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DAILY E-Beat

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This week in the Water Cooler blog, *VideoAge* previews the upcoming Venice Film Festival:

<http://videoageinternational.com/blog5/>

Star China's *The Voice of China* Breaks Records in Third Season

Star China International Media (Star China) announced that its show *The Voice of China*, achieved record ratings in its third season. The show premiered on Zhejiang Satellite TV on July 18 and won the top TV rating every Friday night for four consecutive weeks. *The Voice of China* is the Chinese version of *The Voice*. It is hosted by Hua Shao and features celebrity judges Chyi Chin, Wang Feng, Yang Kun and Na Ying. The show has aired on Zhejiang TV since 2012.

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MTV Expands In South Africa

Viacom International Media Networks Africa announced that MTV is expanding to South Africa's MultiChoice DStv Extra and Compact packages by the end of the month. MTV was previously only available on DStv Premium, but it will now reach a wider audience, with a focus on attracting younger audiences and increasing its appeal to advertisers and brands. The network will become available to DStv Extra and Compact customers on Monday, August 25. MTV will kick off with the premiere of the *2014 MTV Video Music Awards* in primetime.

<http://www.b2b.viacom.com>