

Case studies

Abol TV celebrates first year anniversary

Abol TV was launched in 2021 by MultiChoice Ethiopia to much eager excitement and anticipation. As a general entertainment channel, it promised new and exclusive local shows, with a mix of Telenovelas, Reality, Drama, Lifestyle, Music and harnessing the best talent from Ethiopia.

As a one-year-old channel, it has been well received by viewers and provided over 200 hours of Ethiopian content through various DStv packages such as DStv Premium, DStv Compact Plus and DStv Compact. Its impact and presence have catapulted Ethiopian film production enterprise to new heights.

*“In addition to entertaining our customers, we have a positive impact on the Ethiopian film and TV industry. We have supported various production houses that we have worked with through acquisition and commissioning of local content and upskilled production houses through onboarding training on production best practices to improve content quality,”* says Timothy Okwaro, Channel Director: East and Southern Channels.

Case studies

Positive spinoffs of investment in content

As part of our commitment to creating and nurturing new talent for the film and TV industry, we entrusted our MTF class of 2021 with a major task: assisting with shooting our ninth season of the Survivor South Africa franchise.

15 new interns were moved into in-person training and professional production placements, with 10 interns placed on professional productions, including 40 days on Survivor SA.

