

Fiesta TV live across Africa via DStv

Fiesta TV, Ghana's music platform, can now be viewed from Sub-Saharan Africa on DStv and GOtv.



© rawpixel via [123RF](#)

Viewers across Africa will now have firsthand access to Ghana and West Africa's biggest songs, artistes and celebrity news live from Accra on GOtv (159) and DStv (329) plus on the go via the DStv Now app. No matter the package DStv and GOtv subscribers are on, they can now enjoy Fiesta TV.

Jay Foley, business manager Fiesta TV, said, "Lovers of Ghanaian music in the far reaches of Africa can now enjoy such musical greats from Ghana amongst others on Fiesta TV. Music lovers on the continent won't just watch Fiesta TV, they will experience it. This new feat of Fiesta TV would not have been possible without the assistance of the team at MultiChoice Ghana."

Foley added, "We are encouraging Ghanaian artistes and video directors to produce high quality music videos and content to sell their brands as well as Ghana better. Ghana has amazing musical talents; nightlife and a vibrant pop culture scene and Fiesta TV is positioned to project these to the world.

"We will still be speaking to the same demographic in the 48 countries in Africa we can be watching on DStv."

According to Cecil Sunkwa-Mills, managing director, Multichoice Ghana: "We are excited that a wholly owned Ghanaian

music channel is now available on our pan-African platform; this creates new opportunities for the Arts and Entertainment industry.

“The Ghanaian arts scene is very vibrant and Fiesta TV we believe will give players the platform to grow and transform the industry into an economic powerhouse. Opening this channel into the continent is part of our commitment to making great local content more accessible our markets and to enrich the lives of our customers.”

Fiesta TV is a subsidiary of the EIB Network and recently completed a rebranding process to improve its appeal to audiences. The channel will be introducing live production soon and plans some local productions during the festive season.

Source: NexTVAfrica.com.

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