



2018

CHANNEL STRATEGY

BRICS CHANNEL DESCRIPTION

Moja Media BRICS is a local inter-continental Current Affairs channel driven by content from the Global South, which will be broadcast on the StarSat Bouquet.

Unapologetically biased towards promoting and advancing the interests of the Global South and all developing nations by offering a wide spectrum of formats – documentary, news, in-depth reports, analysis, talk shows, lifestyle and reality.

BRICS boasts programming from Russia, China, Nicaragua, Cuba, Venezuela, Bolivia, Paraguay, Ecuador and South Africa, with a skew towards profiling the various activities and projects of the BRICS coalition across the socio political and economic spectrum.

INFORMATIVE

Commitment to producing interesting, useful and relevant information.
Cutting edge reporting.

INNOVATIVE

Dedication to featuring new, ground-breaking methods of media production.

CREATIVE

Aiming to nurture imaginative and visionary environments for engaging and entertaining content

CHANNEL OBJECTIVES

- To address centuries of underdevelopment and exploitation of the Global South in all areas of human development
- To challenge and change the existing Western narrative on geo political events, policies and stratagems
- Facilitate greater awareness, understanding and also appreciation of the many peoples and cultures which comprise the Global South nations
- To mobilize both governments and communities in the Global South around key local and international campaigns
- To bring ordinary people closer to what's happening in high level engagements
- To provide competitive, high quality content on a professional, smooth-running platform
- To build an adequately resourced operational team that is committed to a high standard of delivery

TARGET AUDIENCE

The Moja Media BRICS viewer is comfortable in their identity as an African and is concerned with basic issues of survival in the global ghettos, townships, favelas and sprawling informal settlements of the world. Accommodates differences of opinion, culture and religion and sees themselves reflected in universal stories and issues that impact marginalized communities in the Global South.

LSM 5-8

URBAN

PERI URBAN

RURAL



Community Oriented



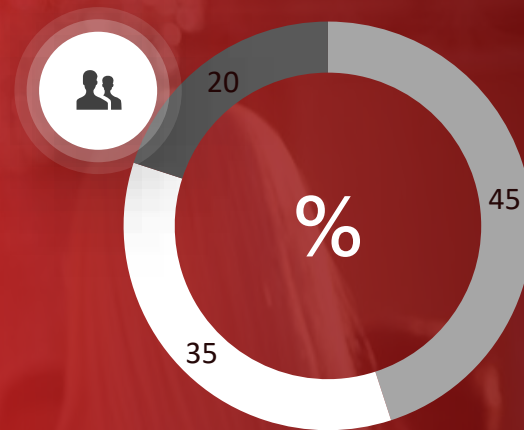
Current Affairs and News Lovers



Socially Aware



Aspirant



- Primary: Youth (16-35)
- Secondary: Male (30-55)
Female (25-55)
- Tertiary: University Students (16-35)



Primarily English, with subtitles for vernacular audio

VIEWER PROFILE

MOJA MEDIA



The BRICS channel viewer is an ordinary South African with dreams and aspirations of a better life for all. They celebrate their African heritage and identity and are eager to learn about other cultures and identities across the world. They will always support the underdog and will resist injustice wherever they might find it. They are prone to social activism and believe that nothing is achieved without engaging the issues of the day. They are our future leaders and are outspoken, opinionated and don't shirk from tackling problems head on. They aspire to see themselves and their communities doing better.

STRENGTHS

- ✓ Unique positioning as the only inter-continental Current Affairs platform in South Africa
- ✓ Content development and operational staff comprise of award winning individuals with significant experience (collectively around 40 years) in television production, broadcasting and feature films
- ✓ Many of the staff come from a strong activist background through involvement in the anti-apartheid struggle in South Africa and thus have developed a measure of critical thought that allows in-depth analysis across a broad range of subjects
- ✓ Strong and established links, both at government and organizational level, with countries across the Global South
- ✓ Programming already sourced from a cross section of Global South countries



WEAKNESSES

- ✓ Lack of trust in StarSat as a broadcaster as it is either unknown and/or seen as a weaker alternative to DSTV
- ✓ A small subscriber base, making it challenging to start monetizing airtime
- ✓ Limited budget from the onset to acquire content and/or specialized staff
- ✓ A very small team that has to launch and operationalize the Channel

OPPORTUNITIES

- ✓ An unprecedented opportunity to communicate with audiences in the Global South outside of the mainstream media of the West
- ✓ By profiling the various accomplishments, developments and strategies of the Global South countries the Channel can drive both investment and development in these countries
- ✓ To counteract the growing international media campaigns by Western interests to discredit both the leadership and attempts by BRICS countries to foster closer political, trade and cultural relations amongst members

THREATS

- ✓ Inability to produce subscriber numbers viewed by potential clients with suspicion and reservation
- ✓ Lack of sustainable programming from countries from the Global South
- ✓ Lack of sustainable South African content from local producers that is relevant to South African audiences
- ✓ Competing with existing News & Current Affairs channels on the DSTV Bouquet

GROWTH PROSPECTS

HOW TO GROW THE SOUTH AFRICAN
CUSTOMER BASE

01

Acquire authentic local content, targeted at a South African audience

02

Ensure that international content is current and fresh and relevant to our target audience

03

Create interactive platforms through the use of social media

04

Minimize the repeat ratio in prime time slots in order to create a new loyal customer base

05

Advertise and Market the Channel through radio and community and mainstream newspapers

06

Develop an online presence on all Social Media platforms – FaceBook, Twitter, Instagram, YouTube, etc.

BRAND POSITIONING

The BRICS channel is a current affairs channel that offers critical and in-depth analysis of issues affecting the Global South through informative, innovative and creative programming, with a particular focus on celebrating the achievements and milestones reached between the countries that form part of the BRICS collective.

1

Brand Positioning

A flagship Local and Intercontinental Current Affairs Channel

2

Programming

High quality current affairs programming from TeleSUR (Nicaragua, Cuba, Venezuela, Bolivia, Paraguay, Ecuador) that is grounded in thorough research, whether in-depth reports and analysis of current issues impacting the Global South, news, talk-shows, interviews, reportage, documentaries, or current affairs features (40%); South African news & current affairs inserts, panel discussions and documentaries (20%); Chinese programming (30%); and Russian programming (10%).

3

Schedule

24 hour schedule with 3 hours of fresh prime time content

4

Tone & Style

Authentic voices from the Global South which aim to present issues affecting their communities in their own words, in their own voices. Well-researched expert analysis that is fresh and alternative to the mainstream Western media. An in-your-face, no-holds-barred channel that challenges the existing narrative yet is entertaining, informative, innovative and creative.

5

Differentiator

New, unique approach to current affairs and news that offers a diverse range of programs from Latin America, South Africa, China and Russia

6

Key Messages

Know your neighbor in the Global South
Poverty alleviation is crucial to the wellbeing of all impoverished communities across the globe
We are all world-class citizens with our roots embedded in the continent we were born in

PROPOSED PROGRAMMING

The logo for 'Imaginary Lines' features the words 'IMAGINARY' and 'LINES' in a white, sans-serif font, with 'LINES' being larger and more prominent. Below 'LINES' is a faint, stylized graphic of a globe or a network of lines.

Imaginary lines

- ✓ An investigative current affairs program that analyzes the structural origins and human consequences of the different approaches to media as they cut across countries and hemispheres

The logo for 'Inside the Americas' features a black silhouette of the Americas (North and South America) against a dark background. The text 'INSIDE THE AMERICAS' is written in white, sans-serif capital letters across the middle of the map.

Inside the americas

- ✓ An in-depth reportage and analysis program from Latin American correspondents, about the most important developments in Latin America

The logo for 'The World Today with Tariq Ali' features a collage of images, including a globe, a map, and the text 'WITH THE WORLD TODAY' and 'TARIQ ALI' in bold, sans-serif capital letters.

The World Today with Tariq Ali

- ✓ A weekly review of world politics by one of the world's sharpest and most outspoken political analysis



PROPOSED PROGRAMMING



THE GLOBAL AFRICAN

Global African With Bill Fletcher

- ✓ A dialogue program between Bill Fletcher, Jr. and guests who discuss issues and struggles relating to Africa and the African Diasporas around the world



Just Cause

- ✓ An in-depth look at different social, political and economic struggles and conflicts throughout Latin America



Current Affairs Inserts & Documentaries

- ✓ South African Content
- ✓ Chinese Content
- ✓ Russian Content





KEY TIME SLOTS

Daily Time Bands

17:00 – 17:30	Reportage - Inside the Americas/TeleSUR Reports/Real USA & BRICS/SA Reportage
17:30 – 18:00	Face to Face/Interviews – Interviews From Cuba/Mexico/Washington & Local SA/BRICS Interviews
18:00 – 18:30	News – BRICS News & TeleSUR News
18:30 – 19:00	Current Affairs Feature – Just Cause/Lives/Open Files & SA/BRICS Current Affairs Features
19:00 – 19:30	Actuality – Laura Flanders Show/Atomun/Know Your Body & SA/BRICS Actuality
19:30 – 20:00	Panel Discussion/Current Affairs Inserts - Twice a week
20:00 – 20:30	Talk/Analysis/Dialogue – Imaginary Lines/The World Today, with Tariq Ali/Global African
20:30 – 21:00	Documentaries (when available)

This is just an example of what the daily time band (with 3 hours fresh content) could look like.

BRAND ACTIVITIES

The idea is to make the brand more visible, build recognition and familiarity in order to get the average person on the street talking about the BRICS Channel.



Cross Pollination

The channel aims to have dedicated promos and content running on other channels across the platform to promote specials and key content.



Social Media

With dedicated social media pages and handles, the channel aims to start facilitating interaction with audiences to create brand awareness, and also received feedback on various offerings.



Event Partnerships

By partnering with governments, NGOs and institutions of the BRICS collective as well as other Global South countries, especially here in Africa, at major events/summits, for example, like the upcoming BRICS Summit in South Africa, and FOCAC Summit in China, or the AU Summit, the Channel hopes to establish a presence in the media world.



Government Agency Barter Deals

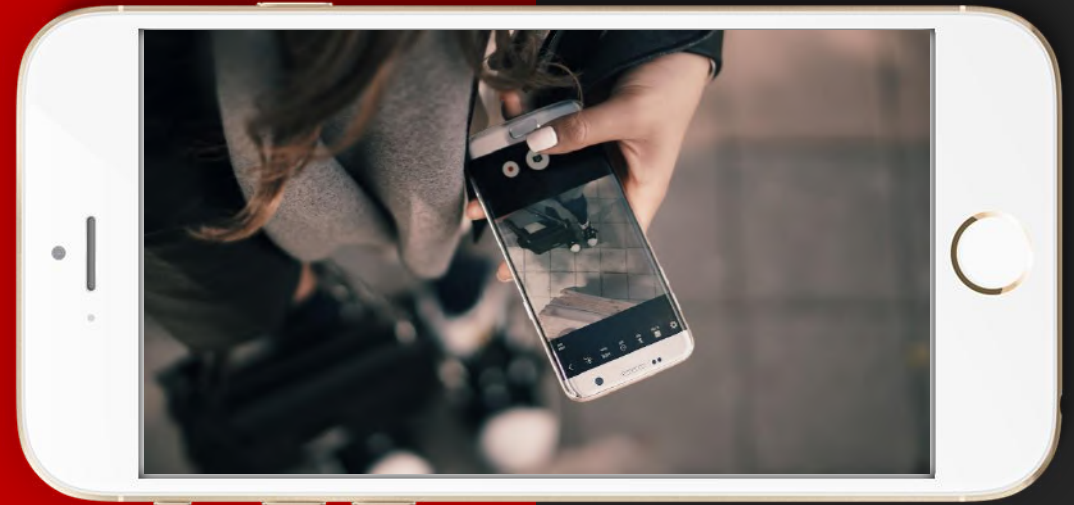
The Channel will offer governments and state agencies of the Global South, and especially the BRICS countries, a platform for their professionally packaged, quality content in exchange for free airtime to market their countries, campaigns and/or organizations to South Africa and Africa.



USER-GENERATED CONTENT

MARKETING AND VISIBILITY

The BRICS Channel will explore new and innovative ways of generating content at affordable cost, including social media driven user-generated content, which has the potential to reach previously untapped audiences and create fun, lively interaction.



STRATEGIC MEDIA PARTNERSHIPS

MARKETING AND VISIBILITY

The BRICS Channel will engage with prominent nationwide radio stations (these still need to be identified) with a view to creating a strategic partnership that gives the channel exposure and access to a wider and more relevant audience. Some of the content could be produced as radio inserts and then broadcast on these radio stations. Furthermore, the channel also needs to seek partnerships with mainstream newspapers like Independent Newspapers or City Press/Sowetan to have print media run stories about some of the programming and even showcase some of the stories in print form.



WEAKNESS

These government-viewer interactive sessions have to be objective and on the side of the viewer, otherwise the Channel will be seen as just another government mouthpiece.

STRATEGIC GOVERNMENT PARTNERSHIPS MARKETING AND VISIBILITY

By building strategic partnerships with governments and state agencies of the BRICS countries, as well as other countries in the Global South, the BRICS Channel will position itself to speaking directly to the desired target market by offering these governments/state agencies free airtime to address their local and global audience about how they are planning to tackle the glaring problems the Global South are confronted with. These can be viewed as government-viewer interactive sessions.

Viewers can have direct interaction with government representatives to address issues impacting their communities while government can tackle community problems far more effectively.

STRENGTH

EVENT

STRATEGIC EVENT PARTNERSHIP MARKETING AND VISIBILITY

Moja Media BRICS Channel will compile a calendar of all the major events, conferences and summits of the BRICS and Global South countries with a view to creating a partnership with the organizers. The Channel will promote the events/conferences/summits, and at the same time, the Moja Media BRICS brand will also inevitably be promoted.

In time, the coverage of these events/conferences/summits will also provide content, which will be produced and edited in-house to create a very specific, current and involved space for the channel to interact with its audience.

SOCIAL INVOLVEMENT

MARKETING AND VISIBILITY

Moja Media BRICS Channel is uniquely positioned as a socially aware and active platform, which takes an active interest in the wellbeing of its viewer. By partnering with effective existing social initiatives e.g. the #metoo campaign, or Unite for Syria – the Moja Media BRICS Channel will create visibility for the StarSat Brand.

Social Media activism provides another easily accessible avenue that enables affordable visibility and credibility for the Channel and the platform.



CONTENT BALANCE

Genre	Fresh Hours Required	Total Percentage (%)	Total Percentage Local Percentage	Total Percentage International Percentage
News	14	16.5	30	70
CA Inserts	8	9.5	30	70
Panel Discussion	4	4.5	60	40
Talk/Analysis/Dialogue	14	16.5	10	90
CA Features	8	9.5	20	80
Reportage	14	16.5	20	80
Documentary	4	4.5	50	50
Actuality	12	14.5	40	60
Face To Face/Interviews	8	8	30	70
Total	84	100		