



one

CHANNEL PROFILE

[oneafrica.tv](http://oneafrica.tv)



FUTUREMEDIA

# 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.



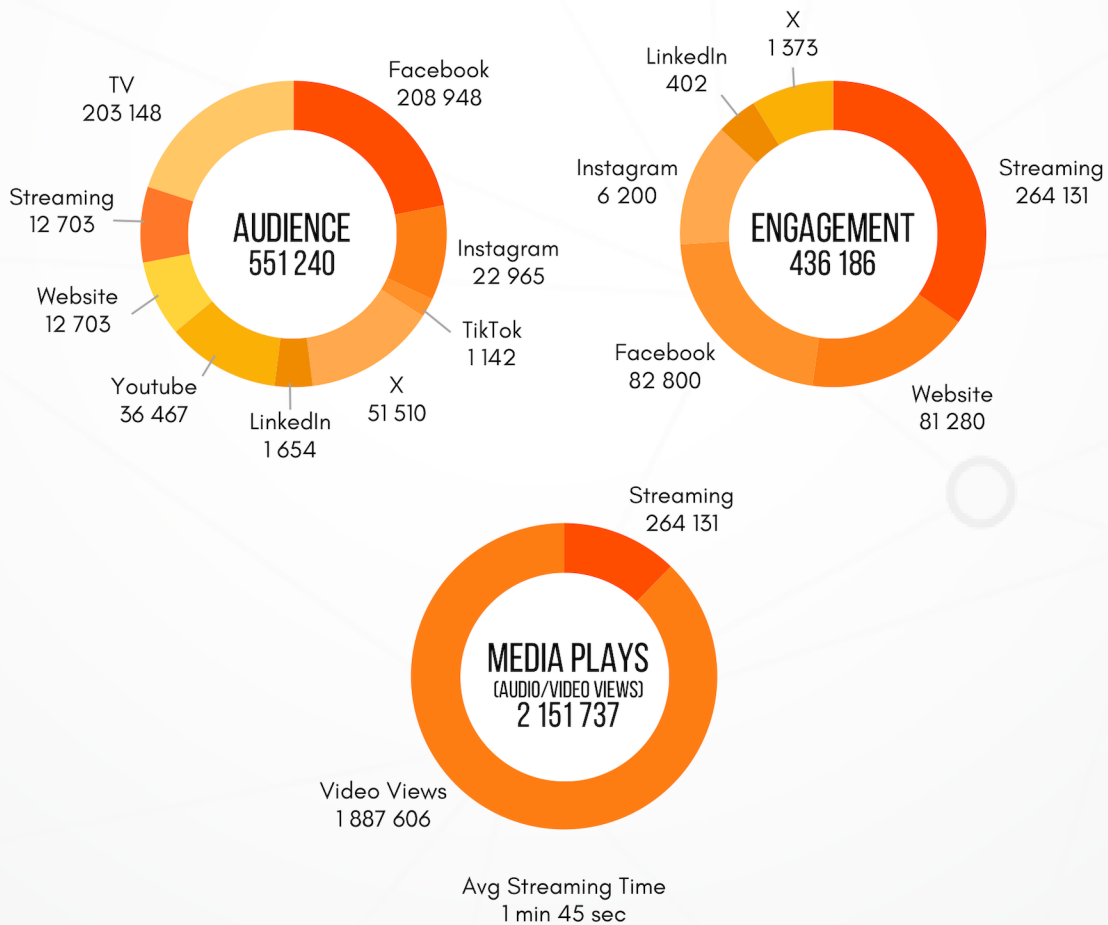
Embark on a thrilling journey through Namibia as we follow conservationists who go the extra mile to care for and protect our wild life.

OneAfrica is a multi-genre, multi-platform television 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.

**AUDIENCE GENDER**  
 FEMALE: 65% • MALE: 35%



**AUDIENCE LSM: 4 - 7**



# 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

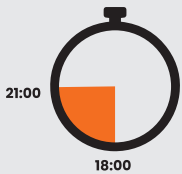
Age: 25 +  
LSM: 6 +

## 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

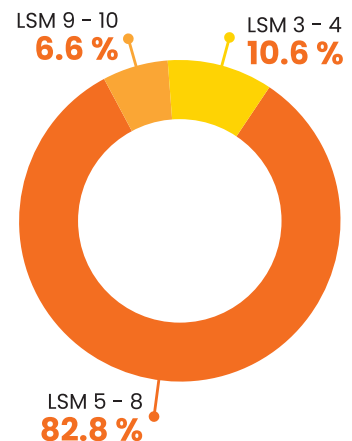
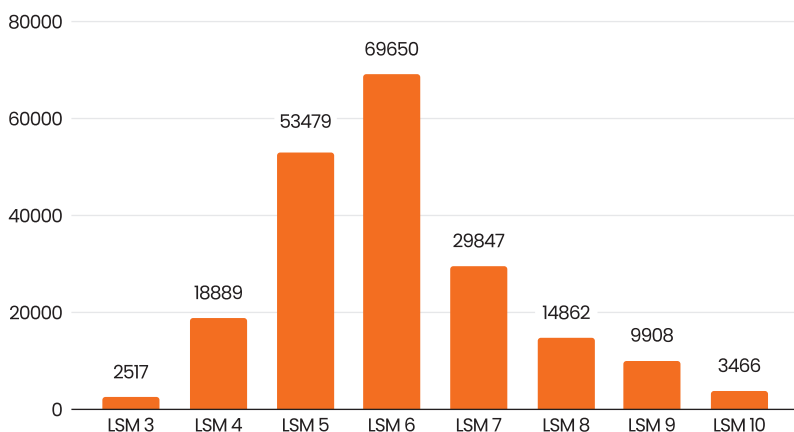
**Windhoek's Power:**

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)

oneafrica.tv

# **RATE CARD 2023** EFFECTIVE JAN - DEC 2023

## TV

### ADVERTISEMENTS PER 30"

NETT	INCL
RATES	16.5% COMM

### TIME PART

22:00 - 12:00	LATENIGHT/MORNING	N\$ 935	N\$ 1120
12:00 - 18:00	AFTERNOON	N\$ 2850	N\$ 3413
18:00 - 22:00	PRIME	N\$ 5700	N\$ 6826

### PRODUCTION

Commercials & shows, digital & social formats can be produced in-house

### Billboard TV Advert 10"- 15"

#### N\$ 6,000

A TV Advert that can be converted for use on Social Media. This product is based on artwork developed for print. The client supplies the artwork including a high resolution logo as unflattened PDF or PSD files which motion is added to. A script, music and selection of a male or female voice is included in the price. This product does not include airtime.

### Squeezebacks 15"

#### N\$ 4,000

Squeezeback or "Reveal" means a sequence of television footage or a graphic produced specifically to promote the Sponsor and it's product / service, which is screened from time to time during the TV broadcast for a duration of approximately 10 (ten) - 15 (fifteen) seconds, which is shown when the main picture is reduced in size, typically at approximately 65% (sixty five per percent) of the available space), in order to allow such footage or graphic to be screened in the available space (typically at 35% (thirty five percent) of the remaining available space) on the screen surrounding the actual picture. The frequency of when Squeezebacks are shown will be set out in the Proposal, if applicable. This product does not include airtime.

### Graphic TV Advert

#### N\$ 8,000

A TV Advert that can be converted for use on Social Media. This product has a longer production turn-around time than a Billboard TV Advert and is based on motion graphics, Photos can be used. The client supplies the photos and or artwork including a high resolution logo as unflattened PDF or PSD files which motion graphics are added to. A script, music and selection of a male or female voice is included in the price. This product does not include airtime.

### Interviews / Testimonials 5 min /10min

#### N\$ 6,000

A TV ready filmed and edited interview, that can be converted for social media use, which is conducted in the Windhoek Studio or on-site (Windhoek only, travelling costs outside the capital city are not included) that features the interviewee's name, surname and capacity in which he / she is speaking as motion graphics.

### Vodcast - maximum 30 min

#### N\$ 10,000

The vodcast Studio is a room with seating for up to four people, one Presenter and three guests. Recordings can be converted for social media use. There is also a big TV Screen behind those that are seated which can be branded. This space is ideal for discussions between 2, 3 or 4 people. The Studio allows for recording of audio and video (three camera's) and comes with a vision mixer so cutting between camera angles can take place simultaneously during the recording thereby minimising post-production turn around time. Using a 'green screen' as bakfrop is not an option at this time.



## Vodcast - maximum 30 mins Graphics (once-off)

**N\$ 3,800**

This covers the cost of adding motion graphics to video recordings, including intro sequence, outro sequence and the names that appear on screen amongst others.

## Event coverage for news 2 min - 3 min

**N\$ 10,000**

A client that wishes to ensure Today on One NEWS coverage of his or her can opt for this option. This is Windhoek based only, traveling outside of the city of Windhoek will influence the product cost upwards. The bulletin streams on the One Africa social media pages and are posted online.

## Event profile 10 min - 26 min

**N\$ 25,500**

An Event Profile is a 15-26 min video that is aimed at capturing important client events on film for posterity, broadcast and online use. An Event Profile provides an overview of a client's special event, and includes interviews, capturing of speeches, scripting, music and motion graphics as well as client contact and internet / social media details. This product is the perfect way to capture the excitement of your important event on film for those that could attend, those that could not attend, and provides a very memorable audio-visual experience. The Production Cost of an Event Profile includes 1 x Prime Time and 1 x Off-Peak broadcasts on One Africa TV. In addition to TV broadcast and use on social media, the client can use the video to play in the foyer of the office on a TV screen where visitors are being received, can be used at Trade Fairs, Expo's and other public events, and can use the video material as a marketing tool by Marketing and Sales Executives. The video is the property of the client and can be used by the client on other TV stations / platforms as well.

## Business profile 10 min - 26 min

**N\$ 45,000**

A Business Profile is a 15-26 min video that is aimed at providing an overview of a small to medium sized business, including its location, contact and social media details for posterity, marketing purposes, broadcast and online use. A Business Profile provides an overview of a client's products and services and includes interviews, scripting, music and motion graphics as well as client contact and internet / social media details. This product is the perfect way to provide an overview of a small to medium sized business. The Production Cost of an Event Profile includes 1 x Prime Time and 1 x Off-Peak broadcasts on One Africa TV. In addition to TV broadcast and use on social media, the client can use the video to play in the foyer of the office on a TV screen where visitors are being received, can be used at Trade Fairs, Expo's and other public events, and can use the video material as a marketing tool by Marketing and Sales Executives. The video is the property of the client and can be used by the client on other TV stations / platforms as well. The Production cost does not include travelling outside Windhoek, if travel is involved, it will influence the production cost upwards. Filming is restricted to one day only.

## LIVE Streaming

**N\$ 14'000 for the first 60 minutes and 2500 per hour for every hour after that.**

LIVE Streaming services is offered from One Africa's premises or another location restricted to boundaries of the capital. Service provision outside of town will drive the cost upwards. The costs reflected here does not include the cost of airing the LIVE Stream on 1) Client social media pages 2) 99FM social media pages 3) One Africa social media pages. LIVE Stream costs are dependent on factors involving location. The HoD must be consulted before fixing final rates for clients.

- Rates based on 30" commercials. Length adjustments apply

DURATION	5'	10'	15'	20'	25'	30'	35'	40'	45'	50'	55'	60'
MULTIPLY BY	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.35	1.5	1.67	1.83	2.0

- Rates for sponsorships, bespoke competitions or features available on request
- Sponsorship packages depend on show & number of repeats. Include opening & closing billboards & promo ads

**\* Rates exclude VAT, Standard Terms and Conditions apply . E&OE .**