



CHANNEL PROFILE





WELCOME TO one

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.

We are a privately owned commercial TV channel. This allows us to produce our own unique content to complement our bespoke, value-added solutions. We broadcast to linear television, stream our content on various platforms and offer convenient catch-up viewing on our dedicated streaming website. We identify as a community TV channel and invest in good quality local content. Telling good stories and shining a spotlight on life-changing community events is at the heart of what we do.

The OneAfrica channel 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.

Educational TV is a large part of our offering and deserves special mention. We believe in the adage that "education is the greatest equalizer." We offer educational content, through LearnOnOne, in line with the Namibian Educational Curriculum to Learners in Primary School as well as 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.

POPULAR CONTENT



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



NewsOnOne continues to bring breaking 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 the Weather.



With its exciting NEW set, YOU will be treated to more exclusive Namibian and intercontinental interviews with YOUR favorite musicians, on-set DJ's and 'flaming' in-studio performances .

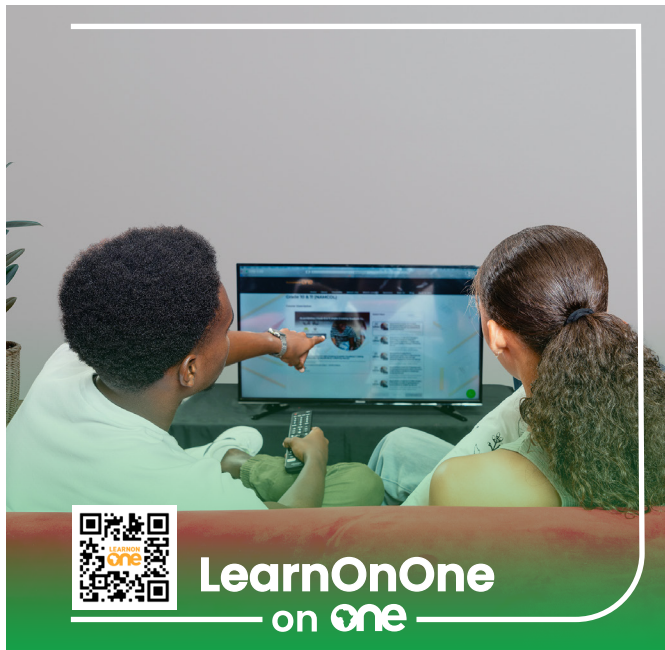
The Tribe 2.0 showcases Namibian and African talent and potential while simultaneously creating exciting content for both radio and television broadcast in Namibia where the show is based, but also beyond her borders through digital as well as social media platforms. The Tribe 2.0! It's an experience!



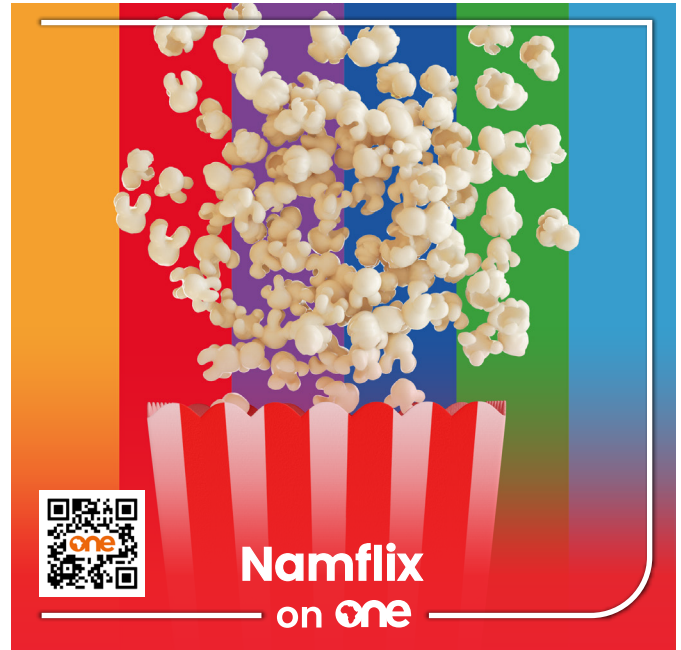
This fast paced homegrown Namibian soapy follows the Kamati family and their multi-billion dollar family business, 'Meat Expo'. From the day Tate Lukas finds the original will, it's everyone for themselves. Gangsters and politicians, widows and heirs, love triangles and falsified police records. Everyone seems to have a fishy skeleton hiding in their closets... Who will get their pound of flesh?

Season 1 to 4 will air on OneAfrica
Season 4 will premiere on One Africa in 2023

POPULAR CONTENT



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Namflix is a weekly program that features Namibian-produced short and feature films. The Namflix program specifically showcases a series of Namibian-produced short stories and original full-length movies. OneAfrica recently collaborated with the Namibian Film Commission on the Kino Project where the youth was invited to produce a short film in 48 hours. The short films that performed the best during the Kino Project will be included in the Namflix series.



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.

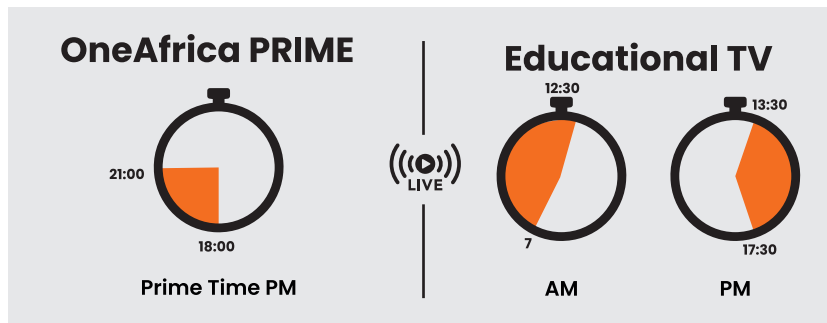


Cars & Gears is a weekly motor show with a twist. Everything and anything with a wheel or gear will be explored. Join our presenter as they test drive cars, bring you the latest deals in automotive, experience the best off-roading Namibia has to offer and even test-fly an airplane. This series starts in December 2022.

AUDIENCE & SOCIALS



VIEWING HABITS



((())) **live 97%** On demand **3%**

Average daily TV watch time:
3.6 hrs

WATCH NOW

Watch OneAfrica anytime, anywhere on www.oneafrica.tv

OneAfrica broadcasts on ALL DStv and GOtv packages. The channel can be seen on more than **300,000 decoders across Namibia.**

Sources:

MediaMetrics 2022,
Google &
Social analytics

Profile



Webstore



Streaming



REACH

Total: Video Views
4 088 851

TV: 1 577 628	Youtube: 282 300
Streaming: 63 620	LinkedIn: 304
Facebook: 2 155 522	Twitter: 1 690
Instagram: 7 787	

Total: Viewers
521 347

TV: 203 148	YouTube: 35 100
Streaming: 8 632	LinkedIn: 1 419
Facebook: 2 00 933	Twitter: 50 537
Instagram: 22 693	Website: 17 033

Total: Reach
2 880 400

TV: 1 577 628	Youtube: 282 300
Streaming: 63 620	LinkedIn: 1 026
Facebook: 808 755	Twitter: 2 255
Instagram: 125 467	Website: 28 822

Total: Impressions
19 673 719

TV: 16 188 342	Twitter: 175 300
Streaming: 63 620	Website: 78 903
Facebook: 3 143 314	
LinkedIn: 24 240	

YouTube
Total: 2,444,338

*March - May 2023

THE ONES WE LOVE TO WORK WITH



WHAT WE DO BEST

- Long format sponsorships
- Competitions
- Bespoke 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

