We are thrilled to extend the reach of Demand Africa as part of our new agreement with Amazon's Prime Video Channels. This launch is in line with the growing interest by American audiences in African and global Black diaspora content giving each of us a lens into new cultures, stories, and experiences," said Chris Eckman, SVP of Operations and OTT Services of The Africa Channel, which owns and operates Demand Africa as a separate, standalone service that complements its other business units. "We are committed to connecting our audiences with this premium content and introducing new voices reflective of Africa's rich and diverse cultures, and in doing so, Demand Africa provides a platform to experience, share, inspire, and bridge communities."

On Amazon's Prime Video Channels, subscribers will be able to access Demand Africa's vast curated selection of Black and African films from Nollywood, across Africa, and other parts of the world. Demand Africa's streaming channel features over hundreds of original and acquired premium programming from the world's top producers of African content including Viacom, Mnet, ETV, SABC, Canal +, and FilmOne, combined with quality African American content from top distributors across the US.

Demand Africa is now available to Prime Video members, for an additional monthly fee. Subscribers can watch shows via the Prime Video app, on demand, via smart TVs, mobile devices, and game consoles.

Over the last year, DA has steadily increased its reach with a channel launch on The Roku Channel to meet the growing interests of consumers outside of Africa who are seeking African content. For African-based content creators, DA's expansion on Amazon's Prime Video Channels provides an even wider opportunity to reach international audiences, increase revenue, and create jobs in markets that historically have not been fully leveraged.

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About Demand Africa:

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. , Demand Africa is also available on www.demandafrica.com; as an add-on subscription service on Amazon's Prime Video Channels and The Roku Channel; as well as a standalone app for mobile (iOS, Android), and connected TV (Amazon Fire TV, Android TV, Apple TV, Roku) devices.

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