



DEMANDAFRICA

# Demand Africa Launches as FAST Linear Channel on Amazon Freevee

*Latest Expansion by Demand Africa to Amazon Freevee Expands Streaming Brand's Reach in the U.S.*

**LOS ANGELES, CA, MARCH 23, 2023** - [Demand Africa](#) (DA), the leading streaming destination for original and acquired content from Africa and the global Black Diaspora, has expanded the distribution of its free ad-supported streaming TV (FAST) linear channel, which is now available on Amazon Freevee in the U.S.

“DA’s new agreement with Freevee and overall expansion efforts reflects the increased demand for diverse stories from Black voices worldwide. With this increased distribution, Demand Africa stands ready to meet that rising demand and reinforce its commitment to supporting and celebrating partners in the Black content creation community by sharing their stories worldwide,” said Chris Eckman, SVP Operations & OTT Services, The Africa Channel.

Viewers are now able to have a curated lean back experience with programming from DA’s vast library of Black and African content through the Freevee FAST channel lineup. Demand Africa features hundreds of hours of original and acquired lifestyle content, scripted TV series, and movies from Africa and the rest of the world. Broadscale partnerships with leading distributors including MultiChoice, BBC Africa, Canal+, ETV, Film One and others have made available popular series such *Lockdown* and *Date My Family*, and hit films from Nollywood such as *The Wedding Party*.

Over the last year, DA has steadily increased its reach to meet the growing interests of consumers seeking lifestyle content, TV series and movies from Africa and beyond. This includes the recent launch of DA’s subscription video-on-demand (SVOD) version as an add-on available via Amazon Prime Video Channels. For African and Black content creators, DA’s expansion on Amazon Freevee provides an even wider opportunity to reach international audiences and increase revenue.

In addition to Freevee, DA's FAST channel can also be found in the U.S. via The Roku Channel, TCL, Xumo and Allen Media Group's Local Now and The Grio. It is also available in other markets around the world including Canada (The Roku Channel), Brazil (Samsung TV Plus) and Europe (LG Channels, Net Gem).

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### **About Demand Africa**

Demand Africa, a subsidiary 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 offers several thousand hours of content through which audiences can explore the culture, people, places and traditions of Africa. Demand Africa is available on [www.demandafrica.com](http://www.demandafrica.com); as an add-on subscription service on Amazon's Prime Video Channels and The Roku Channel; as a standalone subscription video on demand (SVOD) app for mobile (iOS, Android), and connected TV (Amazon Fire TV, Android TV, Apple TV, Roku) devices; and as a free ad-supported streaming television (FAST) channel distributed via several third-party platforms around the world.

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