

How TBN Africa Fulfills Decades-Old Vision

Trinity Broadcasting Network, the world's largest faith-and-family broadcaster, has returned to Africa with the March 4 launch of **TBN in Africa** on Channel 343 on DSTV (Digital Satellite Television), one of Africa's largest television providers. The Christian network will operate on Africa's two main broadcast satellites, reaching throughout both Sub-Saharan Africa and the rest of the continent.

TBN Chairman Matthew Crouch said that the launch of TBN in Africa comes through a partnership agreement between TBN and noted South African Pastor Ray McCauley, founder of Rhema Ministries, which operated Rhema TV one day per week on the MultiChoice DSTV platform across Africa. Under the agreement TBN replaces Rhema TV on DSTV, offering a 24-hour-a-day broadcast mix of the best in both TBN's global programming and Rhema TV, along with exciting new content produced exclusively for TBN in Africa from facilities in Johannesburg and all over Africa. Additionally, TBN in Africa has committed to adding programming from new and emerging Christian leaders and ministries from across the African continent.

"We are excited about the return of TBN to Christian television across Africa," said Mr. Crouch. "Thirty years ago, my father, TBN founder Paul Crouch Sr., came to Africa with this same sense of faith and expectancy, as TBN first went on the air in Ciskei back in 1986. With the launch of TBN in Africa we come full circle with the vision my father had to impact the African continent with the Good News of Jesus Christ."

Mr. Crouch said that TBN in Africa will offer viewers across the continent an unrivaled mix of both African and international ministry programming, along with a rich

selection of lifestyle programming, contemporary Christian music and worship, youth shows, children's entertainment, documentaries and family-friendly movies.

He added that he and others within the TBN family looked forward to the strong ministry and broadcast relationships that will be developed through TBN in Africa. "We believe that our approach to uniting credible ministries and Christian media organizations from across Africa, and developing quality faith-and-family content from these relationships, will have a major impact in Africa and also in many nations across the globe," he said.

To find out more about TBN in Africa, log on to .