

ITV Choice launches on DStv on 5 May

ITV Studios Global Entertainment has partnered with MultiChoice to bring great British entertainment and drama to African viewers. ITV Choice has a packed schedule lined up for its launch on Tuesday 5 May 2015 on DStv channel 123.

Nic van Zwanenberg, Channel Director of ITV Choice, said, "Viewers across the continent will join 11 million households in over 40 countries and territories in the Middle East and Asia who already enjoy the best British entertainment and drama within days of it airing in the UK. This is a key element of our strategy to build the ITV Choice footprint, and we look forward to announcing further expansion in due course."

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