

Adult Swim programming for TNT in Africa

This July, for the first time on linear TV in Africa, the millennial channel [adult swim] will be available on TNT as a branded block on DStv, channel 137. This means every weekday from Monday, 8 July, to Friday, 12 July, DStv viewers across Africa will be treated to the three most popular [adult swim] shows: *Rick and Morty*, *Final Space* and *Robot Chicken*.



[adult swim] channel launches in Africa.

[adult swim] is an adult-oriented cartoon programming block offering animated and live-action series for young adults – bringing alternative, non-conformist, counter-culture content that is honest, sincere and, awkwardly random at times. The channel has enjoyed massive success in the US, making it the number one US cable destination for millennials; the number one performing US channel amongst 18 – 34-year-olds; and broadcasts eight of 10 most preferred series viewed by millennials in which the phenomenal original production, *Rick and Morty*, is ranked in the Top 5 best series of all time.

“This is a great opportunity to capitalise on the current success of [adult swim] in Africa following its launch on MultiChoice’s SOVD platform, Showmax, last year November,” says Guillaume Coffin, VP head of commercial and business development, Turner France and Africa. “We hope that the disruptive entertainment block on TNT will raise further awareness of the [adult swim] brand and its offerings amongst millennials across Africa, driving viewers to [adult swim]’s corner on, Showmax.”

The channel will feature back-to-back episodes of *Rick and Morty* and *Final Space*’s scientific, other-worldly adventures, followed by fan-favourite stop-motion pop-culture parody, *Robot Chicken* specials. TNT is also bringing its fans a *Rick and Morty* and *Final Space* marathon, on Saturday 20 July and Saturday 27 July respectively, where viewers get to binge-watch the complete first season of each of the weirdly unusual, eclectic, surprising, quirky and surreal animation series.