

Africa Canal + Adds M6 International to its bouquets

Canal + In Africa is now integrating the M6 International TV channel into its television packages. The information was provided a few days ago when the pay-TV operator communicated the list of its new channels for the continent.



Image source: Gallo/Getty.

The introduction of M6 International, which targets French-speaking Africa in particular, was announced last July by Nicolas de Tavernost, CEO of M6 Group.

The broadcast of the channel on the continent follows with a growing interest of the M6 Group for the African audience. M6 has finalised a few days ago the acquisition of the Lagardère group's television division and thus obtains many assets from the latter on the African continent.

The finalization of this agreement suggests that M6 will not be limited to create channels on the continent. French should also be active in producing content targeting an African audience.

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