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# THE AFRICA CHANNEL

## Network Profile

The Africa Channel is a national television network focusing on travel, lifestyle, and culture documentaries. The channel covers the lands, people, culture, and history of Africa. The Africa Channel features unique programs including Africa and the Diaspora content, contains authentic storytelling, includes content reflective of the viewing audience that connects Black Americans to their heritage, includes shows depicting multicultural children bridging cultural understanding, and covers news from a global perspective.

### Age

A 25-54                      62%

### Gender

Male                              31%

Female                            69%

### Household Income

Earn >\$100k                      23%

Earn >\$50k                        56%

### Other Demographics

College Degree                    43%

Own Home                         52%

### Featured Programs

World Wide Nate African Adventures

Know Your Heritage – Shape Your Future

Capetown Uncorked Sweepstakes

Amah Best

AfriCon