

## Content partnership between IrokoX, MTA Interactive

LAGOS, Nigeria - IrokoX, the pan-African Multi-Platform Network (MPN), has signed a one-year exclusive partnership deal with MTA Productions, the award-winning TV producers of Pan African hit TV show, 'Meet the Adebajjos'.



Planned for release in February are two new shows – ‘*Olabella and Friends*’ (a live action children’s format teaching Nigerian Yoruba children all over the world different Yoruba words); and ‘*Do You Know Your Roots?*’ (a quiz show where a comedic host quizzes Africans born abroad, about their African roots). The partnership announcement comes as MTA launches MTA Interactive, a new venture from the British Nigerian producers, which will be focused on creating engaging short form African TV shows and formats that work across multiple platforms, languages and countries. The partnership agreement with IrokoX is for the leading Africa-focussed MPN to distribute MTA Interactive’s short form content across its YouTube network, which has garnered in excess of one million subscribers.

Oluchi Enuha GM of IrokoX commented, “We are delighted to work with MTA Interactive to bring their vision of African entertainment to the world. We see this partnership as a key moment in recognition of the potential growth opportunity for African entertainers around the world. We hope that MTA’s boldness will set a gold standard that will inspire other producers, creators and influencers to work with us, to realise the maximum value potential of their hard work and creativity.”

Andrew Osayemi, CEO of MTA Productions added, “We have achieved success over the last five years by creating a traditional hit TV show in ‘Meet the Adebajjos, which continues to licence very well across Africa. However, with the changing media landscape, and millions more Africans with access to the internet, we are moving further online, and have been developing new TV formats that work across a number of platforms.

“We aim to produce over 500 short format videos in 2017, alone. Our partnership with IrokoX is fantastic because they have an extensive distribution network across their YouTube platform and can focus on monetising our content while we focus on production.”

“Finally, we get a chance to create shows which we are passionate about like African children’s entertainment which we have struggled in the past to find TV stations to licence from us. Our plan is to make our online formats into strong brands which can be localised into different African languages and for different African countries. Online gives us the creative flexibility to really think outside the box and focus on making unique content the viewers love,” said Debra Odutuyo CCO of MTA Production.

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