Editorial Founder's pitch

To present GA, let me start with what every media investor knows: the hardest part of launching a news channel is building an audience.

With GA, the audience already exists.

Every day, millions of Africans watch the BBC, CNN and Al Jazeera. Excellent journalism — designed, as it should be, for their own audiences.

Africa's affluent and influential viewers still do not have an international news service made for them.

GA is here to change that.

GA is not an African channel. It is an international news channel — as global as the BBC, CNN and Al Jazeera.

Where they report on Africa, GA reports for Africans.

One subject, and only one: Africa's relations with the rest of the world. Never domestic news.

We bring two things.

First, the coverage that has been missing : Africa–World relations — the news the other global media were never intended to provide. Not because it is hidden. Because it is not their vocation.

Second, international news Africans can act on. Strategic intelligence, built around one question: why does this matter for Africa?

Our editorial approach is built on two lenses.

Africa-Out follows everything abroad that concerns Africa or matters to Africans — in Europe, the Americas and Asia.

World-In tracks what international players are doing on African soil.

Together, the two lenses show Africa's engagement with the world — in both directions. Politics and diplomacy first: summits, decisions, alliances. Then trade, finance, energy and security.

GA is twenty-two programmes in three tiers.

Four live editions that follow the sun — AFRICA–ASIA, IN AFRICA, AFRICA–EUROPE, AFRICA–AMERICAS Two daily appointments in prime time: GRAND FORMAT and GLOBAL INTERVIEW. Seven magazines. Nine forty-five-second GA Briefs.

The four live editions already exist. We produced them as pilots this October, you can watch them on this site.

Five million African homes pay for the premium packages that carry CNN, the BBC and Al Jazeera. Twenty-five million people. They pay four times the mass-market price.

What these viewers need most is the one thing those channels cannot give them: Africa's relations with the world, told for Africans .

It is not their mission. It is ours.

Our model follows the order in which a channel is born.

Sponsorship first, sold before launch on the standing of the programmes — one sector per programme, with exclusivity. Advertising alongside it, as fixed packages. Then distribution and carriage fees, licensing and B2B services.

One condition anchors it all: carriage on DStv from day one, next to the BBC, CNN and Al Jazeera, as the viewer's fourth channel. And one rule: no magazine goes into production without its sponsor.

GA owns no equipment.

RTL Group and Broadcasting Center Europe have agreed in principle to host the channel in Luxembourg for its first three years, with full technical support. International broadcast standards from day one — without the capital cost of a legacy network.

From 2029, our main production hub moves to Broadcasting Center Africa (MediaCity Mauritius).

Our editorial independence is written down and published.

An Editorial Charter. A Governance Charter. An Advisory Board of independent figures. And a wall between the newsroom and the commercial teams, annexed to every contract.

Sponsors get association with our programmes. They get no influence on content. For a serious brand, that is a selling argument, not a constraint.

GA is here to complete the international news offer for Africa. Not to compete — to fill the gap, for the same audience.

The financing programme opens with a first round of twenty million euros. The full plan and the figures are in the Partner Room.

We invite you to explore our pilots, programmes and commercial case on these pages.

One essential international news channel, reporting for Africans the world as it matters to Africa.

Thank you.

Najib Gouiaa