

PanaTV to exclusively screen Nigerian film in UK, US

The African online television service, PanaTV has signed an exclusive deal with Soda Pictures, acquiring the rights to subscription VOD for Nigerian film Half of a Yellow Sun. (video)



The deal makes PanaTV.com the first online television service to stream the film exclusively on its platform in the UK. And in a deal concluded with monterey media, PanaTV has secured non-exclusive rights to stream Half of a Yellow Sun in the US along with a limited shared exclusive pre-window.

The movie is now available for VOD in the US and will be available in the UK from August 2014. Says Mandy Roger, PanaTV's Head of Content: "This demonstrates that we seek out high quality films for our viewers; expect to see more of such quality films and content on PanaTV this year."

"We are delighted that Half of a Yellow Sun will be streaming on PanaTV, and believe it is a great home for the film to connect with audiences," says Louise Rae, Head of Home Entertainment at Soda Pictures.

More about the film

Half of a Yellow Sun is a love story that follows sisters, Olanna (Thandie Newton) and Kainene (Anika Noni Rose), who are glamorous twins from a wealthy Nigerian family. Upon returning to a privileged city life in newly independent 1960s Nigeria after their expensive English education, the two women make very different choices.

Olanna shocks her family by going to live with her lover, the "revolutionary professor" Odenigbo (Chiwetel Ejiofor) and his devoted houseboy Ugwu (John Boyega), in the dusty university town of Nsukka; Kainene turns out to be a fiercely successful businesswoman when she takes over the family's interests, and surprises even herself when she falls in love with

Richard (Joseph Mawle), an English writer. Preoccupied by their romantic entanglements, and a betrayal between the sisters, the events of their life seem to loom larger than politics. However, they become caught up in the events of the Nigerian civil war, in which the Igbo people fought an impassioned struggle to establish Biafra as an independent republic, ending in chilling violence which shocked the entire world.

A sweeping romantic drama, *Half A Yellow Sun* takes the sisters and their lovers on a journey through the war which is powerful, intensely emotional and, as the response of readers around the world has shown, a story which can touch everyone's heart.

The 2013 Nigerian drama film written and produced by the prolific Nigerian playwright, novelist and screenwriter, Biyi Bandele, and adapted from the international best-selling Orange Prize-winning novel written by Chimamanda Ngozi Adichie, stars Academy Award-nominee Chiwetel Ejiofor (*Twelve Years a Slave*), BAFTA award winner Thandie Newton (*Crash*), Anika Noni Rose (*The Princess and the Frog*), John Boyega, Onyeka Onwenu, Joseph Mawle, Genevieve Nnaji and O.C. Ukeje.

The London premiere interviews and trailer are now available to view on www.panatv.com.

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