



via.



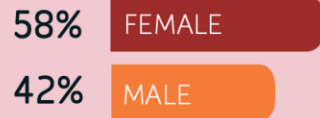
REGTIG,
EGTIG.

VIA CHANNEL PROFILE.

Positioning

A lively, inspiring and unpretentious DSTV lifestyle channel for Afrikaans families.

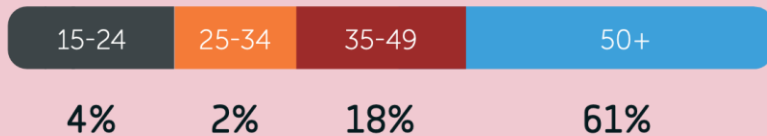
Gender



SEM



Age



Race



Content pillars

-  Food & Diets
-  Relationships & Weddings
-  Style
-  Reality

Social media

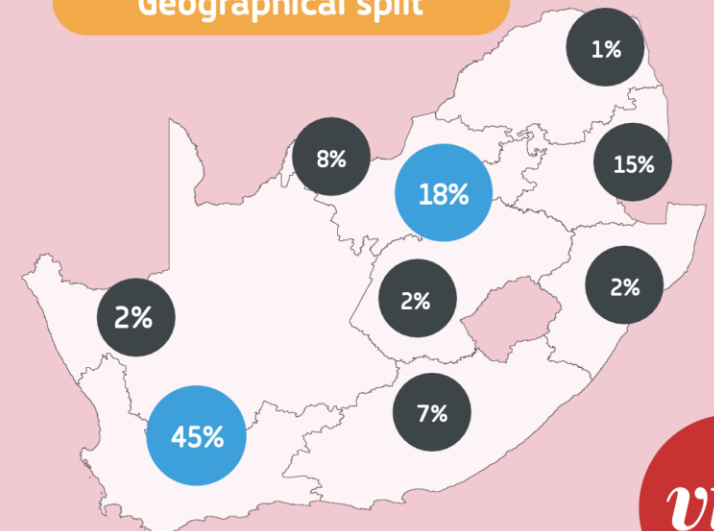
-  210k followers
-  49,5k followers

137 484
Prime time viewers

221 051
Daily viewers [any duration]

TAMS // ARIANA (Feb 2024)

Geographical split



FIVE THINGS TO KNOW ABOUT VIA

1 VIA AVERAGES IN THE **TOP 3 LIFESTYLE CHANNELS** IN ANY LANGUAGE.

2 VIA HAS DECLINING CPTS AND CPPS AND GUARANTEES A MAXIMUM **CPT OF R180** AND **CPP OF R7 500**.

3 THE MAJORITY OF VIEWERS ARE IN THE **HIGH-INCOME** GROUP.

4 A MINIMUM OF **3:1 ROI**.

5 VIA CAN OFFER A **BESPOKE PACKAGE** TO SUIT YOUR STRATEGIC NEEDS AND BUDGET.



Headstart

Reality

13 x 23min episodes

Headstart is a transformative reality TV show hosted by Madelein Hendricks, a renowned recruitment expert. Set against South Africa's challenging job market, the show offers a lifeline to job seekers through a dynamic blend of personal stories, expert advice, and hands-on career coaching. Each episode follows a job seeker's journey from personal interviews and resume revamps to interview preparations and styling sessions. With insights from industry experts and practical guidance, candidates receive the tools needed to secure employment. "Headstart" not only highlights the struggles of job seekers but also celebrates their triumphs as they land their dream jobs, providing hope and actionable strategies for many.



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Headline sponsorship

ELEMENTS	Duration	No of Elements Per Show	Premier show (Prime)	Repeat show (Prime)	Repeat show (Off-Peak)	Total Value
Opening & Closing Billboards	10"	2	26	26	52	R156 000
Ad Bumpers - Top	5"	2	26	26	52	R140 400
Ad Bumpers -Tail	5"	2	26	26	52	R140 400
In program TVC	30"	1	13	13	26	R130 000
Squeeze back	10"	1	13	13	26	R85 800
Integration	Integration (incidental branding and verbal mention) in a minimum of two episodes					R43 500
VIA Spot package	30"	60 ads per month, for 4 months (70% in prime time)				R732 000
VALUE OF CAMPAIGN (excl VAT)						R1 428 100
COST OF CAMPAIGN (excl VAT)						R450 000

* Sponsorship elements are subject to availability and approval from channel

* Any product needed for integration, must be supplied by client.

Associate sponsorship

ELEMENTS	Duration	No of Elements Per Show	Premier show (Prime)	Repeat show (Prime)	Repeat show (Off-Peak)	Total Value
Squeeze back	10"	1	13	13	26	R85 800
In program TVC	30"	1	13	13	26	R130 000
Integration	Integration (incidental branding and verbal mention) in a minimum of one episode					R21 750
VIA Spot package	30"	60 ads per month, for 3 months (70% in prime time)				R549 000
VALUE OF CAMPAIGN (excl VAT)						R786 550
COST OF CAMPAIGN (excl. VAT)						R170 000

* Sponsorship elements are subject to availability and approval from channel

* Any product needed for integration, must be supplied by client.

Episodic sponsorship

ELEMENTS	Duration	No of Elements Per Show	Premier show (Prime)	Repeat show (Prime)	Repeat show (Off-Peak)	Total Value
Logo Credit	1"	1	1	1	2	R5 000
Integration	Integration (incidental branding and verbal mention) in a minimum of one episode					R21 750
VIA Spot package	30"	30 ads per month, for 3 months (70% in prime time)				R274 500
VALUE OF CAMPAIGN (excl VAT)						R301 250
COST OF CAMPAIGN (excl. VAT)						R75 000

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* Any product needed for integration, must be supplied by client.