ACNOA - ANOCA

PRESS RELEASE

INTERNATIONAL OLYMPIC COMMITTEE

ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES OF AFRICA



ANOCA AND ANOC SIGN STRATEGIC PARTNERSHIP TO SUPPORT DIGITAL CONTENT CREATION AND AS SUCH IMPROVE NOC DIGITAL COMMUNICATION BY HOSTING THE NEW ANOCA OTT CHANNEL ON ANOC.TV PLATFORM



The Association of National Olympic Committees of Africa (ANOCA) and the Association of National Olympic Committees (ANOC) have officially signed a memorandum of understanding as a step forward in the digitalisation process of content by the African Olympic Movement. In partnership with the ANOC Digital Content Hub, the agreement aims to launch the new ANOCA OTT (Over-The-Top) channel on the ANOC.tv platform, a trailblazing broadcaster of digital Olympic content across the globe.

The signing ceremony took place at ANOC headquarters in Lausanne, and the agreement was signed by President Robin MITCHELL and Secretary General Gunilla Lindberg representing ANOC and President Mustapha Berraf and Secretary General Ahmed Abou Elgasim Hashim representing ANOCA. This offers ANOCA an exclusive digital channel to promote African sport, its member NOCs, sports federations and athletes.



STRATEGIC PARTNERSHIP FOR GREATER EXPOSURE OF AFRICAN SPORT

The agreement officialises a long-term partnership between both institutions and furthers their mutual commitment to sport development in Africa. Under this partnership, ANOC. tv will grant access to its platform and production studio to support the creation and broadcast of original content on African sport.

Still under this project, the ANOC Digital Content Hub will support ANOCA in documenting and promoting major multisport events organised on the continent. The first milestone will be full coverage of the African Youth Games billed for Luanda, Angola, from 10 to 20 December 2025.

EXCLUSIVE CONTENT TO SHOWCASE AFRICAN SPORT

The new ANOCA OTT channel will serve as a dedicated digital showcase for the continent's sport achievements. Reports, athlete profiles, specialised magazines and documentaries will thus be created and broadcast to tell the story of the journeys and performances of African athletes during major events such as the African Games Cairo 2027, the Olympic Games Los Angeles 2028, Brisbane 2032, and beyond.

The ANOC-ANOCA joint branding strategy aims to position the ANOCA OTT channel as a prime media outlet not only for the continent, but also for the entire international Olympic community.

STATEMENTS BY THE PRESIDENTS

ANOC President Robin Mitchell welcomed the agreement with delight:

"***We are delighted to sign an MoU with ANOCA and further strengthen our digital support of African NOCs. This partnership will enhance the visibility of the African Youth Games in December and give African NOCs and their athletes vital opportunities to connect with a global audience on the road to LA28***."

He added that this new partnership builds on the success of the ANOC.tv studio at the Paris 2024 Games, the European Olympical Committees' European Youth Olympic Festival in Bakuriani and the Games of the Small States of Europe in Andorra.



ANOCA President Mustapha BERRAF also expressed satisfaction with this historic step forward:

"I am pleased enter into a long-term partnership with ANOC and to offer our African NOCs more opportunities in digital communications. I know that several of our NOCs used the ANOC.tv studio in Paris to create content and extend their reach, and I look forward to seeing this continue in Luanda, Cairo and at all future events."

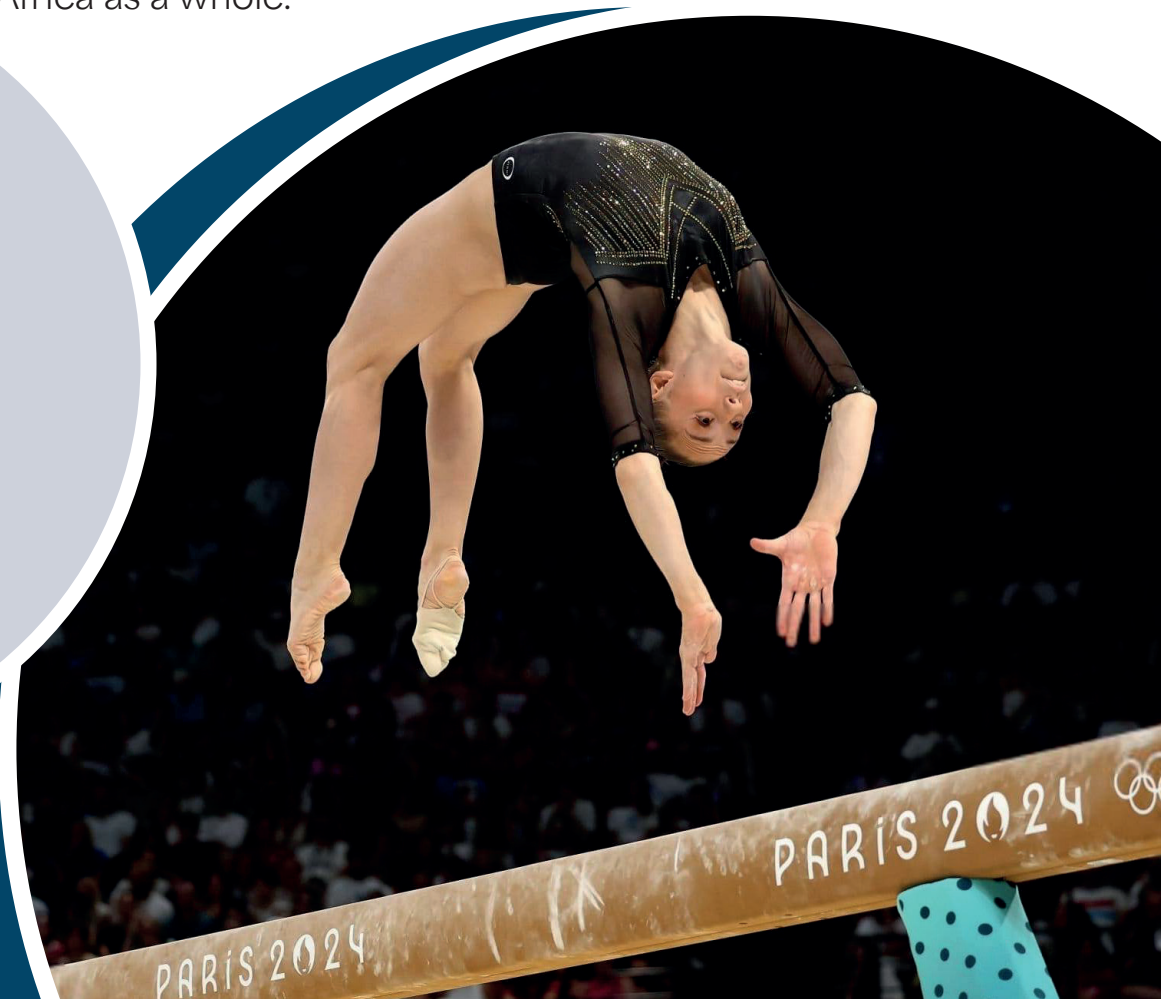
TRANSPARENT AND FAIR FUNCTIONAL FRAMEWORK

The signed agreement clearly defines the roles and responsibilities of both parties:

- ANOCA shall cover travel and accommodation costs during field coverage.
- ANOC shall cover the costs of mobilising its technical staff and their daily allowances.
- ANOC shall also support in identifying and providing high-quality professionals for audiovisual production, and ANOCA or the Local Organising Committee shall cover the related costs.

NEW MOMENTUM FOR AFRICAN SPORT

This ANOC-ANOCA partnership testifies to a shared desire to support African NOCs in their digital transformation, and to offer them the means to make their voice heard on a global scale. It is expected that the ANOCA OTT channel on ANOC.tv will be a powerful showcase of the pride and influence of Olympic Africa as a whole.



ANOCA

JEUX AFRICAINS

AFRICAN GAMES

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