

## Arcadia premium TV to be available on StarTimes

Nigeria's Arcadia Premium Television will make its debut on StarTimes channel 176. According to its founders, Olamide Yousuph and Akintunde Marinho, the official roll out of Arcadia Premium TV will take place in June.



Image source: Gallo/Getty.

Yousuph said, “It’s always difficult to change the existing power structure, but like it or not, change is coming for the cable television industry, in form of Arcadia Premium Television on StarTimes Channel 176. The companies that adapt and innovate will become the leaders of tomorrow and Arcadia Premium Television is poised to do just that.”

Arcadia has been set to create exclusive entertainment content ranging from music, sports, movies, comedy, and fashion and lifestyle amongst others. For Akintunde Marinho, viewers will have an array of shows such as *Serious Banta*, *Kitchen Dash*, *My Hustle*, *Arcadia Live on The Red Carpet*, a dating show, *I’m Available*, *DIY Slab* and much more.

Marinho explained, “We are producing 19 original titles that you have not seen anywhere else before and this is something that is very new. We have international content partners like Sony, Universal, and HBO that we are in contact with to help with international content. However, the drive is to develop an inventory of original content from Africa not just Nigeria. We are looking at content from South Africa, Ghana, Uganda and Kenya.”

Yousuph further commented, “When it comes to collaborations, we are always open to it. There’s always going to be consistency in the quality of shows we air. Although, we had to change the names of some of the shows we were airing on

our web portal because they didn't really fit television style, the theme and quality remains.”

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