

Swig Media Partners with Media Brokerage of Africa

Media Brokerage Africa has been selected to spearhead Pan African Distribution, Content Sales and advertising for the Swig Media bouquet of special interest channels.



California, Los Angeles, Apr 11, 2021 (Issuewire.com) - Swig Media, LLC announced that an exclusive distribution, content sales, and advertising partnership, for Africa, has been formed with Media Brokerage Africa. “We are most enthusiastic to have our boutique of original, special-interest, channels reach their target audience in Pan Africa, and believe that Media Brokerage Africa has the expertise and the relationships to optimize the success of this agenda” stated Ivan Gulas, CEO of Swig Media.

Swig Media partners with content producers and distributors to create original, high-quality, special-interest, and lifestyle channels. The Company utilizes its’ proprietary programming / play-out, and content delivery capabilities to enable these channels to be seen at all destinations globally, ranging from Cable TV/Satellite Networks to handheld devices. “Given our business model of investing in and taking an equity position in the channels we are working with, rather than being merely a ‘service-provider’ it was a top priority to select seasoned media experts in Africa, who are also passionate about broadcasting quality content” added Gulas.

“It is an honor to represent Swig’s stable of diverse and awesome content and Channels in Sub Saharan Africa” stated Colman Murray, Founder of Media Brokerage Africa, “and working with Ivan will be truly

educational and rewarding, as he is an industry pioneer from whom we can learn and adapt his ideation and content for the African audience. We are delighted to embark on this partnership with Swig Media”.

Before devoting his work full-time to Media Brokerage Africa, Colman served in Pan African senior executive roles with print, digital, and broadcasting corporations including Yahoo! Time Inc., Fox Networks Group, and Warner Media As a journalist Colman has written for Time, Rolling Stone, Spin, Times Media, The Independent as well as owning, editing and publishing a stable of SA Magazines “Hot Mustard Media”.

About Media Brokerage Africa

Media Brokerage Africa operates across all Broadcasting Platforms (Pay TV, FTA, OTT, etc.) and also consults on behalf of new and existing platforms with the broadcasting arena. Headed by Founder, Colman Murray, the Company is a Pan African Broadcast Media Brokerage specializing in Channel/Affiliate Sales and Management, Advertising and Sponsorships, Content sales/acquisition as well as the sales/negotiation of Sports Rights within Africa. Africa Media Brokerage operates across all Broadcasting Platforms (Pay TV, FTA, OTT, etc.) and also consults on behalf of new and existing platforms within the African broadcast ecosystem.

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About Swig Media

Swig Media is a premier global B2B and B2C media distribution and content monetization company with outlets on all platforms and all screens. We offer our content partners freedom from technology, multiple monetization opportunities, and a best-in-class end-user experience. Launched initially as a service provider with proprietary technologies and a one-stop solution for comprehensive digital distribution and monetization, the Company has since migrated away from offering services to a partnership business model with content producers and distributors to create original 24/7 linear channels, as well as live streaming events, all with a complete spectrum of monetization options. Channel partnerships include DanceStar TV, ScreamFest, WC (Western Classic), among others.

The Company’s Social Responsibility activities include the creation and operation of Chords2Cure 24/7 channel and apps, along with the live streaming of Donate-To-View Concerts for Non-Profits benefiting health care, and other charitable organizations.

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