



one

CHANNEL PROFILE

oneafrica.tv



WELCOME TO one



OneAfrica is a multi-genre, multi-platform video entertainment and media brand. We inform, educate, entertain, and connect our viewers to the world. We inspire our audience and bring them closer to the people, places hopes and dreams that matter to them. As a Namibian media and entertainment brand, we work hard to be accessible, honest, friendly, creative, interesting, and most importantly, an authentic voice for our community. Our omnichannel approach to marketing communications keeps us connected and in tune with our audience.

The OneAfrica offers something for everyone. Crucially, we do so on the platforms and devices our audience prefers. Our content is carefully selected to serve our viewers and includes genres such as news, actuality, sport, agriculture, education, comedy, music, variety shows, tourism and trending content.

POPULAR CONTENT



Cars & Gears is a weekly motor show with a Namibian twist. Everything and anything with a wheel or gear will be put to the test in a desert context. Join our presenters as they test drive new cars and experience the best off-roading Namibia has to offer— even test-flying an aeroplane!



NewsOnOne continues to bring Namibian news stories that are relevant, accurate and trusted. Our news has a fresh look and is presented in a conversational and relaxed style. The daily NewsOnOne bulletin includes sections on Business, Agriculture, Sport, Community Stories, Comments Corner, Economic Indicators, and Weather.



With its exciting NEW set and fantastic line-up of guests, be transported to the centre of Namibia's music scene. Exclusive Namibian and intercontinental interviews with your favourite musicians, on-set DJ's and 'flaming' in-studio performances. This hot content is filmed in Namibia and broadcast on radio and television. The show is also streamed online through digital and social media platforms reaching an international audience.

The Tribe! It's an experience!



OneAfrica offers sport lovers coverage of the biggest sport matches and events in the country every Saturday. Soccer, rugby, cricket, cycling, you name it, we've got it live or on demand.

**SEE MORE
CONTENT**



(Scan or click)

POPULAR CONTENT



We believe in the adage that “education is the greatest equaliser.” OneAfrica offers educational content through LearnOnOne, in line with the Namibian Educational Curriculum, to learners in Primary and Secondary School. Learners enjoy 24-hour video-on-demand access to material on safe platforms as well as daily lessons broadcast during dedicated television times.

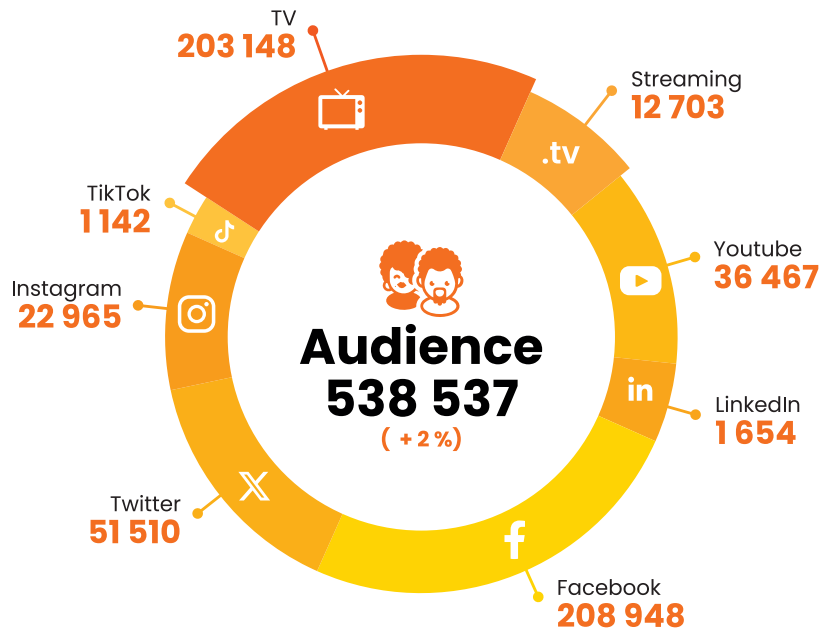
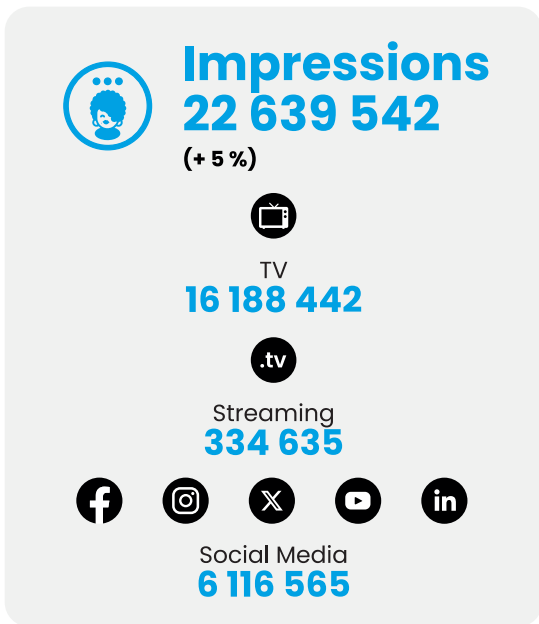
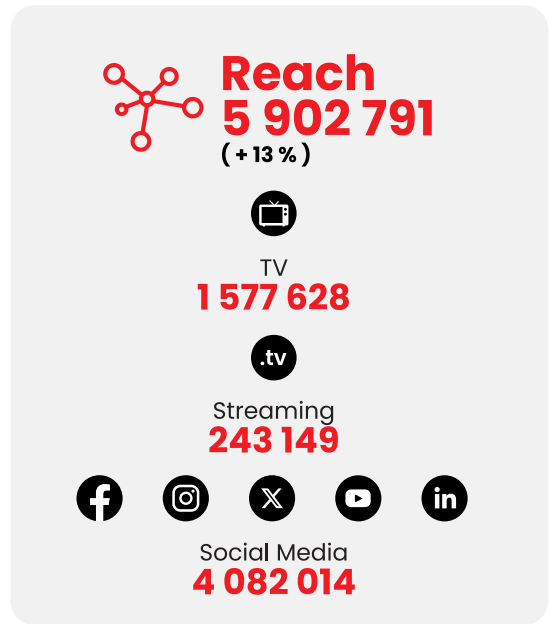
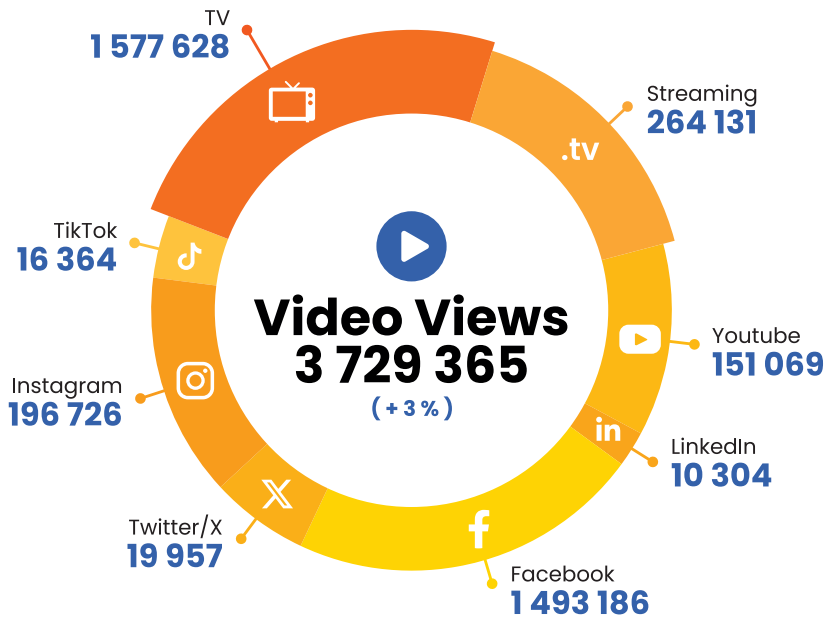
Spotlight by Bertha Tobias is a limited podcast-style video series that chronicles the stories of young Namibian and African entrepreneurs in diverse fields as Bertha Tobias talks to the bravest doers and dreamers about their journeys to success.



7de Laan is a long-standing South African Afrikaans soap opera produced by Danie Odendaal Productions. The series focuses on the lives of residents staying in and around the community of 7de Laan (7th Avenue), in the suburb of Hillside. The loves and betrayals have kept audiences enthralled and engaged for more than 20 years.

Embark on a thrilling journey through Namibia as we follow conservationists who go the extra mile to care for and protect our wild life.

WE'RE THE



Sources: MediaMetrics™ 2022, Google & Social analytics - October - December 2023

Watch Now



(Scan or click to visit our sites)

Advertise



Channels



AUDIENCE



SPORTS

Age: 23 +
LSM: 5 +

NEWS

Age: 30 +
LSM: 6 +

MUSIC

Age: 23 +
LSM: 5 +

EDUCATION

Age: 6 +

TOPICAL

Age: 25 +
LSM: 5 +

LIFESTYLE

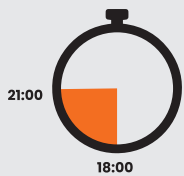
Age: 25 +
LSM: 6 +

CURRENT AFFAIRS

Age: 28 +
LSM: 5 +

VIEWING HABITS

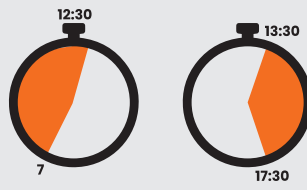
OneAfrica PRIME



Prime Time PM



Educational TV



AM

PM



live
15%



On demand
85%

Average daily
TV watch time:

3.6 hrs

UP TIME



99.8%
Up Time

Only 2 grid failures > 1hr

from
01/01/23 to 01/22/24,
with depleted backup power

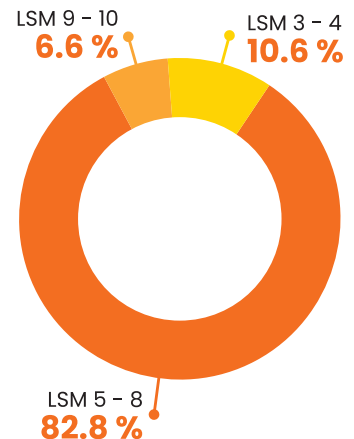
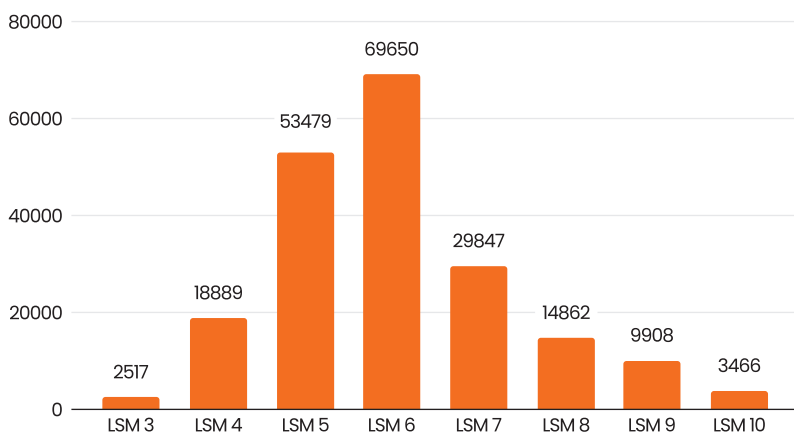
Windhoek's Power:

99%+
Availability in 2023

2024 Power Stability: Excellent

CEO Robert Kahmise
confirms guaranteed supply
in Dec '23

LSM (MediaMetrics, 2023)



WHAT WE DO BEST

- Long format sponsorships
- Competitions
- Production
- Advertising spots
- Vodcast
- Event live streams

- Daily live streams of local content on social platforms
- Short format digital productions
- Dedicated website
- Social stories
- Tailor made creative solutions

THE ONES WE LOVE TO WORK WITH



BECOME A PARTNER



(Scan or click)