



2018 Media Kit

Sky Channel 453, Freesat Channel 171

What's your **YANGA!** ?

Sky Channel 453 Freesat Channel 171 yangatv.com yanga_uk



YANGA!

Dynamic, irreverent, effervescent, welcome to YANGA! – a new general entertainment destination giving voice to Africa's thriving diaspora.

Echoing the continent's bold and beautiful style, YANGA! brings Africa's energy with content featuring its best entertainers, comedians and musicians.

As spicy and varied as the continent's cuisine, YANGA! will offer viewers a taste of home with positive and inspirational stories to celebrate the cultural richness and pride of Africa and its people.

“YANGA” means self-pride and showing-off (in West African pidgin) and is an enthusiastic, positive, form of self-expression.



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About us

YANGA! (pronounced /yæn'ga/) is a commercial general entertainment channel reflecting the lives, issues and infectious energy of The African Diaspora.

YANGA!'s schedule presents a curation of content from the international diaspora and from Africa, through a mixture of original commissions and acquired content which will be OFCOM regulated, BARB rated and funded by advertising revenue. Broadcasting daily in the UK and Eire from 9am until midnight, the channel is managed by the team behind Chiswick Park Studios, a cutting-edge facility located in the heart of West London.

YANGA! is available on **Sky Channel 453** and **Freesat Channel 171** reaching 14m households and online through YANGATV.com and YouTube (YANGA UK). Supported by an integrated social media presence (@yanga_uk) on Facebook, Twitter and Instagram.

YANGA! is the first commercial endeavour of Africa MediaWorks, a privately owned, UK-registered limited company.



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Our Audience

Our audience is as eclectic as the colourful continent we portray.

YANGA! is for anyone who identifies with or has an interest in the unabashedly, confident, joyful and exuberant cultural style of Africa.

Our content primarily appeals to the burgeoning African Diaspora in the UK. Regardless of gender or generation, YANGA! has content that resonates; delivering a wide range of entertainment programming from children's, women's interests and current affairs, to comedy and drama. YANGA! offers international news from an African viewpoint.

Some of the world's most inspirational television, movie stars and sports stars, intellectuals and academics are part of this community. YANGA! captures this spirit with a cheeky and irreverent style; celebrating the community's achievements whilst inspiring a new generation.

Our Content

Our content delivers entertainment across multiple genres, offering original commissions for all the family.





Turn Up



Turn Up is YANGA!'s late night show, bringing you the latest agenda-setting music and cultural coverage, providing a showcase for the continent's rising stars and the industry's biggest names.

We interview the UK's top Afrobeats artists, take-a-look at YouTube's top West African talent, and cover the very best Nigerian events.

Splicing West African heritage with the sounds and culture of the UK, Turn Up brings you exclusive interviews, hilarious videos, and we talk all things West Africa!



Presented By:

Bisi Akins

Bisi is a former Miss Nigeria and YouTube star, with her show *GTKwithBiss* (Get To Know with Biss). In this capacity Bisi has interviewed, Burna Boy, Sonarocks, Arin's Angels, Korede Bello, Moelogo and Adekunle Gold. She is well connected, with her finger on the pulse of all current musical trends. Not content with being both beautiful and popular, Bisi also holds a Master's Degree in Oil and Gas Management.



Mistar Alvin

Mistar Alvin is an actor and presenter, with radio, online and stage credits to his name. He's been acting since he was young and has appeared in a variety of stage productions all over London. He started presenting work at just 17 when he co-hosted a slot on Liberty Radio. He appears on YouTube shows called *UncleandMistarTV* and *TheBigClash Gameshow*. He recently appeared in a commercial for Subway X Pepsi featuring Stormzy.



Mansour Bellow

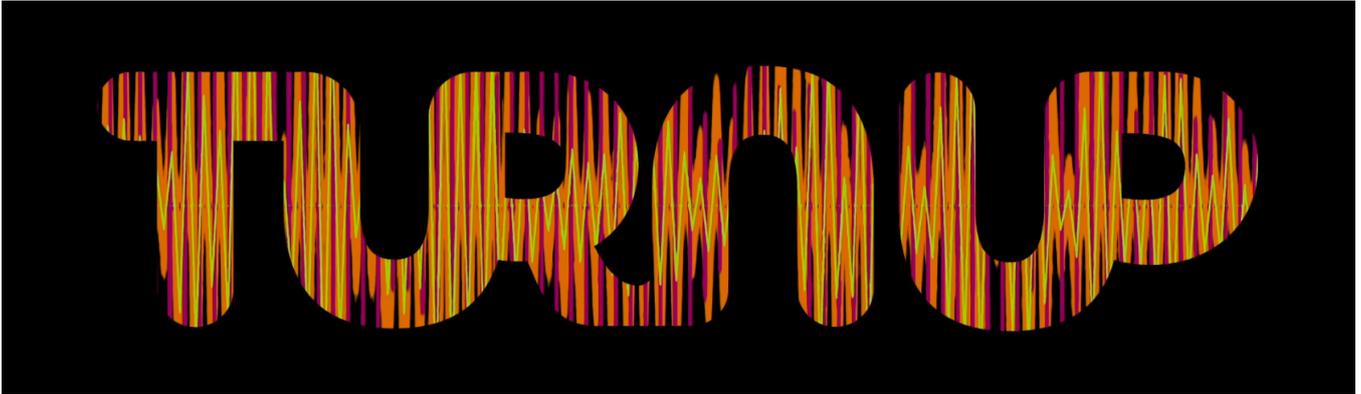
Mansour is an online sensation, having made his name via his YouTube channel *Afrobeat360* and his light-hearted fashion segment «Swagga Check». His cheeky, laid back interview style and his ability to convince some of Africa's most high-profile artists such as Tiwa Savage, Dr Sidd, Burna Boy and Davido to appear on his show, made him an instant hit. Mansour is bringing his charm, wit and irreverence to Number 6, join him for the inside track on what's hot.

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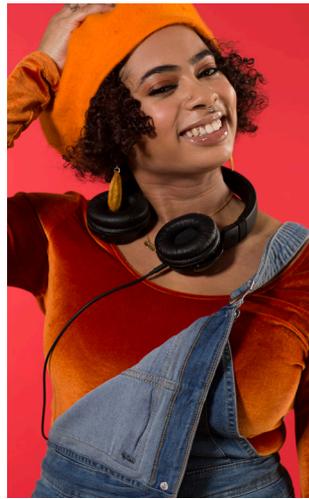


Turn Up



Tobi King

Tobi King is a Turn Up guest presenter, charming and outgoing Tobi is a trained actor who currently trains with UAL, prior to that he attended Sylvia Young Theatre School. He has worked with different names from John Bishop to BKCHAT LDN. At only 19 years old, YANGA! is his first professional presenting job but hopefully you can see why we hired him; Warm, enthusiastic, funny as well as edgy and a streetwise London lad, Tobi is a great energy to be around.



Tash

Tash is a rising star of the UK DJ and radio scenes. She works as a broadcaster, promotor and club DJ. Her music balances highly tasteful afro-jazz and highlife broadcasts with more up-tempo meetings of kuduro, gqom, and esoteric club sounds. As a DJ, Tash has made a name for herself via her eclectic 'sets', energetic parties, countless residencies and shows on Radar Radio and Worldwide FM as a host and presenter.



Follow Turn Up on social media:



@YangaTurnUp

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Number 6



Number 6 is YANGA!'s free-spirited night-time entertainment comedy show.

Witty, charming and sarcastic, Mansour Bellow welcomes some of the African diaspora's best black comedians, for a post-watershed celebration of the continent's humor. Mansour is on the street, behind the scenes and access all areas bringing you pranks, jokes and 'no holds barred' interviews.

An original YANGA! Commission, Number 6 is in the know and on the money and is inviting you to come along for the ride.



Presented By:

Mansour Bellow

Mansour is an online sensation, having made his name via his YouTube channel Afrobeat360 and his light-hearted fashion segment «Swagga Check». His cheeky, laid back interview style and his ability to convince some of Africa's most high-profile artists such as Tiwa Savage, Dr Sidd, Burma Boy and Davido to appear on his show, made him an instant hit. Mansour is bringing his charm, wit and irreverence to Number 6, join him for the inside track on what's hot.

Follow Number 6 on social media:



@YangaNumber6



Grn Scrn Gr8s



Grn Scrn Gr8s Green Screen Greats is a fast and funny studio show where comedians are called upon to improvise a speech, anecdote or pitch utilising the images that are projected behind them. A panel of judges award them points which they can lose through pausing, repetition or failing to incorporate the images behind them. The winner is the comedian who is awarded the most points throughout the course of the show.



Presented By:

Simon London

Simon started as a Daily Mirror columnist and LIVE TV! Presenter. He went on to produce V Graham Norton picking up several Baftas, Comedy Awards and an NTV Award. He

joined TalkbackTHAMES and co-developed and produced the comedy game show 'Distraction'. Promoted to Talkback's Editor of Comedy Entertainment he oversaw QI, They Think It's All Over and Channel 4's The Morning After Show. He ran Radar Productions for RDF before joining BBC Comedy and developing/producing a range of successful shows including Watson & Oliver, The Stephen K. Amos Show, We Need Answers, Dick & Dom's Funny Business and BBC3 sitcom Coming of Age. He became Creative Head of BBC Comedy and developed new talent for Comedy North, developing their 24-Hour Edinburgh Festival coverage.

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Fizzi



FIZZI is YANGA!'s segment for children, appealing to both parent's and children's collective cultural imagination.

Join our Presenter, Gbemisola Isimi as she takes children on an exciting and imaginative adventure through the shows: 'The Adventures of Lola and Chuchu', 'Turtle Taido', 'Siyaya' and 'Come Wild with us'.

There'll also be singing and dancing in our colourful and joyful Nursery Rhymes in African languages.



Presented By:

Gbemisola Isimi

Gbemisola Isimi is founder of CultureTreeTV, an online platform for parents of Nigerian (Yoruba) descent who want to preserve their heritage by teaching children their mother tongue, Yoruba. She will be bringing this experience, knowledge and desire to educate and entertain to YANGA!

Siyaya

Come Wild with us



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Noni



Noni is YANGA!'s magazine chat show, focusing on the lifestyle issues that matter to women across the African diaspora.

Noni will be your regular Saturday morning rendezvous which will be just like sitting down for a catch-up over a coffee with your mum, sister, auntie or best friend!

Each week host Juliana, alongside her regular team of panellists, will chat about topics ranging from film and fashion to reviews and performance artists whilst sharing your favourite recipes and even make-up tips. Noni talks about the stuff that matters to African women.



Presented By: **Juliana Olayinka**

Juliana Olayinka is an award-winning broadcast journalist and busy mum of three.

Having studied journalism at the University of Arts London she followed her passion to cover stories effecting Africans in the diaspora and on the continent. Juliana became a contributor on the topic across the world's leading newsrooms, including Bloomberg, OK! Magazine, MTV, BBC and Thomson Reuters. Juliana has participated in dialogue, on this subject, at the United Nations both in Geneva and New York. Not content, with juggling all of this and a demanding family life, she is currently studying for a post graduate Global Diplomacy degree at SOAS, University of London.

Follow Noni on social media:



@NoniYanga

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Journalists' Hangout UK



Journalists' Hangout UK is a fresh, bold current affairs programme bringing together a host of the best and brightest journalistic minds focused on the issues facing the African continent.

Covering everything from politics, security, business and sports, our journalists will provide frank and honest analysis of the contemporary news of the day. Broadcasting from London ensures our correspondents will not have to bend to political pressure and can provide honest and refreshing insight amid the swirl of politically biased coverage from the continent.



Presented By:

Afua Hirsch

Afua Hirsch is a writer, broadcaster and barrister, and a presenter on Sky News flagship debate show 'The Pledge'. She was the West Africa correspondent, based in Accra, and before that legal correspondent for the Guardian newspaper, and formerly practised human rights law as a barrister.



Thamsanqa Zhou

Thamsanqa is an international journalist whose academic achievements include degrees earned in diplomatic studies, law, journalism, film-making and engineering. He has spent the last 15 years advising European governments on African policy and international development, and working with international companies and African governments to promote inward investment and clarify policy. Thamsanqa was born and grew up in Zimbabwe. He worked in Zimbabwe, South Africa and Germany as an engineer and broadcaster before going into diplomacy. He has lived in Britain and France since 1998.

Follow JHUK on social media:



@RealJhuk

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Journalists' Hangout UK



Lanre Akinola

Lanre Akinola is the Editor of African Business, IC Publications. He is the former Editor of This Is Africa at the Financial Times and a non-executive director at the UK's Business Council for Africa. Lanre has worked with the Bloomberg Media Initiative Africa and is a 2014 Desmond Tutu Leadership Fellow.



Juliana Olayinka

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Priscilla Nwiko

Priscilla Nwiko is a journalist for BEN TV based in London. She was born in Nigeria but moved to the UK at age 13. She studied Law after high school but moved into broadcasting in 2011. She's interested in Nigerian, UK and African Politics.

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@RealJhuk

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The Business



The Business is YANGA!'s flagship business programme, offering in-depth insight and analysis into African and global markets; delivering the latest company, personal finance, financial and economic news and how it impacts African businesses in this interconnected business world. Featuring interviews and discussions with high-profile African business personalities.



Presented By:

Lanre Akinola

Lanre Akinola is the Editor of African Business, IC Publications. He is the former Editor of This Is Africa at the Financial Times and a non-executive director at the UK's Business Council for Africa. Lanre has worked with the Bloomberg Media Initiative Africa and is a 2014 Desmond Tutu Leadership Fellow.

Follow The Business on social media:



@thebusiness

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One to One



One to One In-depth, hard-hitting interviews with newsworthy personalities who have had a profound influence on African affairs. Delivering probing interviews, conducted by an expert, high-profile journalist of African origin. From politics to economics, from the environment to human and cultural affairs nothing will be off topic. Leading the interviews are Afua Hirsch, Thamsanqa Zhou and Mark Eddo.



Presented By:

Afua Hirsch

Afua Hirsch is a writer, broadcaster and barrister, and a presenter on Sky News flagship debate show 'The Pledge'. She was the West Africa correspondent, based in Accra, and before that legal correspondent for the Guardian newspaper, and formerly practised human rights law as a barrister.



Thamsanqa Zhou

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One to One



Priscilla Nwikpo

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Mark Eddo

Mark was the Business and Economics Senior Correspondent for ITV News in London and joined Sir Trevor Macdonald on the News at Ten. In this role he interviewed such luminaries as Bill Gates and British Prime Minister Gordon Brown. Mark worked as a presenter and reporter at the BBC hosting 'World Business Report' on BBC World. Mark can still be seen on BBC World's Africa Business Report.

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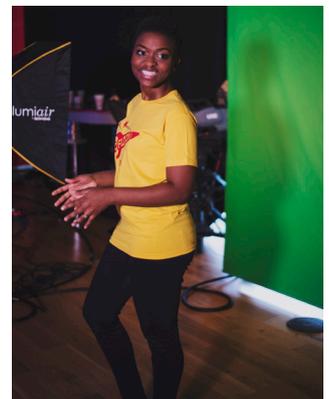
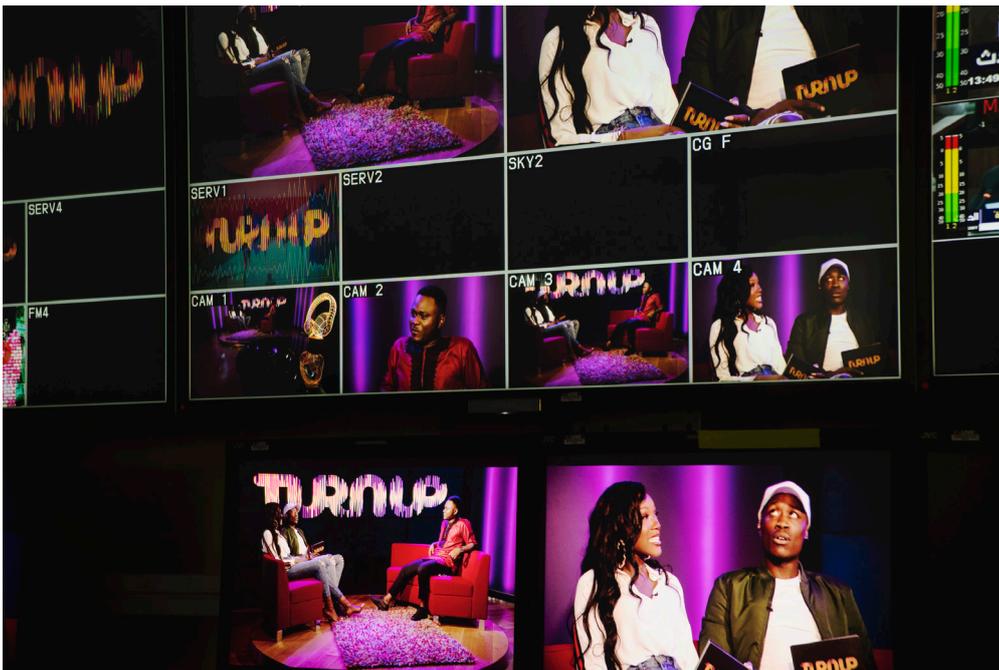
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And more

YANGA! Will also deliver comprehensive and impartial International news from an African perspective. YANGA! Will have the inside track on what's happening on the African continent and how it will affect the African community.

Watch YANGA! for all the best Nollywood drama. Delivering an explosion of colour, glamour, glitter, action, romance, comedy, grit, melodrama and musicals, this genre has it all.



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Acquired Programming



Before 30

Before 30 follows the lives of four young women living in Lagos and the challenges they face in their quest to get married before they turn 30. The show explores how women in Nigerian society are under immense pressure to be married before a certain age. Join these four young women as they go through all the struggles and drama associated with affairs of the heart.



Crazy, Lovely, Cool

A coming-of-age TV series that takes a fond look at the lives, joys and struggles of a group of charismatic students whose paths cross on the campus of Nigeria's largest university, via the shocking revelations of the school's gossip blog. Hip, trendy, fast-paced and steeped in music, the series takes us deep inside university life, with its rites of passage, innocent beauty, emotional nakedness and awkward moments.



Wives on Strike

Adapted from the Nigerian blockbuster movie, this series takes us into the lives of four women following a nationwide strike that brought the country to a halt. The women have been paid handsomely for their story to be made into a movie, and life has begun to settle down for them. However, one issue after another instils fresh drama into their now-famous lives - drama that they didn't necessarily bargain for. They quickly learn that not all problems can be solved by a strike.



Acquired Programming



This Is It: Series 1-2

Follows the first year journey of the young clueless, newlyweds, Dede and Tomide. Their ups and downs, domestic bliss to comedic squabbles. Their friends and colleagues everything that makes up their life of love.



Meet the Adebajjos: Series 1-3

Following the lives and hilarious times of a British Nigerian family living in London. It is currently the UK's Number 1 British African Sitcom. It is centred on a British-African family living in Peckham, South London. The Sitcom focuses on the larger than life father character Bayo Adebajo as he struggles to instil his old fashioned African values on his reluctant modern British family. The comedy comes from the typical ups and downs of family life and Bayo's rivalry with the larger than life and rather eccentric Auntie Funke.



Bukas & Joints: Series 1-4 (Food)

A Nigerian travel and food documentary series, starring Olisa Adibua. It features him travelling around Nigeria in search of the most authentic Bukas and Joints. Join him for 30 minutes every week as he embarks on new food discoveries and leaves you wanting more.



Urban Kitchen: Series 1 (Food)

The rebirth of culinary TV in Africa, Urban Kitchen Show takes us on an adventurous trip into African dishes. Randomly selected chefs come to teach how delicious African cuisines are made on a tight budget.



Esclava Blanca

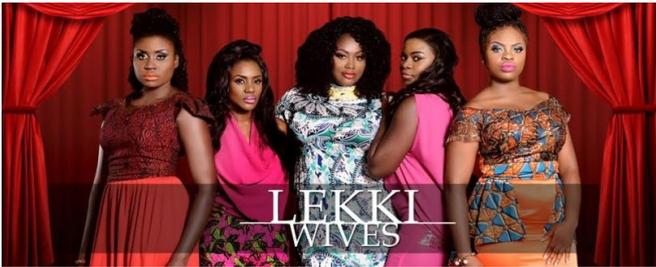
In Colombia in 1821, a Spanish plantation gets burned down, and only the planters' baby is spared. She is taken in by slaves who rescue her but eventually gets sent to Spain, but concocts a plan to return home and become an abolitionist who can free her enslaved rescuers.

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Acquired Programming



Lekki Wives: Series 1-3

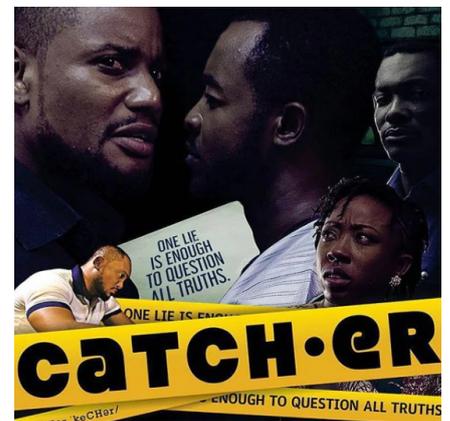
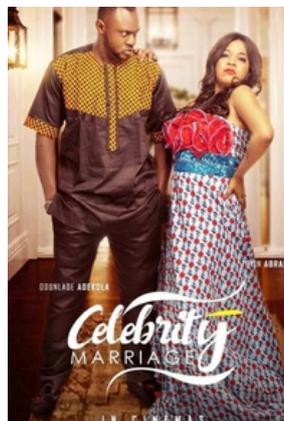
5 women in the heart of Lekki (an affluent suburb of Lagos), taking each day as it comes and portraying significant issues trending in the Lekki axis. They move up the ladder in leaps and will do anything to keep up appearances.



Room 420

Comedy, thriller which follows Senator Kola Diya, a womanizing senator who becomes embroiled in a scandal when he meets up with a woman he's attracted to in his hotel room, after he presents her with an offer she can't refuse. As expected, things do spin out of control. Starring Timini Egbuson, Jide Kosoko, Ayoola Ayolola, Theresa Edem and Toni Tones.

Movie Premieres



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Our latest schedule

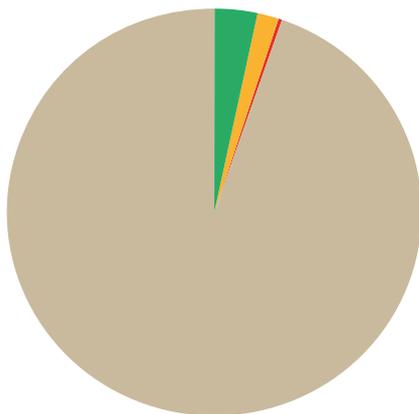
[YANGA! Programming](#)



Diaspora facts

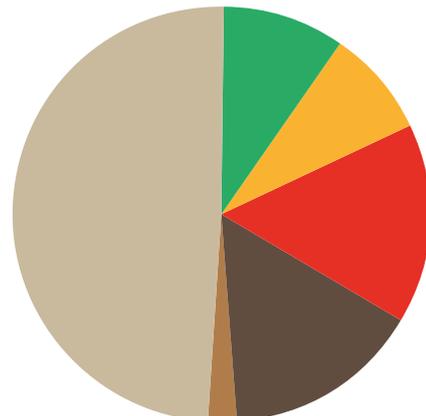
- Diaspora Africans are a growing demographic with more disposable income and a passionate interest in Africa and keeping in touch with the popular culture and current affairs of the continent where relatives live.
- Africa's population is growing faster than any other part of the world, according to the United Nations, with Africa's labour force set to be larger than China's by 2035. By 2050, one in every two people will be African (source: United Nations, World Population Prospects Report 2017).
- Burgeoning black African population in the UK now forms the majority group in Britain's black community.
- Nationally, the 2011 census suggested that the Black African population had doubled from 0.8% to 1.7%, or from 484,783 to 989,628.
- An almost overwhelming proportion of the British West African community live in London 612,000 - in Hackney/Peckham this community makes accounts for 7% of the population.

UK African diaspora: 1,448,000



England:	1,373,000
Scotland:	50,000
Wales:	21,000
Northern Ireland:	4,000

England African diaspora: 1,373,000



London:	612,000
East:	116,000
North West:	103,000
Midlands:	193,000
South East:	191,000
North East:	25,000

Figures taken from ONS - Population of the United Kingdom by country of birth and nationality data July 2016 to June 2017



Our Corporate Team



Managing Director

Lindsey Oliver

Lindsey Oliver is Managing Director of Chiswick Park Studios Limited. Oliver was 'International Commercial Director' at 'Bloomberg Television' where she spearheaded the channel's international content localisation initiative. She was a Founding Director of Al Jazeera International, based in Doha, launching the English language version of one of the World's most controversial and successful television brands, to great critical acclaim.

An experienced media professional, Lindsey is also a trained lawyer and has worked for International media organisations in both legal and commercial capacities.



Commercial Director

Jill Grinda

Jill Grinda is Commercial Director, Chiswick Park Studios. An entrepreneurial, experienced media professional, Jill has worked all over the world; serving as Vice President Sales, Asia at Reuters and Global Director Affiliate Sales Executive Vice President of Operations at CASBAA in Hong Kong. In Paris, she was appointed Global Director Affiliate Sales for EuroNews and prior to that she was Affiliate Sales for Europe & Asia for Al Jazeera English and Regional Director & Affiliate Sales & Distribution Europe at CNBC. Having started out as a producer and then working her way to Director for business Development for Bloomberg in Sydney.



Our Corporate Team



Consultant Programme Director

Simon London

Simon started as a Daily Mirror columnist and LIVE TV! Presenter. He joined BBC Entertainment working on Noel's House Party and The National Lottery Show, then moved to So Television. He went on to produce V Graham Norton picking up several Baftas, Comedy Awards and an NTV Award. He joined TalkbackTHAMES and co-developed and produced the comedy game show 'Distraction'. Promoted to Talkback's Editor of Comedy Entertainment he oversaw QI, They Think It's All Over and Channel 4's The Morning After Show. He ran Radar Productions for RDF before joining BBC Comedy and developing/producing a range of successful shows including Watson & Oliver, The Stephen K. Amos Show, We Need Answers, Dick & Dom's Funny Business and BBC3 sitcom Coming of Age. He became Creative Head of BBC Comedy and developed new talent for Comedy North, developing their 24-Hour Edinburgh Festival coverage. Most recently he was Senior Content Director (Head of Video) at Shortlist Media, increasing their monthly views from four million to 27million.

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About Africa MediaWorks Ltd

Africa MediaWorks Ltd is a UK-registered start-up media company, an integrated producer and commercial broadcaster creating, owning and distributing high-quality African content across multiple platforms. Africa MediaWorks' mission is to create an African Media Hub in London, to strengthen and 'scale' the volume and quality of African content around the world. The business reflects the fresh, authentic and progressive picture of African media talent, and aims to counterbalance the often-negative perceptions presented in Western media of modern-day Africa.

Africa MediaWorks is the holding company for YANGA!, a new general entertainment channel giving voice to Africa's thriving diaspora, broadcasting a wide range of family content.



For Further information please contact:

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