## SABC CONECTA

**CONNECTING YOU** 

Inside this issue

SABC NEWS BOLDLY GOES INDEPENDENT AND IMPARTIAL

> PAGE 4 5FM'S LIVE LOUD MID – YEAR BREAK



### SABC NEWS BOLDLY GOES INDEPENDENT AND IMPARTIAL

SABC News has reimagined and rebranded its programming across its television, radio and online platforms. This bold move aims to affirm the public broadcaster as a credible leader in news and current affairs. These exciting changes are to keep up with the fast evolving broadcast environment and emerging digital opportunities.

04 June 2018 saw SABC audiences pleasantly tune to the SABC News image that presented a localised yet globally apt look and feel. The new look accentuates the platform's new philosophy of being an accessible, Pan African and innovative brand whose editorial identity is defined by social consciousness.

The new image reflects African-inspired original tapestries, representing the different yet unified cultures; and the artwork features beads and patterns that celebrate being African. SABC audiences will enjoy compelling content in the new line up, with Morning Live (06:00 – 09:00) transforming into a pacey format that sets the tone for the news day.

Broadcasting on the SABC News Channel and SABC 2, the show will deliver a unique perspective on general news, market issues, politics, sports news, real-time traffic report and more. Other programming changes on the SABC News Channel include The Agenda (09:00 – 12:00), which replaced Newsroom. Previously

called the Midday Report, On Point (12:00 – 15:00), will focus on the general news of the day in depth, informing the viewers on further developments on stories of the day. This will be followed by SA Today (15:00 – 18:00), which will give audiences a window to issues affecting South Africans in

all corners of the country. The Prime Time show becomes The Full View (18:00 – 21:00); and finally, audiences can look forward to The Globe (21:30 – 00:00), as SABC brings them the story of the world we live in.

Weekend schedules are also packed with exciting programming; which will be rolled out in July 2018, with the reveal of the transformed current affairs offering. SABC News on all radio platforms will have a distinct signature tune for news bulletins that will reflect the identity of their premium news source.

Commenting on the repositioning journey, Group Executive of News and Current Affairs, Ms. Phathiswa Magopeni stated, "SABC News is the largest news brand in the country, and there is no better way to affirm our role and impact on South Africans than to reimagine and transform our brand to speak to the soul of the nation in a way that is balanced and unrestrained." Whilst fulfilling its mandate, the SABC strives to portray South African stories in the context of a maturing democracy through enriching and compelling content that is accessible to all.



TELEVISION SABC CONNECTA /02

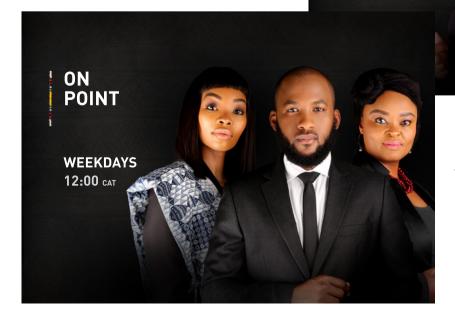
#### SABC NEWS LINE-UP AND TALENT HAS CHANGED AROUND:



06:00-09:00 - Morning Live with Leanne Manas, Sakina Kamwendo and Vaylen Kirtley. Morning Live will deliver a unique perspective on general news', market issues, politics, sports news, and real time traffic reports"

**09:00-12:00 - The Agenda** with Desiree Chauke and Blain Herman. The Agenda replaces the Newsroom programming strand. THE AGENDA

WEEKDAYS 09:00 CAT



**12:00-15:00 - On Point** with Nzinga Qunta, Arabile Gumede and Nompumelelo Siziba. On Point replaced The Midday Report.

03/ SABC CONNECTA TELEVISION



international news stories.

RADIO SABC CONNECTA /04

## NEWS PACKAGES FOR SABC NEWS CHANNEL 404, with cross selling on Digital media and SABC3 News

#### **NEWS FANATICS Premium package**

News fanatics are known to follow news across multiple media types throughout the day. The combination package with SABC Television and Digital News is an especially powerful mix to reach News fanatic premium audiences.

Channel 404's 3 peak viewing times are: 08:30, 12:30 and 18:00. Catch News fanatics during all our peak SABC News channel time bands.

MON - FRI Spots				SAT & SUN Spots			
SABC News	06:00	08:58	Morning Live	SABC News	06:00	08:58	Morning Live
SABC News	12:00	14:58	Midday Report				
SABC News	18:00	20:58	Prime Time News	SABC News	18:00	20:58	Prime Time News
SABC3	21:00	21:29	News @ 9	SABC3	21:00	21:29	News @ 9
26 Primetime Television Spots placed							

Average 55% discount off ratecard

Cost: R140,000

## TELEVISION ONLY R140,000

Twitter news video pre-roll adverts are immensely popular. Super Size your News fanatics 1 week Television package by adding the following Digital News media for an additional R10,000

#### 150,000 impressions on sabcnews.com

+

20,000 TV commercial video views on SABC News twitter video posts over 2-3 weeks (content dependent)

#### DIGITAL SUPERSIZE + R10,000

#### **Guaranteed Views** packages for SABC News Channel 404

# Package 1 LSM 8-10 Age 18+ 2 weeks R65,000 Total Cost 800,000 Views guaranteed R81 Effective CPT 9.5 Ratings estimate

Package 2 LSM 8-10 Age 18+ 4 weeks					
R100,000	Total Cost				
1,300,000	Views guaranteed				
R77	Effective CPT				
15	Ratings estimate				

- 2 or 4 week packages offered across SABC News programmes (channel 404)
- Spots are placed between 0600-2345, across all days in either the 2 or 4 week package offered
- The frequency is slightly higher in the 2 week package, but for a higher investment over 4 weeks SABC offers a great campaign on this channel at a more cost effective cost per thousand (CPT).
- Ratings are not guaranteed but is a fair estimate.

#### **Terms and Conditions:**

- · TV Inventory can be booked once rate cards are released, and is subject to availability.
- Single advertiser per package, not open for an agency booking or multiple clients sharing spots
- Inventory is placed at the SABC's discretion
- · Spot list or package elements offered may not be altered
- Television rates are quoted for 30" duration. Other durations will be calculated as per the SABC Television duration factors published.
- TV related Spend can count toward TV commitments, but digital media Super sized value will not count towards
   Television commitments
- Digital display media on SABCNews.com are run of station leaderboards or MPUs where available. Specs available
  at the time of booking.
- Twitter video pre-rolls will be placed according to content availability on SABC Digital News twitter feed. Flight plan and reporting is managed by Twitter and advised at the time of booking.
- SABC TV standard terms apply



5FM is a multimedia brand that builds and shares content across digital and on-air media channels driven by a youthful and social savvy community. The station stands strong by its ethos to bring together youthful South Africans through the power of music.

In keeping with these ethos, 5FM continues to focus on inspiring, motivating and entertaining its core audiences, aged 16-24, by delivering content that is unique and trendsetting. The station adopts a voice that audiences can understand and relate to and engages on platforms they are most comfortable with.

The station enjoys a large online media offering, boasting over 1 million followers on Twitter, more than 70 000 on Instagram and over 300 000 on Facebook.

5FM remains a brand to be proudly associated with and a brand that aims to be on the pulse of music trends enjoyed by its target audience. The station also prides itself on bringing youth the coolest parties and partnered events. One of the station's upcoming events is the second annual Live Loud Mid-Year Break. The event, aimed at its core market, is characterised by a weekend of parties, live performances and DJ seminars with the popular 5FM DJs.

This time around Sun City will be home to the Live Loud Mid-Year Break from 13 - 15 July, and kicks off with a party at The Shebeen at 8pm, powered by the 5FM Weekender5, Ryan the DJ, Ms Cosmo, DJ Loyd and Kid Fonque on Friday night. Then we Live Loud at the Superbowl on Saturday night from 8pm, where MiCasa will headline accompanied by the SAMA award winning Distruction Boyz and fellow Durban band Easy Freak. 5FM newbie presenter Smash Afrika will play host while Roger Goode, Rob Forbes, Fix and Nick Hamman keep the decks warm.

Thereafter, the station will keep the party going with an after party at club Encore, Live Loud 2.0, with Kid Fonque, Thando Thabethe, Ms Cosmo, Ryan the DJ and DJ Loyd all playing DJ sets from 12am.

The weekend will culminate with sundowners at The Valley of the Waves on Sunday 12pm with Kyle Cassim, Das Kapital, Msizi James, Nicole Da Silva, Nick Hamman and Roger Goode.

The event is swelling with on the ground brand activation opportunities that can further live and be sustained on the station's digital and social media offering. The Live Loud Mid-Year Break event is just the break any brand needs to break through to the 5FM audience.

Contact your SABC Account Executive to discuss advertising opportunities that will suite your brand.

