

Afrikaans lifestyle channel debuts on DStv

To create exceptional content and products for Afrikaans audiences across diverse Media24 platforms, the group is launching VIA, a new Afrikaans entertainment lifestyle channel. It debuts on DStv channel 147 on Monday 9 November 2015 at 4pm.



It will launch with 22 new programmes on food and diets, relationships and style. The channel focuses on Afrikaans women and their families. Every weekday, five to six lifestyle and reality shows will be broadcast in a three-hour fresh content block. The shows will premiere between 4pm and 7pm, repeated across the week as well as on weekends.

VIA collaborates with Media24 magazines such as *Huisgenoot*, *SARIE*, *Landbouweekblad*, *TVplus*, *Kuier*, *Tuis*, *Idees*, *Weg* and their digital platforms to introduce content and drive engagement around shows. "Newspaper titles such as *Die Burger*, *Beeld*, *Volksblad* and *Rapport* as well as the digital news platform Netwerk24 will also play a key role," says Izelle Venter, Editor-in-Chief of Media24 Lifestyle's Editorial Solutions division.

Channel Head, Cheryl Uys-Allie, Content Head, Pat van Heerden and Editor-in-Chief of Media24's Editorial Solutions team, Izelle Venter lead the team. For more information, go to www.viatv.co.za.

For more, visit: <https://www.bizcommunity.com>