

Kids TV channel launched in Ethiopia

After a trial transmission, Ethiopia Kids TV Channel is now launched across the country.



Image source: Gallo/Getty.

Founded by seven professionals hailing from journalism, the arts, information technology, mass communication, education and other social science fields, the first television station dedicated to children's programming was established with 30 million Br in investment.

The channel is established to provide entertainment, educational and informative content for children and teenagers 24 hours a day, according to Eskinder Kebede, managing director of Ethiopian Kids TV.

Ethiopian children, zero to 14 years in age, constitute about 43pc of the total population of 108 million people, according to the Central Intelligence Agency (CIA) report of July 2018.

“Even as the way young audiences consume media has fundamentally changed,” said Eskinder, “it’s one of the top ways that families and kids spend time together.”

Source: *NexTVAfrica.com*.

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