



## THE MARKET

M-Net started as South Africa's first pay TV channel and platform and has since evolved into an array of channels available on the DStv platform. South Africans demand and appreciate the best possible broadcast entertainment. M-Net brings them the best - first, and all in one place, making watching M-Net a rewarding and exciting experience.

Through sourcing and producing premium quality programmes, M-Net provides world-class entertainment supported by leading-edge technology and innovative marketing concepts. A number of powerful channels and programme brands are available in addition to perennial favourites like *Carte Blanche* and *Egoli*.

M-Net's primary focus is on movies and award-winning series; however, subscribers can also enjoy sports programmes, music programmes, children's and teenagers' programmes, as well as a variety of local productions. M-Net boasts an array of channels, broadcasting to over 1.5 million subscribers in 49 countries across Africa. Demographically, M-Net has identified its market as Living Standards Measures (LSM) 9 and 10: at-home singles, young couples, new parents, mature parents and "golden nests".

## ACHIEVEMENTS

M-Net has been at the forefront of producing African versions of international interactive and reality-based shows like *Fear Factor*, *Big Brother*, *Idols*, *B on M-Net*,



*Project Fame*, *The Block*, *Star Maker Story* and *Survivor*.

M-Net was also first in bringing viewers a dedicated African film channel, AfricaMagic. The channel was launched in an effort to showcase Africa's tremendous production talent, which would otherwise struggle for attention in the global market. As a Pan-African broadcaster, M-Net is committed to showcasing African talent.

M-Net has also produced and broadcast hundreds of series and programmes for different target groups living on the African continent.

## HISTORY

The Electronic Media Network Limited was founded in 1985 as South Africa's first private subscription television service. The first broadcast, comprising one 12-hour channel, took place in October 1986. Now in its 21st year of providing entertainment, M-Net has

grown from one pay channel to offering over ten channels. Since its inception, M-Net has led the way in quality broadcasting in Africa. Over the years, subscribers have been able to enjoy increasingly diverse programme line-ups and a compelling choice of channels. These meet the demands of M-Net's diverse audience.

## THE PRODUCT

The original M-Net channel is a 24-hour general entertainment channel that offers primarily movies and series. M-Net broadcasts the Community Services Network (CSN) terrestrially in South Africa. Included in this line-up are community channels unique to M-Net:

- EastNet - for the Indian community
- Canal Portuguesa - for the Portuguese community
- Christian Network and Rhema TV - for the Christian community

MultiChoice provides the DStv (digital satellite) bouquet of channels on which M-Net broadcasts several other channels. These include:

- M-Net Movies 1 - an 18-hour channel
- M-Net Movies 2 - a 24-hour movie channel
- K-World - offering an innovative mix of international and local children's programming for 12 hours a day
- GO - a youth entertainment channel

Following international trends, M-Net also offers thematically packaged channels:

- M-Net Series - comprising 24 hours a day of award-winning series
- kykNET - a general entertainment channel, aimed at the Afrikaans community
- Channel O - a channel dedicated to urban





African youth

- ActionX - a channel showcasing action-packed movies and series
- AfricaMagic - featuring movies and programmes made across the African continent
- MK 89 - a music channel featuring the hottest new local and international music videos
- M-Net Holiday - knowing that the need for family entertainment increases during the holidays, M-Net hosts this channel on DStv during peak holiday seasons

### RECENT DEVELOPMENTS

In 2005, M-Net changed its pay-off line from “We call it Magic” to “Where Magic lives”. A decision was also taken to extend the M-Net brand by changing the names and imaging of some of its channels on the DStv platform. Movie Magic 1 and Movie Magic 2 were named to M-Net Movies 1 and M-Net Movies 2 and The Series Channel became M-Net Series.

Recently ActionX underwent a complete channel revamp. Originally, ActionX was positioned as a channel offering action-packed programming skewed towards a male audience. The new line-up offers exclusive programming in the action categories of sci-fi, supernatural and adult content. A new channel design was introduced to increase viewership by widening the appeal.

Another recent development for M-Net is the introduction of a new design for AfricaMagic, a channel featuring movies and programmes made across the African continent.

In 2006, ActionX and AfricaMagic expanded their programming to become fully-fledged 24-hour channels.

### PROMOTION

M-Net uses a range of fast-moving and constantly evolving marketing and promotional activities.

- On-air imaging. The on-air imaging of the M-Net channel is constantly updated, with these primary objectives in mind: to be of a premium quality in line with the M-Net channel offering; to showcase the stars on the channel; to make the viewing experience seamless and uncluttered; and to maintain a look and feel that is consistent across all forms of media and applications
- On-air promotion. This is used to showcase the best of the best programming on the channel. On-air promotion always builds on the channel proposition and builds the value of the offering
- Brand-building campaigns
- Programme advertising. Through above-the line advertising, M-Net continuously showcases the best of the best programming and the channel’s stars in a dramatic, innovative way
- SMS services. Another innovative service from M-Net is the SMS reminder service which is used to remind M-Net viewers of the broadcast dates and times of their favourite programmes



Publicity drives. Television journalists are constantly writing about the new, fresh and world-class content on M-Net and its channels

### BRAND VALUES

M-Net is committed to being upfront about expressing opinions, taking decisions and accepting responsibility. It strives to be brave, which combines being adventurous, innovative and often provocative - but never bland. But it’s never satisfied with just being a supplier of television programming. M-Net builds relationships with its viewers and is welcomed in every home as the kind of friend you would unhesitatingly introduce to anyone else in your social circle.

Entertainment is at the heart of the M-Net brand. M-Net never loses sight of the fact that people watch television, above all else - to be entertained. M-Net strives to seek out entertainment as much as is humanly possible - from all corners of the world, pursuing it with dogged determination.

M-Net is consistent only in the sense that you should always expect the unexpected.

Surprises are common experiences for M-Net subscribers, and they are always refreshing. M-Net never drifts into rigid and formulaic conformity. Its surprises are continual; it is surprising how much there is to see on M-Net and it is surprising how M-Net can take you beyond your normal confining world.

Nothing is grey at M-Net. Colour is evident everywhere, even behind the scenes. M-Net colour is more than literal, more than the opposite of black and white. It extends to attitude, to dress to a rainbow of programming variety. By integrating the pay-off line “where magic lives” with the brand logo, M-Net emphasizes that the brand is committed to creating the best television entertainment in Africa and beyond.

### THINGS YOU DIDN'T KNOW ABOUT MNET

- M-Net’s single 12-hour channel of 1986 has evolved into no less than ten channels, broadcasting to over 1.5 million subscribers in 49 countries across Africa
- M-Net created the continent’s first dedicated African film channel, AfricaMagic, which now broadcasts 24-hours a day with a recently revamped channel design
- Knowing that the need for family entertainment increases over holidays, M-Net provides a whole additional channel, M-Net Holiday, at these times
- M-Net’s Community Services Network (CSN) provides dedicated programming for the Indian, Portuguese and Christian communities, broadcast on M-Net’s terrestrial transmitters in South Africa, as well as over the DStv platform

