



Ghana's Crystal TV signs distribution agreement with Al Jazeera Media Network

Accra, Doha, 01 September 2020 — Crystal TV, Ghana's first private television network, today commenced the broadcast of Al Jazeera English News Channel on its Digital Terrestrial Television (DTT) platform, after it had signed a long-term Distribution Agreement with Al Jazeera Media Network.

The channel addition to its well-known national and international channel brands is another confirmation of its quest to provide its viewers and subscribers, easy access to international news stories that are authentic, fact-checked, reliable and a credible source of information from across the globe.

Crystal TV, a network with offerings with a variety of entertainment channels is focusing marketing of its new package to viewers in Ghana with a conscious initiative to provide a platform for news and current affairs. The new platform begins with a varied mix of free-to-air and pay TV channels and a strong emphasis on news and entertainment. Aside from carrying Al Jazeera English as a 24-hour News Channel on its platform, it will also provide a scheduled daily carriage on its Crystal TV Prime channel, which is available to over 6.35 million Ghanaian homes nationwide, as a free-to-air channel.

In making the formal announcement, Crystal TV's President/CEO, Dr. Chief Paul Crystal-Djirackor, said: *"We are excited to enter into this partnership with Al Jazeera Media Network, who are undoubtedly a people-centered news network, whose main focus is getting to the depths of every story and reaching out to all people when it matters, to deliver the news unbiased and fearlessly as required of any reputable news network, wherever in the world. We are proud to launch Al Jazeera English News Service on our media platform, enabling our devoted viewers in Ghana to access their trusted source for news and insightful analysis"*.

Commenting on signing of the distribution agreement, Abdulla Alnajjar, Executive Director of Global Brand & Communications stated, *"We're delighted to have partnered with Crystal TV, this agreement is yet another milestone in reaching new audiences in Africa for Al Jazeera English. Our audience in Ghana will have access to ground breaking content from award winning journalists and filmmakers who come from all corners of the globe and go out of their way to provide coverage that is grounded in impartial reporting and inspired storytelling. I am confident our audiences will appreciate our coverage of international issues and universal themes which offers a truly global perspective."*

About Crystal Television Network

Crystal TV, Ghana's first Private Television Network runs, enriched Free-to-Air Multiple Channels to its viewers across the territory of Ghana and sub-Saharan Africa. Working together with global partners and associates, the CRYSTAL TV NETWORK, carries contents primarily for reception throughout Ghana, with extension into Africa and the rest of the world, via DTT, Satellite DTH and the world-wide-web, creating a large neighborhood of top-brand channels and a one-stop digital platform with the ultimate variety of programmes for the viewing pleasure of everyone, everywhere, in their comfort zones. In its 25th year of exceptional broadcasting services to the people of Ghana and the West African sub-region, the Crystal Television Network, with a Cutting-edge, State-of-the-Art Studios and Networking Center in Accra, together with base stations and substations across the nation of Ghana, is expanding its broadcast services to include a unique digital terrestrial television (DVB-T2) platform and a new set of Direct-to-Home (DVB-S2) satellite uplink facilities, which will enable carriage of other broadcast services, to reach out to a wider audience with footprints covering television viewers across the entire continent of Africa, the Middle East and parts of Europe.

Contact Crystal TV in Accra at:

+233 (0) 57 229 1675, +233 (0) 302 324 344 | | enquiries@crystalvgroup.com or visit www.crystalvgroup.com

Technical & Operations

Prince Hari Crystal **Tel: + 233 (0) 57 229 1687** phc@crystalvgroup.com

About Al Jazeera Media Network

Al Jazeera English provides international news and current affairs that places people at the heart of the story, rooted in the belief that everyone has a story worth hearing. Through its fearless journalism and award-winning programming, it tells authentic stories about people everywhere, without geographical or cultural prejudice. As an internationally renowned news organisation, Al Jazeera is available in up to 405 Million unique households in over 150 countries.

For more about Al Jazeera Media Network, please visit **www.aljazeera.com**

Brand Management Directorate

Global Brand & Communications Division

Farah Tahar **Tel: +974 4489 7290** taharf@aljazeera.net