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SPI INTERNATIONAL LAUNCHES FILMBOX AFRICA AND MORE WITH AXIAN GROUP

SPI/FilmBox and AXIAN Group have inked a distribution deal to bring FilmBox Africa, FilmBox Arthouse, FightBox and DocuBox to Comoros, Madagascar and Togo.

SPI/FilmBox and AXIAN Group are pleased to announce a brand-new distribution deal that makes four channels provided by SPI available to their subscribers in Madagascar, Comoros and Togo through **Telma TV and Togocom TV**. The viewers will now be able to enjoy access to **FilmBox Africa, FilmBox Arthouse, DocuBox** and **FightBox** in the Premium package. However, this new distribution partnership between SPI and AXIAN will lead to a greater selection of channels in the near future and in other countries the latter operates in.

- // We are pleased to provide additional windows of curated content for Telma TV and Togocom TV subscribers through our partnership with AXIAN Group, a prominent player in the African market, // commented Georgina Twiss, MD Western Europe & Africa at SPI International.*
- // This deal not only brings two exciting movie channels with content ranging from Hollywood blockbusters to arthouse movies, but also two unique thematic channels geared towards viewers who enjoy documentaries and MMA programming. // added Twiss.*

Channels included in the deal are : **FilmBox Africa**, which offers a diverse range of over 300 premier titles every year, including Hollywood blockbusters, films from top directors, world cinema classics and popular series; SPI's well-curated arthouse movie channel **FilmBox Arthouse**, a channel that is dedicated to world cinema classics from iconic directors such as Hitchcock, Kurosawa, Fellini and many others for cinema lovers; **DocuBox**, which shows a broad collection of award-winning documentaries about different cultures and the wonders of our world; and **FightBox**, which broadcasts some of the most electrifying combat-sports live events and multi-discipline MMA coverage from all over the world.

- // This partnership further demonstrates Axian Group and Telma commitment to continuously enlarging its catalogue and offering the best available entertainment content to its clients, because we want the Malagasy to enjoy access to globally-acclaimed films and TV programs. //*
Matthieu Mertian – Head of Digital Content - Axian Group

ABOUT THE AXIAN GROUP

Axian is a pan-African group that specialises in 5 sectors with high growth potential, namely real-estate, telecoms, financial services, energy and open innovation. Axian is directly present in 6 countries in Africa and the Indian ocean and acts as a dependable partner for socio-economic growth across its markets.

With all 5,000 daring and passionate staff, our group systematically ensures that its activities have a positive and sustainable impact on the day-to-day lives of millions of Africans across all industries we operate in.

The Axian Group is a signatory of the UN's Global Compact initiative and is committed to making its 10 Sustainable Development Goals a core component of its strategies, as well as its present and future operations.

Find out more about Axian at www.axian-group.com

ABOUT SPI INTERNATIONAL

SPI INTERNATIONAL is a global media company currently distributing 42 TV channels and many more digital products across six continents, and a major player in content distribution and broadcasting worldwide.


SPI was founded 28 years ago and has extensive experience in the TV and broadcasting industry. The company operates multiple free-to-air and pay-TV channels in CEE, Western Europe, CIS and Ex-Yugo regions including key European markets such as Poland, Czechia, Romania, Serbia, the Netherlands and Russia. SPI is one of the premier movie service providers in the countries where it operates, with FilmBox being its flagship movie service. SPI Group owns a suite of legacy brands that have become household names such as FilmBox, Film1, Kino Polska, Stopklatka, Dizi along with different themed channels and streaming services.


SPI's brands reach millions of households through operators, partner platforms and SPI's own digital products globally. Working with over 700 operators worldwide, SPI uses cutting-edge technology providing its subscribers with access to SPI's linear and on-demand content and FilmBox+ service that has over one million subscribers. The company recently launched a new digital service, Dizi, a state-of-the-art aggregator of the best Turkish series worldwide. SPI also owns and operates the brand assets of Film1 premium movie services in The Netherlands, including four linear channels and an on-demand service.

For over 25 years, SPI INTERNATIONAL has been a leading supplier of theatrical films and television programming in the international markets. SPI's solid alliances with major license suppliers provide compelling content, with strong recognition and high demand.

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