



kykNET

# MEDIA SALES

APRIL - OCTOBER 2014



kykNET

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# NEW FRONTIERS!

kykNET'S NEW AND EXCLUSIVE DIGIMAG

Download it on Media24's digital platform [www.kaboedel.co.za](http://www.kaboedel.co.za)

**Kaboedel**.co.za  
'N NUWE MANIER VAN LEES



kykNET is a family of channels where we approach our goal of meeting our viewers' needs, like a family business. This approach has seen kykNET's viewership grow significantly over the past five years.

The addition of two more channels, kykNET&kie and kykNET Musiek, on lower tier DStv bouquets, is making Afrikaans television content more accessible to even more viewers.

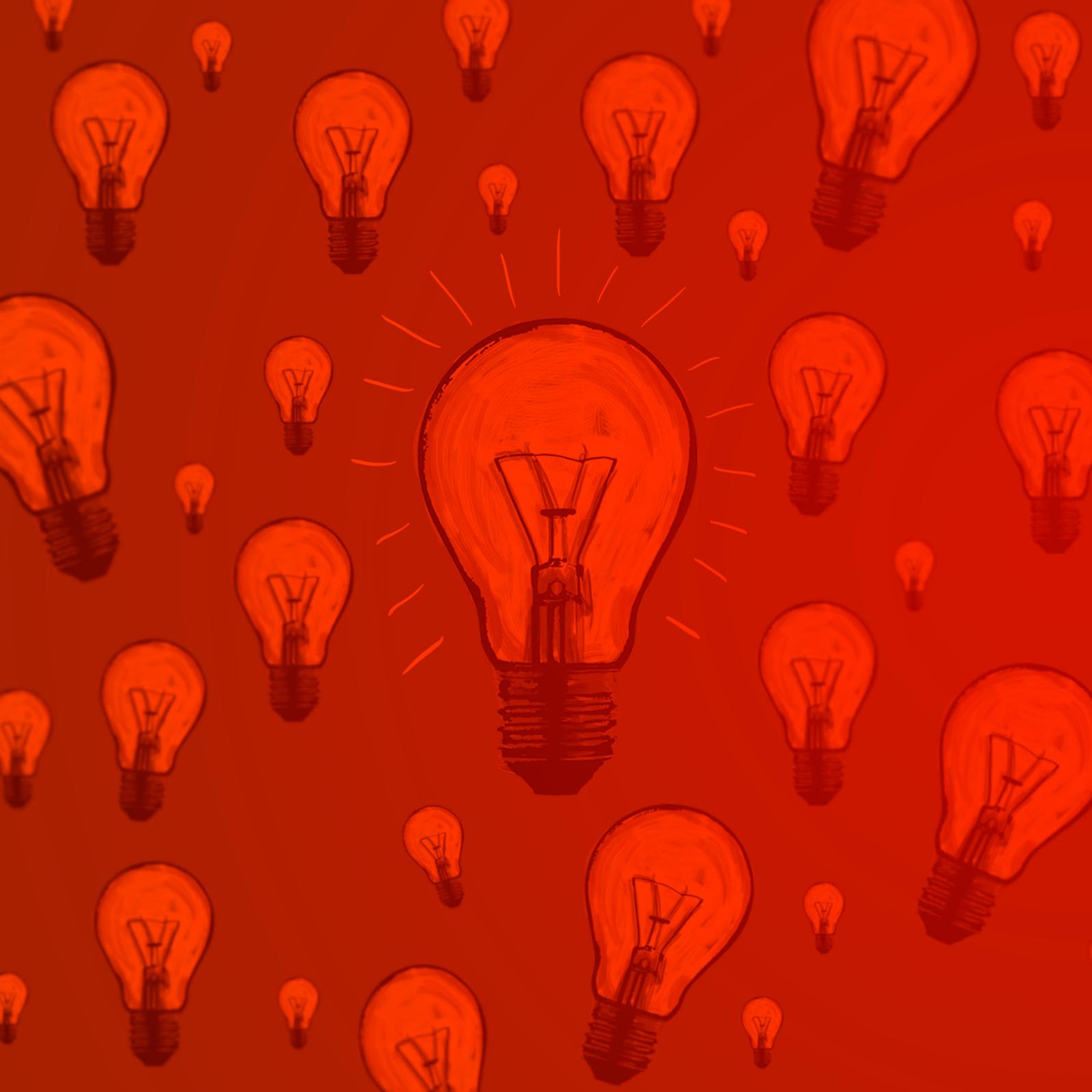
At kykNET, the viewer always comes first and we strive to give them the best of what they want. Our offering includes the best in Afrikaans News, Actuality, Sport, Drama, Comedy, Movies, Reality, Lifestyle, Breakfast TV, Entertainment and Soap. We ensure that our great variety of quality programming is always relevant to our audience, and in return we have their loyalty.

We further entrench their loyalty by being very involved and visible in several South African communities. kykNET supports all the Afrikaans Arts and Music Festivals. The literature, arts, theatre, music, film and television industries cannot operate in isolation of each other, they all form part of the cycle of cultural sustainability.

We also believe in contributing and developing skills and opportunities in the Television, industry through our film festivals and by investing in Afrikaans movies. We invite you to be part of our success, exciting original content and authentic stories. Proudly made for South Africa by South Africans.

**KAREN MEIRING**

MINET DIRECTOR: AFRIKAANS CHANNELS



The background of the entire image is a repeating pattern of lightbulbs in various sizes and orientations, rendered in a reddish-orange color. A large black triangle is positioned in the upper center, containing the main headline in yellow text.

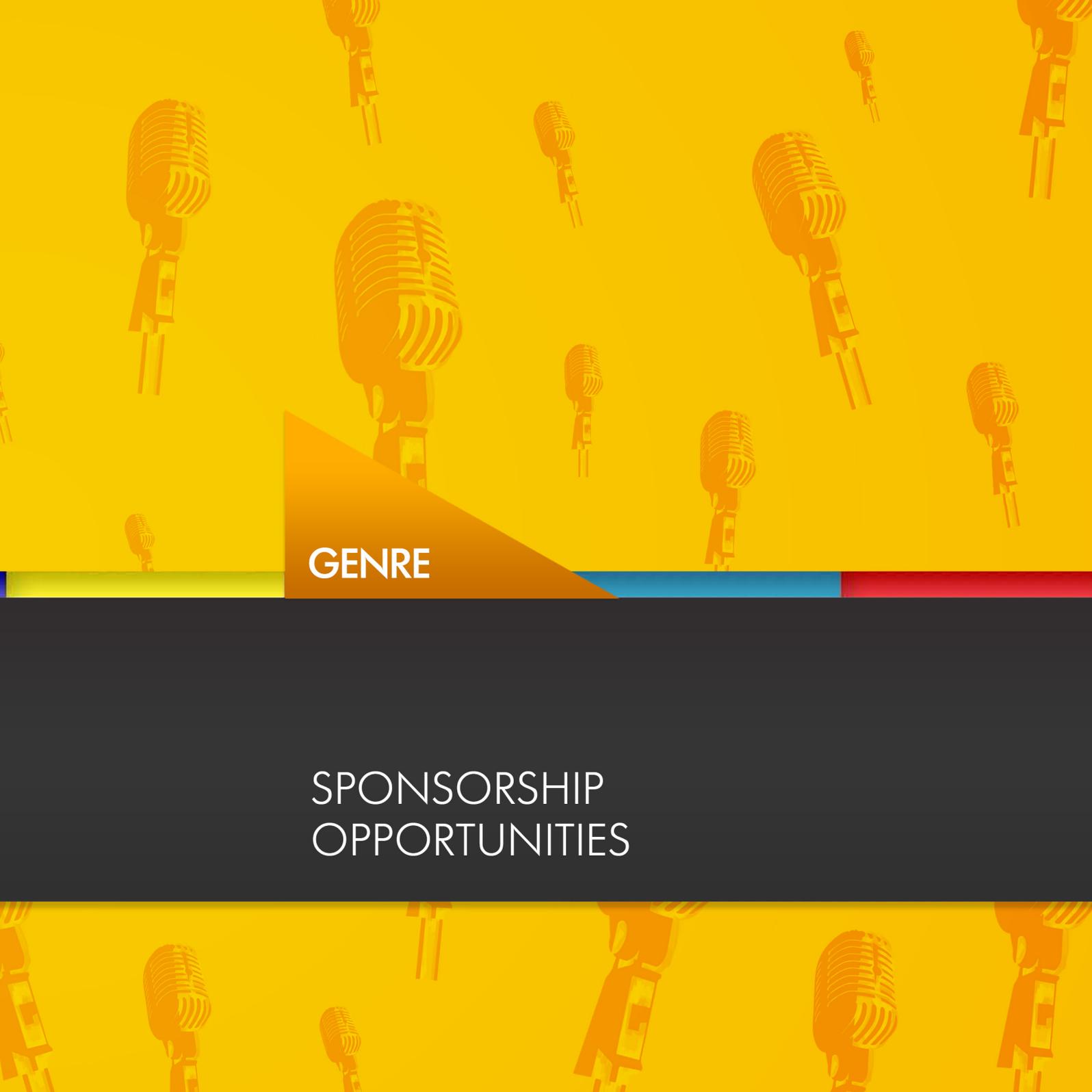
# THINK LIKE THERE'S NO BOX

We invite our clients to think **outside the box** and come up with ideas to get your brand involved in our programming and special projects. The sky is not the limit.



# GENRE



The background of the entire page is a repeating pattern of vintage-style microphones in a golden-yellow color. The microphones are scattered across the space, some larger and more prominent than others. A dark grey horizontal band runs across the middle of the page, containing the text. Below this band, the background returns to the golden-yellow microphone pattern.

GENRE

SPONSORSHIP  
OPPORTUNITIES

# SOAPS

The name “soap opera” stems from the fact that many of the sponsors and producers of the original dramatic serials that were broadcast on radio, were soap manufacturers. The first serial drama considered to be a soap opera, was *Painted Dreams*, which debuted on 20 October 1930 on an American channel.

kykNET's soapie hour includes VILLA ROSA AT 18:00 Mon – Thu and BINNELANDERS, weekdays at 18:30.

# DRAMA

As with any major broadcast network, drama forms an important part of its schedule, with many of kykNET's top-rated programs being from this genre.

# CRIME

These shows deal with the battle between police and criminals. The sequence of events tells the story of how these notorious criminals were caught. This genre remains a fascinating point of interest.

# COMEDY

Successful comedy shows create humor around the lives of a cast of recurring characters and the situations in which they find themselves. Such programs on kykNET include *Proesstraat*, *Francois Toerien Show*, etc.

# LIFESTYLE

Enhancing the lifestyle of our viewers with programs such as *Tuine en Tossels*, *Die Nataniël Tafel*, *Glam Guru* and *Maatband*.

# FILMS

kykNET regularly features some of the top Afrikaans films and are also involved in the development of the local film industry.

# REALITY

Unscripted situations and events appearing on television as a set of episodes that usually feature people who portray themselves and fall under a particular set of stylistic criteria. This genre has also proven to be very popular amongst our viewers. Programs include *Kokkedoor*, *Boer soek 'n Vrou* and *Nege Maande*.

# ENTERTAINMENT

Following the biggest events and gatherings in the country. Programs include *Bravo!*, *Kollig*, *Fiësta* and *Kwêla*.

# ACTUALITY

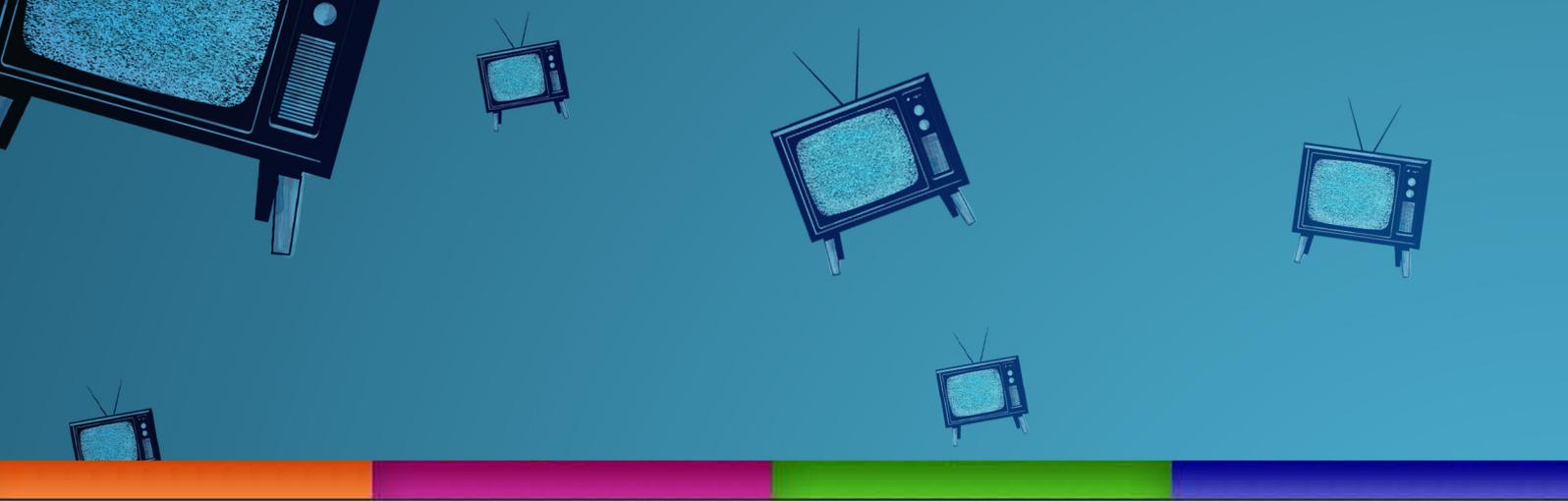
Actuality programs document actual events and people in the news. Television programs in this genre include *Robinson Regstreeks*, *Sakegesprek met Theo Voster*, *eNUUS* and *Dagbreek*.

# SITCOM

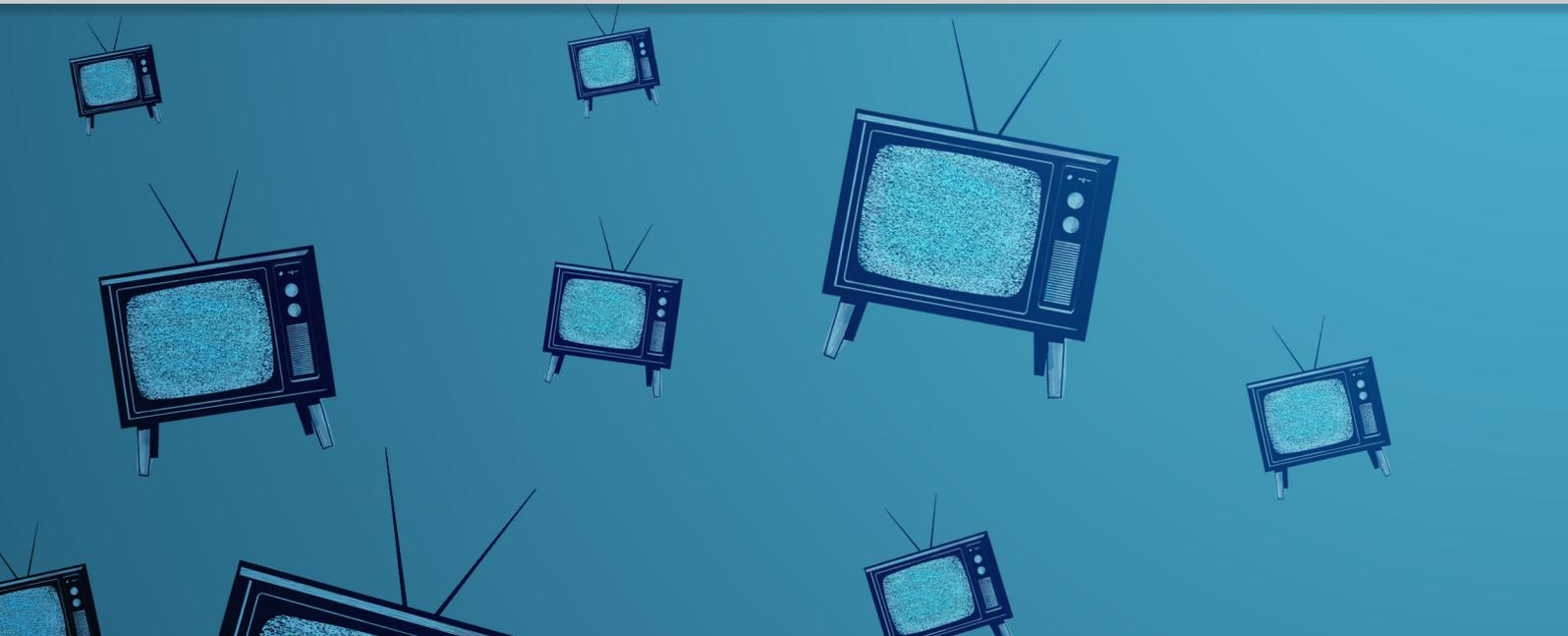
The situation comedy has been one of the most common, successful and culturally significant type of television programs. Recurring characters are placed in humorous situations. kykNET features shows like *Oupa en Ouma*, *Treknet*, *RugbyMotors* and *Munisipaliteit van Gwara Gwara*.

# TALK SHOWS

Generally featuring a host, a guest or a panel of guests and a live audience. These shows may feature celebrities, political commentators, or ordinary people who present unusual or controversial topics. kykNET is launching a satirical, music driven talk show in July called *Republiek van Zoid Afrika*.



# UPCOMING



The top section of the image features a light blue background with several vintage-style television sets scattered across it. Each television screen displays a pattern of white static. The televisions are in various orientations, some tilted. A large, solid blue triangle is positioned on the left side of this section, pointing towards the right. Below the triangle, the text 'UPCOMING SHOWS' is written in a white, sans-serif font. A horizontal bar with a yellow segment on the left and a red segment on the right runs across the bottom of this section.

UPCOMING  
SHOWS

# SHOWS





## BINNELANDERS

Monday - Friday, 18:30 - 19:00

Production: Ongoing

*Binnelanders* is a daily half-hour weekday kykNET drama that deals with the trials, trauma and tribulations of the staff and patients of the Binneland Clinic in Pretoria.

- The *Binneland* profile skews female, making up 59% of the total time band viewership.
- 85% of viewership falls within the age group 35+
- 98% of the viewership falls within LSM 8-10.
- The premier showed consistent performance over 6 months averaging over 2 AR's, equating over 203,000 viewers.
- The Thursday repeat was the best performing over 6 months averaging 0.4 AR's, equating 40,512 viewers.

BINNELANDERS

# THOMAS@

13 January, Thursday 19:30 - 20:00

Youth series based on the novel by Carina Diedericks-Hugo, which sold more than 150,000 copies. It tells the story of Thomas and his friends during their early high school days in Hoërskool Leeukop.

The cast includes young actors like Paul Loots (*Roepman*-fame), Andrea Pienaar, Khanya Ndwandwe, Caleb Louw and Melisha Arnolds, as well as seasoned actors like Eric Nobbs, Joanie Combrink en Albert Maritz, Susanne Beyers, Waldemar Schultz, Neels van Jaarsveldt and Tertius Meintjies.



THOMAS@

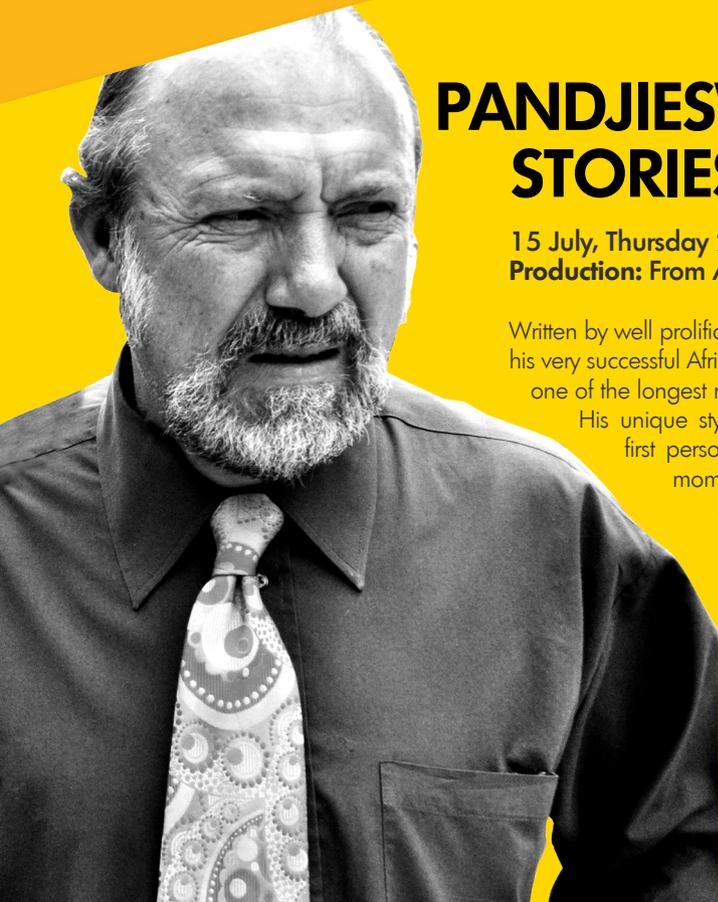
# PANDJIESWINKEL STORIES

15 July, Thursday 20:00 - 21:00  
Production: From April

Written by well prolific writer P.G. du Plessis, this series will be like his very successful Afrikaans stories like *Koöperasiestories*, which was one of the longest running drama series on SABC.

His unique style include storytelling in general, as well as in the first person – from tongue in the cheek comedy to very tragic moments. Lead actors include Frank Opperman, Deon Lotz en Elize Cawood.

- The time band profile skews female, making up 61% of the total time band viewership.
- 87% of viewership falls within the age group 35+
- 93% of the viewership falls within LSM 8-10.
- The premier time band was the best performing, averaging 1.6 ARs, which equates to 150,363 viewers.
- Episode 6 of the premier time band had the best performance, average of 2.0 ARs, which equates 181,151 viewers.



# BRAVO!

Thursday, 19:30 - 20:00  
Production: Ongoing

Glitz and glam – all presented in an upbeat, high tempo style. The gorgeous presenters, who also happen to be funny and entertaining, interview stars, musicians, fashion designers and movers and shakers. This show features in the top three rated shows every week.

- The audience profile for Bravo skews female, making up 53% of the total viewership.
- 92% of the viewership falls within LSM 8-10.
- The premier show averaged 127,790 viewers (1.76AR's).
- The audience flow by episode shows a consistent performance for the premier.
- Bravo had the best performance time band of the week Monday – Friday (19:30-20:00).



Royalty  
**Soapie**  
Awards 2014

**BRAVO!**



# FIËSTA

**Mondays, 19:30 - 20:00**

**Production: Ongoing**

*Fiësta* is one of kykNET's longest running and top rated shows. The show travels around the country, profiling the most popular festivals. Music, theatre, art and culture are explored through the eyes of some of the country's top performers who take turns hosting the show. *Fiësta* is immensely popular and has secured it's place on the kykNET's schedule as a weekly hit, broadcasting a brand new episode every Monday night.

- The *Fiësta* profile skews female, making up 66% of the total viewership.
- 91% of viewership falls within the age group 35+
- 86% of the viewership falls within LSM 9-10.
- The premier show averages 109,161 viewers (1.51AR'S).

# KWÊLA

**Wednesday, 19:30 - 20:30**

**Production: Ongoing**

*Kwêla* is a channel staple which showcases everyday people doing amazing things. *Kwêla* also visits and explores all 9 provinces, looking for great human stories. The show has competitions such as *Town Of The Year*, which receives more than 400,000 votes annually. A wonderful smorgasbord of content every Wednesday.

- The *Kwêla* profile skews female, making up 58% of the total viewership.
- 84% of viewership falls within the age group 35+
- 96% of the viewership falls within LSM 9-10.
- The premier show averaged 111,474 viewers, whilst the repeats shows averaged above 10,000 viewers.
- *Kwêla* sits at no.18 of the top 20 performing shows on kykNET.



# DIE NATANIËL TAFEL

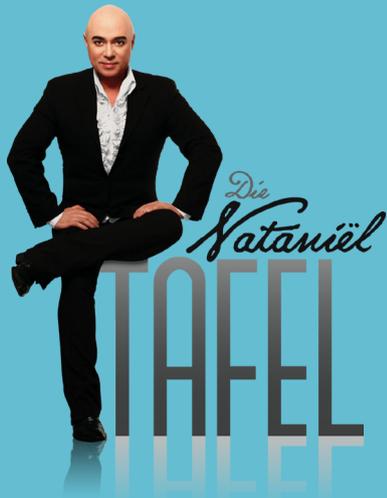
SEASON 4 & 5

15 July 2014, Tuesday  
19:30 - 20:00

Production: April & September

Join the third and fourth season of the gastronomic, creative and over the top *Die Nataniël Tafel*. Nataniël's personality and quirky sense of humour promises high ratings. His recipes are inventive and his table décor out of this world. Season 4 starts on 15 July 2014.

- The *Die Nataniël Tafel* profile skews female, making up 56% of the total program viewership.
- 83% of viewership falls within the age group 35+
- 97% of the viewership falls within LSM 8-10.
- The premier was the best performing, averaging 182,722 viewers for the period.
- Episode 2 of the premier had the best performance, reaching 263,967 viewers.



# KOKKEDOOR 3

10 April 2014, Thursday 20:00 - 21:00

**Production:** Season 2 production completed /  
Season 3 production commence October 2014.

*Kokkedoor* ushers traditional cooking (in our case, Afrikaans traditional) into the 21st Century - keeping the culture of traditional cooking and its recipes alive! Many heritage recipes have been lost, as they were never documented, but the *Kokkedoor* series aims to recover these lost gems.

The format brings together 10 teams, each consisting of an amateur "home cook" and a trained and skilled chef. Each week they will have to create a joined meal/dish for a specific event (usually an event steeped in nostalgia). Although they will have to remember the old, they will also need to bring something new to the party, without foregoing the authenticity of the meal/dish. Teams are eliminated and swapped as the series progress, until eventually only one team wins the title of *Kokkedoor Champion*.

The *Kokkedoor* series is based in the small, Karoo town of Prins Albert – a picturesque little village which, in the last few years, has successfully merged the old and the new. This year kykNET will broadcast the second season of their hit show, *Kokkedoor*. Internationally the *Kokkedoor* Format is represented and sold by Absolutely Independent.

- The *Kokkedoor* profile skews female, making up 63% of the total program viewership.
- 84% of viewership falls within the age group 35+
- 98% of the viewership falls within LSM 8-10.
- The premier was the best performing, averaging 303,561 viewers for the period.
- Episode 11 of the premier had the best performance, reaching 350,050 viewers.
- *Kokkedoor* ranked #2 in kykNET's Top 20 Program from 11 Apr – 10 Jul 2013

# BOER SOEK 'N VROU 7



2 October 2014, Thursday 20:00 - 21:00

**Production:** Call to Entry (Farmers): February 2014; Call to Entry Girls & Farmer's Promo, April & May 2014; Production, June to September 2014.

*Boer Soek 'n Vrou* is a reality dating series based on the international format *Farmer Wants a Wife*, in which 10 single farmers are courted by single, city girls not only looking for love, but also for a change in their lives.

The farmers selected for the show are chosen from hundreds of applicants and presented to the public in a special broadcast on kykNET in April.

Following the introduction episode, single ladies have two weeks in which to write a romantic love letter to the farmer of their choice. Based on the letters they receive, each farmer chooses 10 potential partners who they will get to know better through the show.

The cameras follow the farmers on their dates and capture the courting on film. Although the farmers have to send a girl packing every week, there is no competition element to *Boer Soek 'n Vrou* – no wedding or prize money is up for grabs. The series simply offers farmers the opportunity to meet other single people from which possible friendships and romances can develop. New presenter Nadia Beukes, will take the reins in helping the farmers to find their ideal partner.

When *Boer Soek 'n Vrou* premiered on kykNET in 2008 it was an immediate hit. Since then, viewer ratings have grown year on year, with the last season reaching record highs of an astonishing 47% audience share.

- The *Boer Soek 'n Vrou* profile skews female, making up 56% of the total programme viewership.
- 80% of viewership falls within the age group 35+
- 96% of the viewership falls within LSM 8-10.
- The premier was the best performing, averaging 308,754 viewers for the period.
- Episode 11 of the premier had the best performance, reaching 433,382 viewers.
- *Boer Soek 'n Vrou* ranked number 1 in kykNET's Top 20 Programs from 3 Oct 2013 – 1 Jan 2014



# DAGBREEK

Monday - Friday 05:30 - 07:30  
Production: Ongoing

*Dagbreek* is a morning TV show that runs weekdays between 06:00 and 08:00 with presenters Bettie Kemp, Riaan Cruywagen, Harald Richter and Elma Smit. Where South Africa's first morning breakfast show, the longrunning *Good Morning South Africa/Goeiemore Suid-Afrika* was fully bilingual, *Dagbreek* will just be in Afrikaans and contain inserts covering sport, entertainment, weather, traffic updates, news, talk and lifestyle inserts as well as agriculture.

- *Dagbreek* is currently the number one breakfast show on DSTV.
- 47% share in it's timeslot.
- Presenters: Riaan Cruywagen, Bettie Kemp, Rozanne McKenzie, Pierre Breytenbach, Johan Ferreira, Harald Richter & Elma Smit.
- We provide two full news bulletins daily which includes weather and sports reports and have daily newspaper headline discussions with some of the country's leading newspaper editors and reporters (Tim du Plessis – Media24, Adriaan Basson – Beeld, Pieter du Toit – Beeld, Waldimar Pelzer – Rapport).
- We have weekly political discussions with political analysts Anthonie van Nieuwkerk and Piet Croukamp.
- Daily agriculture updates and news.

# NEGE MAANDE

10 July 2014, Thursday 20:00 - 21:00  
Production: March

There are nine months that are certain to change your life, how you feel about yourself and how you feel about others. You will cry, you will laugh, you will panic and you will celebrate. Those nine months come in three trimesters and when they are over, life, as you know it is changed forever.

*Nege Maande* is a 13 – part docu-reality series which explores nine months of pregnancy and parenting. A riveting series packed with real drama, which follows a group of diverse women (and men) as they embark on their journey to parenthood. *Nege Maande* will look at what it's like to become a new parent despite surroundings of limitations or luxuries. This year kykNET will broadcast the 2nd season of this hit show, and will also focus on adoption and fertility issues.

- The show has a slightly higher female skew, making up 56% of the audience. This clearly illustrates that there are approximately 44% male viewers.
- Just over 90% of the audience falls within LSM 8- 10 categories.
- This program averages 264,575 viewers against the Adults 15+ Target Market and 255,559 viewers against the Afrikaans 15+ Adults target market.
- *Nege Maande* sat at number 11 on the Top Program list for kykNET during it's season and averages 301,55 viewers.





## PROESSTRAAT

5 January 2015, Mondays 20:00 - 20:30  
Production: November 2014

"Proesstraat" is improvisational comedy. There is no script and very little editing. All the actors have ear pieces and they must follow instructions given to them by the director. She can speak to one or more of them at a time without the others hearing and they have to act on her instructions immediately....to the live audiences delight!

The third season of 26 episodes of kykNET's Top Ten show, *Proesstraat* is back on air! In this season Waldi moved to Hollywood to chase his acting dream and Melt Sieberhage is now renting the flat, but oh dear! The rent is expensive and Melt will have to look for a housemate to share the expenses.

Wikus du Toit and Pierre Breytenbach are the best friends who visit regularly and we meet new friends, like Pierre van Heerden, Cindy Swanepoel, Ilne Fourie, Mortimer Williams and Desire Gardner with guest appearances by Ben Kruger, Toks van der Linde, Hannon Bothma, Cobus Visser and others. Veteran actress Elize Cawood is the new director and thrills with her authority and wicked sense of humour.

- The time band profile skews female, making up just over 60% of the total time band viewership.
- Over 90% of the Audience falls within the LSM 9-10 category.
- The Premier episode delivers on average, nearly 80,000 viewers
- Sundays @ 20:30 have been quite a popular repeat for Episode 1 and 2.
- Repeats on Mondays at 11:00 and Teasdays at 15:00.
- From April-July 2013 when *PROESSTRAAT* aired on kykNET, it ranked at number 11 in the Top 20 Programs for the said period.

## MUNISIPALITEIT VAN GWARRA GWARRA

7 July 2014, Mondays 20:00 - 20:30  
Production: From April

From the pen of Willie Esterhuizen, well known for creating hit sitcoms like *Orkney Snorkney*, *Vetkoekpaleis* and *Molly en Wors*, comes a new laugh-a-minute tour de force. In the same genre as *Spin City*, *Men from the Ministry*, *The Office* and *The Thin Blue Line*.

*Die Munisipaliteit van Gwarra-Gwarra* has seven characters from widely different backgrounds and with vastly different values - thrown together in this small town to manage the municipality against the background of the "new" South Africa where everything is different. A-list actors will star in this sitcom, including the legendary Willie Esterhuizen himself.

- The time band profile skews female, who make up 64% of the total time band viewership.
- 86% of viewership is age group 35+.
- 95% of the viewership falls within LSM 8-10.
- The premier time band was the best performing, averaging 0.5 ARs, which equates to 138,080 viewers.
- Episode 2 of the premier time band had the best performance, average of 0.7 ARs, which equates 201,390 viewers.





## REPUBLIEK VAN ZOID AFRIKA

10 July, Thursdays 21:00 - 22:00

Production: May & June

Welcome to the *Republiek van Zoid Afrika*, kykNET's new late-night talk show where Afrikaners are plesierig! In the RZA, Karen Zoid chats and banter with her country's favourite thinkers, dreamers, decision makers and other brave, crazy and remarkable people – in Afrikaans and English.

The *Republiek Van Zoid Afrika* takes on the format of a classical late night talk show, complete with satirical 'skits', musical interludes and entertaining interviews with interesting and diverse guests.

The release of her first solo-album (*Poles Apart*) 10 years ago, fired the imagination of both critics and the public when Karen Zoid bursts onto the scene with the song *Afrikaners Is Plesierig*. The song became iconic and Karen Zoid became South Africa's queen of rock, crossing over between Afrikaans and English markets. TIME Magazine and US News & World Report highlighted her role as icon in the South-African market.

It is this crossover appeal, her witty sense of humor and her unique ability to really engage with a wide variety of people, that makes her the ideal host for this groundbreaking late night offering.



kykNET  
& kie

# kykNET & kie

KykNET&kie (channel 145) is one of the new channels that were added to the kykNET bouquet. Many popular series like *Agter Elke Man*, *Song vir Katryn*, *Egoli*, etc are repeated on this channel, as well as old classics.

Some new series include the glitzy magazine program *Kollig*, food series like *5-Sterre met Rueben Riffle* and *Cass se Kombuis* - aimed at the coloured market in the Western Cape.

# KOLLIG

Tuesdays, 21:00 - 21:30  
Production: Ongoing

*Kollig* is an exclusive magazine programme for kykNET&kie. This show covers everything from the most important and recent social happenings, people who inspire this market, rolemodels and everything inbetween. The three presenters of *Kollig* are young, energetic and modern. Their approach is fresh, light and all encompassing.

- Analysis of the program has shown that *Kollig* has more female than male viewers (46% Male / 54% Female).
- 70% of the audience measured between September - December 2013, fell in LSM 10.
- The Friday and Saturday repeats are proving to be very popular, in so far that it rakes in more viewers than the Premier episode.
- The last week in September ensured nearly 15,000 viewers.



## ONS STORIES

kykNET&kie is busy developing twenty TV films that will be aired from July. Each week, new characters will tell their stories that are uniquely and truly South African. Their stories come out of our community, are as truly South African as "braaivleis and pap" and our actors are home-bred.

These short documentaries will be most enjoyable. Stories that will make the viewer laugh and as well as shed a tear. Stories that will captivate the viewer - revealing our people and their culture. Stories that will diversify from the Cape countryside to the heart of Johannesburg. Each film will have its own secrets and the characters are unique to that story.

Various authors are presently very busy creating, and giving life to these characters. The authors originate from all over South Africa – from Uitenhage in the Eastern Cape to Johannesburg and beyond. New authors, actors and technicians are being groomed to participate in this project. The participation of the public in this project is also of great importance.

If we don't tell our own stories... who will?



# kykNET Musiek

This channel (146) host a variety of Afrikaans music – featuring music videos, music shows and top Afrikaans musicians. Also featuring latest punk rock music from 22:00 - 00:00.



## SÊR

August 2014

Production: April to August

*Sêr* is the biggest acappella sing-off on five university campuses in the country. The regional competitions spawned a national competition a few years back, and currently it's one of the biggest singing competitions in the country.

Residences from the respective universities go all out to win their regional competitions. Then the winning male and female groups from each university compete in an epic showdown at Nationals. The *Sêr* experience will be broadcast over 9 episodes for kykNET Music (Channel 146) and on the Premium channel kykNET as well.



## SKOLE TOP 10

Mondays 17:00 - 18:00

Production: Ongoing

A music show where schools get the chance to request their top 10 music video's. Each program is filmed at a different school across the country.

- This program has a female skew (55% Female / 45% Male) whilst 83% of the viewers fall in the LSM 9-10 category.
- The premier episode (Monday at 17:00) ensures just over 6,000 viewers.
- During the period September-December 2013, there were a few spikes where well over 50,000 viewers, cumulatively, were reached during the week.

The background is a vibrant pink color with a repeating pattern of pixelated Pac-Man characters in various sizes and orientations. A horizontal bar with four colored segments (orange, purple, green, blue) is positioned above the text.

**SPECIAL**

The background of the entire slide is a vibrant purple color. It is decorated with a repeating pattern of pixelated elements. There are several large, light purple alien-like creatures with two eyes and a wide, jagged mouth. Interspersed among these are smaller, dark purple coin-like shapes with a 'C' on them. The pattern is scattered across the entire surface.

SPECIAL  
PROPERTIES

# PROPERTIES

INTEGRATED MARKETING OPPORTUNITIES

# kykNET FIËSTA'S

The kykNET Fiëstas is an awards ceremony where up-and-coming and established Afrikaans artists and theatre productions are honoured. The nominations are selected from productions that debuted at Afrikaans arts festivals countrywide and are announced in December. The official awards ceremony will be held during March 2015 and forms part of a glitzy live broadcast.





## SILWERSKERMFEES

The *Silwerskermfees* celebrates Afrikaans films in both long and short format. Every year 13 short films and five full-length feature films make their debut at the festival held in Cape Town.

One of the most dynamic aspects of this year's festival is the development of 13 short films that are showcased at the event. These short films are selected from more than 150 entries and comprise of different genres ranging from black comedy to drama, horror to thriller and more.

## MK AWARDS

The MK Awards honours South Africa's top musical talents.

The red carpet arrival followed by the ceremony are broadcast live on the channel in March 2015. The awards have 10 categories, covering the best bands in the country.



## GHOEMAS

A Ghoema is an accolade by the Ghoema Trust to recognize outstanding achievement in the Afrikaans Music Industry, featuring mostly popular music. It is the only independent music award ceremony of its sort in South Africa. The event was established in 2012. The ceremony is held in March every year and the show is broadcast on kykNET.



## MVP

*The Music Video Project.* Production companies team up with bands and artists to create a concept and treatment for a music video, accompanying an original track by the artist. All 10 music videos will be premiered exclusively on kykNET Musiek.

## AFRI-VISIE 'SKRYF 'N TREFFER'



A brand new and exciting song writing competition. Viewers are invited to write the next big Afrikaans hit song. From lyrics to melodies. Commences in March.

The final event will broadcast early 2015.

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