

SABC CONNECTA

CONNECTING YOU

Inside this issue

PAGE 1

SABC TO EXCLUSIVELY
BROADCAST ALL NEW
LOCAL T20 LEAGUE

PAGE 5

THE POWER OF 5FM TO
BOOST YOUR BRAND

PAGE 6

SABC partners with MediaShop,
Tiger Brands to share Heritage
Knowledge of SA audiences



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FAST. FUN.

FOR ALL.

16 NOV - 16 DEC



#MSLT20



SABC TO EXCLUSIVELY BROADCAST ALL NEW LOCAL T20 LEAGUE

Cricket South Africa (CSA) officially unveiled the Mzansi Super League (MSL), the much anticipated T20 League that is set to be the sport and entertainment spectacle of the South African summer – the feast of cricket and entertainment.

The inaugural event will take place from 16 November to 16 December 2018, and is set to feature some of the world's top T20 talent.

With six spanking new city teams playing across six different venues around the country and with matches set to be broadcast exclusively live by the SABC on its television and radio platforms, the MSL T20 is set to thrill new and established cricket fans alike as it extends its reach to every community and every corner of the country.

This is a landmark moment for cricket in South Africa", commented the Chief Executive of CSA, Thabang Moroe. "For the first time South Africa's premier public broadcaster (referring to the SABC) will have exclusive rights to a major cricket event and this is

very much in line with CSA's vision of making cricket a truly national sport of excellence that is accessible to all."

SABC Chief Operations Officer Chris Maroleng added a ringing endorsement: "We are proud to be a part of this venture as we continue giving fresh and new sporting content in line with our overall objective to be the broadcaster of choice for all audiences.

The T20 Cricket League will be played between the months of November and December this year and will be live on SABC 3 and Radio 2000. Umhlobo Wenene FM will also broadcast some of the matches live.

For advertising opportunities contact your SABC account executive.



The Premier League on SABC3 shows 70% Audience Increase

Audiences and Television ratings spiked by 70% since the beginning of The Premier League 2018 season. The numbers are expected to increase as the season progresses.

For Advertising opportunities contact your SABC account executive.

Source: Transmit Programmes : Aug -Sep 2018

SABC
SPORT

SABC
The stage is yours

3

Premier League Broadcast - Preview, Review and Live

The Premier League 30" spot packages

Packages offered from November 2018 - February 2019 at the published rate-card rate per month.

PACKAGE NAME	# OF SPOTS	% DISCOUNT
The Spot kick	3-4 spots per month	14%
The Scissor kick	5-7 spots per month	16%
The header	8-10 spots per month	20%
The Bicycle Kick	12+ spots per month	25%

- * Package applies to a single advertiser and single brand only
- * SABC standard terms and conditions apply
- * Spots to be placed at SABC discretion



THE POWER OF 5FM TO BOOST YOUR BRAND

5FM is not just a radio station. 5FM is a multimedia brand that builds and shares content across digital and on-air media channels informed by a youthful community. The purpose of 5FM is to bring together youthful South Africans through the power of music. As an entertainment powerhouse 5FM features some of the most well-known media personalities and music DJs in South Africa. The station embraces content that is relevant, youthful and co-created with the 5FM community while proudly supporting the South African music industry.

Recent studies show that millennials particularly love radio personalities. They provide an important incentive to listen. The individuals presenting on 5FM are selected to represent a spectrum of the youthful 5FM community. Notice we don't say 'youth' which is rather a demographic segmentation fallacy in our view. Youthful is an energetic psychographic mind-set approach to which we peg our content and our music offering. Our personalities are coached to be storytellers, to draw the audience in on matters of relevance that are directly impacting on their lives, and to embrace the audience in a way that makes them, the presenters, vulnerable and therefore accessible and relatable to the 5FM community. That intimacy is one of the core assets of a good radio station, and we have it in spades. We challenge you to Google anyone on our lineup and look at their circle of influence and everything they are involved in.

In the place of offering you a particular demographic or ethnic media audience, 5FM believes it plays a role in social cohesion and nation-building. This means that we have designed a strategy that attracts a type of person, rather than a group of people who happen to fall into a box we marketers created for them. This has resulted, quite beautifully, in us attracting what we like to call "perfect thirds". Each third of our audience is a different race profile. That means that our 5FM community listens to us because of the type of content we deliver and because they see themselves in a certain way. They see themselves as part of the 5FM community and the country of youthful South Africans. They do not see themselves through the lens of their race or their language. They are self-actualised and mature in their own understanding of their identity. That means they are mature in their buying habits, conscious of their own spending power and adaptable across product types and categories. They are a premium audience worth paying for to get real results.

Over the past 18 months, 5FM's listener profile shifted significantly in the following areas relating to our premium youthful listener group:

- 30%** higher average household income
- 35%** increase in graduate / post graduate listeners
- 51%** decline in highschool listeners

Contact your SABC Account Executive to take advantage of the unique 5fm audiences.

Forget Black Friday - SABC
declared the whole month
Black November

Flip over for the hot
November
BLACK ~~FRIDAY~~ SPECIALS

DON'T MISS OUT!

November

SABC BLACK ~~FRIDAY~~ SPECIALS

Forget Black Friday, this is good enough to finish November!

Take advantage of these great
Radio November specials

STATION	INVESTMENT	ADDED VALUE	CAMPAIGN VALUE	ADDED VALUE PERCENTAGE
ALS	R300 000	R300 000	R540 000	100%
MG5	R400 000	R480 000	R880 000	120%
Fortune Four	R200 000	R300 000	R500 000	150%

LIVE READS WILL ATTRACT ONLY 25% LOADING

SABC Radio Agencies Rules of engagement:

- Flighting Period 1-30 November 2018
- New bookings only – exclude existing packages
- Campaign value maybe be used in the form of Generics and/or Live Reads
- Added Value cannot be banked
- *Package subject to Airtime availability
- Client discounts and other added value do not apply, however the spend will contribute to client commitment
- All SABC Radio trading Terms and Conditions contained in the October 2018 rate apply

Any airtime that
you can get your
hands on, is yours
– no daypart
restrictions!

#WOZA BLACK ~~FRIDAY~~ November

BOOK NOW!



DON'T MISS OUT!

November

SABC BLACK ~~FRIDAY~~ SPECIALS

Forget Black Friday, this is good enough to finish November!

Take advantage of these great
Radio Business Development November specials

INVESTMENT	ADDED VALUE	CAMPAIGN VALUE	ADDED VALUE PERCENTAGE
R5 000-R50 000	R5 000-R50 000	R10 000-R100 000	100%
R51 000-R100 000	R76 500-R150 000	R128 500-R250 000	150%
R101 000 Plus	R202 000 Plus	R303 000 Plus	200%

SABC Radio BD Rules of engagement:

- Flighting Period 1-30 November 2018
- New bookings only – exclude existing packages
- Campaign value maybe be used in the form of Generics and/or Live Reads
- Added Value cannot be banked
- *Package subject to Airtime availability
- Client discounts and other added value do not apply, however the spend will contribute to client commitment
- All SABC Radio trading Terms and Conditions contained in the October 2018 rate apply

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#WOZA BLACK ~~FRIDAY~~ November

BOOK NOW!



SABC partners with MediaShop, Tiger Brands TO SHARE HERITAGE KNOWLEDGE OF SA AUDIENCES

SABC together with MediaShop and Tiger Brands, recently partnered to wrap up the heritage month with an event aimed at educating the advertising industry on the rich cultural heritage of South African audiences.

The event was attended by various industry clients and agencies who got the opportunity to both experience and learn how SABC uses the power of radio and television platforms to target specific cultural groups - aided by the cultural knowledge of the audiences - speak to the heart and soul of the people.

“Putting the numbers and the reach aside, which we have, SABC is the only media owner that understands what makes multicultural South African audiences tick, because we are them – our presenters live and come from these



Welcoming the SABC at the Johannesburg offices, MediaShop Managing Director, Kgaugelo Maphai, highlighted the importance of hosting a heritage day for the industry. “It is important to understand the target market’s lifestyle, language and culture. Numbers are one thing, but getting to know about the people is very important,” he explained. “The learnings from this event will teach us how to do our work better as marketers.”

Vimla Frank, Tiger Brands Media Manager, says the key question while planning the day was in essence, “how do we bring together the heritage, the richness of our culture, the understanding of the masses that we market to, and how do we bring it to life?” She said. “To achieve this great event, SABC became the perfect partner because it owns the culture knowledge of the audiences. There is no other media owner that could have brought our heritage to life more effectively than the SABC.”



people. Through both our stations and channels, we share their language and their culture – they understand and trust us – and that is our unique selling proposition as the SABC,” says Warren Bedil, SABC General Manager Television Sales.

The recent BRC RAMs confirmed the SABC as home to the top 10 radio stations in South Africa. Each of these top radio stations speaks to a specific cultural grouping in terms of language and heritage, thus confirming SABC radio’s unique ability to connect with audiences in a way only SABC can.

To connect your brand to the power of SABC Radio, contact you SABC account executive.

SABC FLASH *sale*



ALL TV Airtime

50% OFF for November 2018

Limited offer | T's & C's apply

Terms and Conditions:

- The November Flash sale discount offer applies only to new bookings made on SABC Television for available inventory remaining in November 2018, and no previously booked airtime may be converted to this offer.
- These new bookings must be clearly marked as a November flash sale application.
- Bookings will be considered for acceptance for dates where the broadcast logs are not closed for booking.
- The SABC must be in possession of advertising material as this type of trading is done very close to transmission. Bookings must be accompanied with the flight code instructions
- Spend can count toward client commitments but EBD, client discounts or added value do not apply on top of the November flash sale offer.
- SABC TV standard terms apply in addition to the above.

SABC 
Mzansi fo sho

SABC 
you belong.

SABC 
The stage is yours

SABC 
NEWS
Independent. Impartial.

SABC 
ENCORE

SABC 



HERITAGE DAY 2018 IN PICTURES





HERITAGE DAY 2018



SABC COMMERCIAL ENTERPRISES – CONNECTING YOU

For advertising opportunities contact
your SABC Account Executive.

