

Cartoon Network's African animated shorts perform well

Cartoon Network's first 100% African animated shorts, launched as part of the channel's *Shesha Fest*, made history by performing better than some of Cartoon Network and Boomerang's favourite shows. The block fest debuted on 11 January and showcased three winning shorts from the Cartoon Network Africa's Creative Lab competition - *Garbage Boy and Trash Can*, *Majitu* and *Intergalactic Ice Cream*.

The shorts dominated the top three competitive shows across all TV channels for kids aged between four and 14 years old for the month of January, with *Garbage Boy & Trashcan* attaining more than 265 000, *Majitu* getting 222 000 viewers, and *Intergalactic Ice Cream* achieving 179 700 viewers.

WarnerMedia's programming director and head of kids content for Africa Ariane Suveg said that they are happy with the local audience's response to African animated shorts and will continue to support the African animation industry.

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