

e.tv programming on the move

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South African free-to-air channel e.tv will soon be affording its viewers an opportunity to tune into a brand-new one-hour Afrikaans drama. *Die Vreemdeling* is an Afrikaans telenovela and will premiere on television screens as of Monday, 15 July 2019. The Turkish telenovela which promises to be a hit is dubbed over in Afrikaans and will air daily at 5:30pm.



The channels introduction of the new content means that specific programming will be changing their current timeslots. An earlier start is on the cards for viewer court date appointments with *Judge Judy* which will start at 4:20pm. Firm favourite *Days of our Lives* will follow suit at 4:45pm.

The Wild will be replaced by the Afrikaans telenovela and will now move across to Openview and will air at 6:05pm on eExtra (Channel 105 and DStv channel 195).

Speaking on the programme change, e.tv Marketing Manager Maki Mokome said, "Our vision as e.tv has always been for us to become the entertainment provider of choice in Africa. As a channel that endeavours to maintain that vision, it was only a matter of time before our content expanded. We believe that *Die Vreemdeling* will be an exciting drama addition to the existing content on offer. Our viewership numbers have been showing positive growth and demand for our Afrikaans content and we hope to continue providing our viewers with content that delights them."

Die Vreemdeling, which in English means "The Stranger", is about a chance meeting that takes place in a quiet and peaceful town called Korludag, between a handsome stranger, Dapper, and a wealthy businesswoman named Suhan. The chance meeting leads to an irresistible attraction, but there is a burning issue at play that the love interests don't know about. Their dream of happiness will soon turn into an impossible love when the long-standing opposition between their families that have been long-time enemies starts to cause a strong rift between them.

Die Vreemdeling will additionally be available for all Openview subscribers on the eExtra channel (Channel 105 and DStv channel 195) at 8:00pm.

For show updates and additional information, follow the official e.tv social media pages:

Twitter: @e.tv

Facebook: @etvSA

Instagram: @etvonline

For more enquiries and interview requests please contact: Lerato Maboi on lerato.maleto@etv.co.za.



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