



## World Screen Launches TV Africa

Expanding its portfolio of region-specific publications and online destinations—**TV Europe**, **TV Latina**, **TV Asia Pacific** and **TV USA**—**World Screen**, the leading source of information for the global media industry, is launching **TV Africa**.

This new resource will focus on the rapidly developing media industry across the African continent, spotlighting key players in the market. It will be published twice per year.

**TV Africa** will make its debut as a digital-only publication in time for DISCOP Africa, taking place in Dakar from February 24 to 26. The second issue will be available ahead of DISCOP Africa in September.

**TV Africa** will be sent to our entire online circulation of 35,000 readers worldwide a week before the market, and will be housed on **World Screen's** market-leading website for an entire year.

The introductory price for the February edition of **TV Africa** is \$1,000 for a color page.

Here are the value-added benefits you will derive from advertising with us in the first edition of **TV Africa**:

- Your own DISCOP Africa Screening Room on WorldScreenings.com, where you can feature video clips and information about your programs available at the market.
- A half-page profile in **TV Africa**, with five program highlights, an image of a show, a quote from an executive at the company and his/her headshot.
- This profile, together with clips of your programs, will also appear in a special report on Africa that will run in **World Screen Weekly** before DISCOP Africa.

### **Deadlines:**

Space Reservations: February 12

Ad Materials: February 15

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