

## PRESS RELEASE

### **UNAIDS and StarTimes join to promote World AIDS Day messages**

*StarTimes—the UNAIDS media partner—broadcasts HIV prevention message across African network*

**GENEVA, 1 December 2016**—UNAIDS and media partner StarTimes are working together to reach millions of people with World AIDS Day messages on the theme of HIV prevention. UNAIDS has produced two short videos that promote the life-cycle approach to HIV prevention—finding HIV solutions for everyone, at every stage of life. StarTimes will broadcast the videos across their African networks in English and French from today until the end of the year.

StarTimes is a major digital television operator licensed to broadcast in 30 countries across Africa. No one should be left behind by the AIDS response. Promoting HIV prevention options alongside HIV testing and treatment can ensure that the world will get on the Fast-Track to end the AIDS epidemic as a public health threat by 2030.

The videos can be viewed on UNAIDS YouTube channel at the following links:

English:

<https://youtu.be/mvxq03vJ7NE>

<https://youtu.be/FyrijJG0iUI>

French:

<https://youtu.be/IOwbAgg3xiQ>

<https://youtu.be/NHjasDVBU-Y>

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#### **UNAIDS**

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related

deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners towards ending the AIDS epidemic by 2030 as part of the Sustainable Development Goals. Learn more at [unaids.org](http://unaids.org) and connect with us on Facebook, Twitter, Instagram and YouTube.

## **StarTimes**

StarTimes is the leading digital-TV operator in Africa, serving nearly 10 million subscribers and covering 90% of the continent's population with a massive distribution network of 200 brand halls, 3,000 convenience stores and 5,000 distributors. StarTimes owns a featured content platform, with 440 authorized channels consisting of news, movies, series, sports, entertainment, children's programs, fashion, religion etc. The company's vision is "To enable every African family to afford and enjoy digital TV" StarTimes achieves this by combining satellite and terrestrial DTV systems to provide an open and secure digital wireless platform. The company provides a robust signal transmission service for public and private broadcasters, offers consumers outstanding Pay-TV programs, mobile multimedia, wireless Internet connectivity and convenient online services including checking TV guide; watching free live football ; chatting with celebrities and friends.

[www.startimes.com.cn](http://www.startimes.com.cn)