



PEOPLE TV

Media kit 2015

**Each week on
50 TV channels**



TWO WEEKLY APPOINTMENTS WITH AFRICA ON THE MOVE

BUSINESS Africa is a current affairs programme aimed at African leaders and anyone interested in the continent's development. Launched in June 2000, it is now the most watched news magazine on the continent. BUSINESS Africa - **produced in English, French and Portuguese** - features reports, interviews, portraits and news-in-brief on the continent's economic and financial current events.

INITIATIVE Africa is a 'talk-show' style programme with a special guest and is designed to highlight exemplary initiatives by individuals, organisations or governments in the fields of economics, social issues, education, culture and sustainable development. At the end of the year a jury presents the INITIATIVE Africa awards to the initiatives that received the most viewers' votes. **The programme is produced in English, French and Portuguese versions.**



Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Côte d'Ivoire, DRC, Djibouti, Gabon, Ghana, Guinea, Guinea Bissau, Kenya, Liberia, Madagascar, Mali, Mauritius, Mauritania, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé, Senegal, Sierra Leone, Sudan, Tanzania, Togo, Uganda, Zambia, France, Portugal, UK, USA.

PEOPLE TV

A unique broadcast network



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◆ Terrestrial televisions are the only covering 90% of the national territory.

◆ 100% of the equipped inhabitants follow the national TV*.

Including economic and political leaders. In comparison, a satellite channel is in competition with a range of 30 to 60 other TV. fragmented despite a high.

Its audience is reputation

◆ For example, alone, the RTS in Senegal has more viewers than any other cable or satellite across Africa.

Its audience is reputation

* Sources: World Fact Books

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The national terrestrial televisions channels: the highest impact in Africa*

◆ 45 television channels in sub-Saharan Africa under contract.

◆ A total of 140 broadcasts a week.

◆ 75% of broadcasts in prime time.

◆ The PTV network is the only media for English, French and Portuguese-speaking viewers.

*source : HPCI 2008 (WAC)

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**30 MILLION VIEWERS
PER PROGRAMME**

Audience

BUSINESS
AFRICA

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- ◆ 83% men
- ◆ 81% 25 – 65
- ◆ 46% management and top M
- ◆ 75% travel by plane once a year or more 68% stay in a hotel once a year or more
- ◆ Level of satisfaction :
Top quality : 85.6% Interesting and instructive: 83%.

Sources : Sofres, Africa+, HPC

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A powerful impact on
economic and political
decision-makers
in Africa

Audience

INITIATIVE
AFRICA

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◆ 57% 12 - 25

◆ Made up of :
- 32% College and high school
64% Universities and “grandes écoles“

◆ 90,8% have a mobile phone

◆ Level of satisfaction :
Top Quality : 85,6%; Interesting -informative : 83%
Broadcast times : 73%

Sources : Sofres, Africa+, HPC

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An effective and attractive media for young people

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COUNTRIES		CHANNELS	HOURS OF BROADCASTING	PT	OT
ANGOLA	1.	RTP Africa	Saturday 4:15pm, Sunday 10:15pm, Monday 12:15pm	2	1
BENIN	2.	Golfe TV	Tuesday 10:30am ; Wednesday 3:30pm ; Friday 10:30pm	1	2
	3.	ORTB	Monday 10:30pm ; Thursday 11pm ; Sunday 1pm	3	
BOTSWANA	4.	BTV	Thursday 7:30am, Friday 11: 30am		2
BURKINA FASO	5.	RTB	Wednesday 2:30pm, Saturday 5:30pm	1	1
BURUNDI	6.	RTNB	Thursday 5pm		1
CAMEROON	7.	STV	STV2* Thurs 9:30pm; Tues 3:30pm, STV1: Tues 9pm ; Friday 8.30pm	3	1
	8.	CRTV	Wednesday 10:30pm	1	
CAPE VERDE	9.	RTP Africa	Saturday 6:15pm, Sunday 12:16pm, Monday 3:15am	2	1
CENTRAL AFRICA	10.	TVCA	Tuesday 6:30 pm, Sunday 6: 30pm	2	
CHAD	11.	ONRTV	Monday 5pm ; Tuesday 10am		2
CONGO BRAZZAVILLE	12.	TVCONGO	Wednesday 2:30pm, Saturday 7:30pm	1	1
COTE D'IVOIRE	13.	RTI	Monday 8pm ; Tuesday 5pm ; Wednesday 5:30pm	1	2
DJIBOUTI	14.	RTD	Daily 10am ; 7pm	7	7
ETHIOPIA	15.	ETV1	Monday to Friday 11am		5
	16.	ETV2	Monday to Friday 12: 30pm ; Daily 8pm	7	5
GABON	17.	RTG1	Tuesday 9:35am; Thursday 9:35am ; Friday 9:30am		3
GHANA	18.	GBC	Monday 2:30pm		1
GUINEA	19.	RTG 2	Sunday 1:30pm	1	
GUINEA-BISSAU	20.	RTP Africa	Saturday 3:15pm, Saturday 9:15pm, Monday 11:15pm	2	1
KENYA	21.	KBC	Sunday 6pm	1	
	22.	K24	Sunday 12:30pm	1	
LIBERIA	23.	DBC	Tuesday 10am ; Tuesday 8pm	1	1
MADAGASCAR	24.	RTA	Friday 11:20am, Friday 10: 20pm	1	1
MALI	25.	ORTM	Wednesday 6:30pm, Tuesday 12:30 pm	1	1
MAURITIUS	26.	MBC2	Monday 6pm ; Wednesday 6pm		2
MAURITANIA	27.	TVM	Monday 5pm ; Sunday 8:35pm	1	1
MOZAMBIQUE	28.	RTP Africa	Saturday 6:15pm, Sunday 12pm, Tuesday 3:15am	2	1
NAMIBIA	29.	NBC	Sunday 11am ; Wednesday 10:30am	1	1
NIGER	30.	ORTN	Tuesday 7:15pm	1	
	31.	TV Dounia	Wednesday 10:30pm ; Sunday 10:30pm	2	

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COUNTRIES		CHANNELS	BROADCAST TIMES	PT	OT
	32.	NTA	Friday 5:30am, Thursday 10:30am		2
NIGERIA	33.	AIT	Saturday 5:30pm	1	
UGANDA	34.	WBS	Monday 7pm, Thursday 10:30am	1	1
RDC CONGO	35.	Antenne A	Monday 5:55pm ; Friday 8:30am		2
	36.	RTA	Monday 8:30pm, Thursday 4pm ; Sunday 5pm	2	1
RWANDA	37.	TVR	Saturday 5pm: Sunday 7pm	2	
SAO TOME	38.	RTP Africa	Saturday 4:15pm, Sunday 10:15pm, Monday 12:15pm	2	1
SENEGAL	39.	RTS	Thursday 6;30pm	1	
	40.	OUEST TV	www.Ouesttv.com		
SIERRA LEONE	41.	SLBS	Thursday 8:30pm, Friday 8:30am, Sunday 8:30am	1	2
SUDAN	42.	SSTV	Monday, Tuesday, Friday 8:30pm	3	
TANZANIA	43.	TVT	Friday 11am, Sunday 7pm	1	1
	44.	Channel 10	Friday 8pm	1	
TOGO	45.	TVT	Thursday 2:30pm		1
	46.	TV7	Tuesday 7pm ; Saturday 1pm	2	
ZAMBIA	47.	ZNBC	Thursday 11am	1	
EU, AFRICA, US	48.	3A TV SUD	Mon 4am;Tues 10:30pm ; Thurs 3:30pm; Frid 1:30pm ; Sun.9pm to 1am	7	3
UK	49.	BEN TV	Monday 5:30pm, Thursday 9:30pm, Friday 5:30pm Sunday 8am	2	2
PORTUGAL	50.	RTP Africa	Saturday 3:15pm, Sunday 9:15pm, Monday 11:15pm	2	1
USA	51.	ABN	Thursday 9pm	1	
CFI	52.		Saturday 12:30pm	1	
Potug. speaking					
French speaking					
*English speaking				PT	75%
				OT	25%

12 Cable tv In France

	Orange	SFR	Free	Alice	Numéric	Bouygues
AFRIQUE						
TELESUD		■	■	■	■	■
BENIN						
ORTB	■	■	■	■	■	■
BURKINA FASO						
RTB	■	■	■	■	■	■
CAMEROUN						
CRTV	■	■	■	■	■	■
STV 2		■	■	■	■	■
CONGO						
DRTV	■	■				
Télé Congo	■	■	■	■	■	■
COTE D'IVOIRE						
RTI		■	■	■	■	■
GABON						
RTG1	■					
GUINEE						
RTG	■	■	■	■	■	
MALI						
ORTM	■	■	■	■	■	■
SENEGAL						
RTS	■	■	■	■	■	■

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Some references ...



Set up in 1987 by Anne LEMOEL and François BAUDRY, the PEOPLE TV Group is an independent communication company. PEOPLE TV's team includes 20 staff-members in Paris (journalists, camera-people, editors, administrative and marketing personnel, producers) as well as 45 correspondents in Africa and around the world.

The Group's activities:

Consultants in communication strategy and media training

Consultants in launching new, turnkey television channels.

Audio-visual Press Agency: PTNews

Production of corporate videos.

Production of 'Business Africa' and 'Initiative Africa' weekly television programmes.

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www.ptnews.net

www.business-africa.net

www.initiative-africa.com