

Kids and family focused channel Pineapple TV launched in Nigeria

Pineapple TV has been launched in Nigeria. The new TV channel is Africa's first dedicated children and family TV Channel that will deliver safe, fun, and quality programming. The targeted audience are children aged between four to 16 years of age and even their parents.



Image source: Gallo/Getty.

The aim of Pineapple TV is to inform, educate and entertain viewers in Nigeria, Africa and in diaspora, using stories and characters.

According to Carl Raccah, managing director, "Pineapple Productions and Media Limited is a special purpose vehicle founded by highly experienced business, media management, production and marketing experts.

"Pineapple Productions and Media Limited will see the rise of carefully created African TV channel that will entertain children on the African continent and in diaspora.

Yetunde Falade the marketing director said, "Pineapple Productions and Media Ltd is launched out of Nigeria from an administration and content creation standpoint.

"This ensures the company fulfils another of its mandates which is generating opportunities for professionals within this

sector of the Nigeria creative industry, for example, scriptwriters, animators, actors and directors to name a few, thereby contributing positively to the Nigerian economy through job creations and involvement of locally selected talents and content production.

The channel which is known as Pineapple TV is available on StarTimes Channel.

Source: NexTVAfrica.com.

For more, visit: <https://www.bizcommunity.com>