

Kom Ons Praat Daaroor

Woensdae

11:00

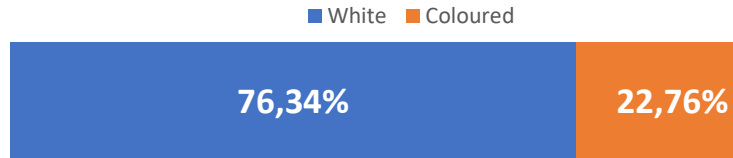
@kykNETtv



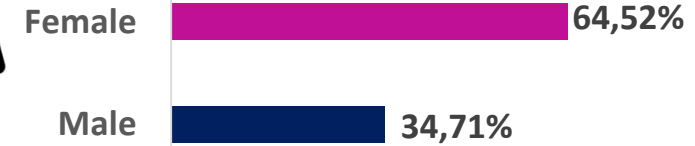
Kom Ons Praat Daaroor - Demographics



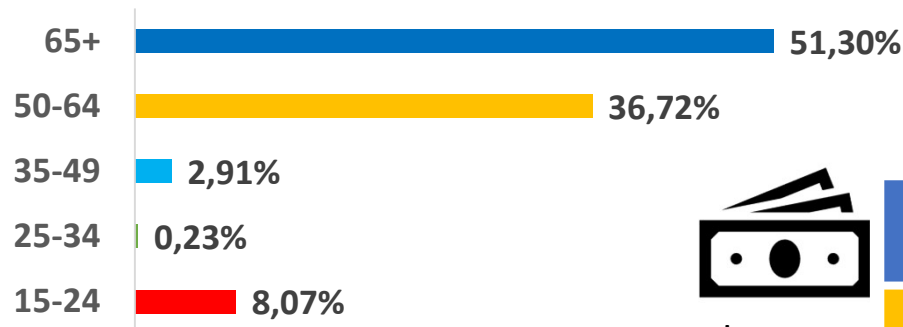
Race Group



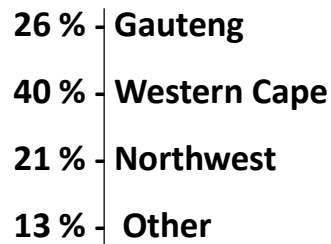
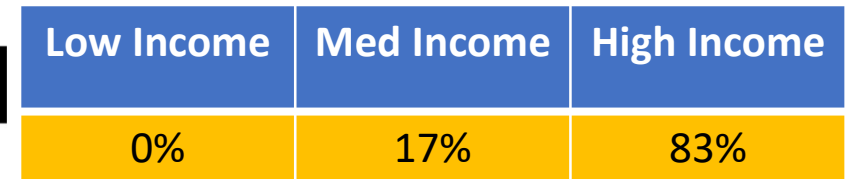
Gender



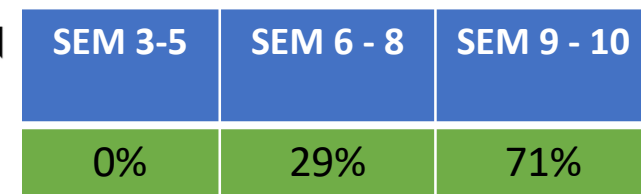
Age



Income

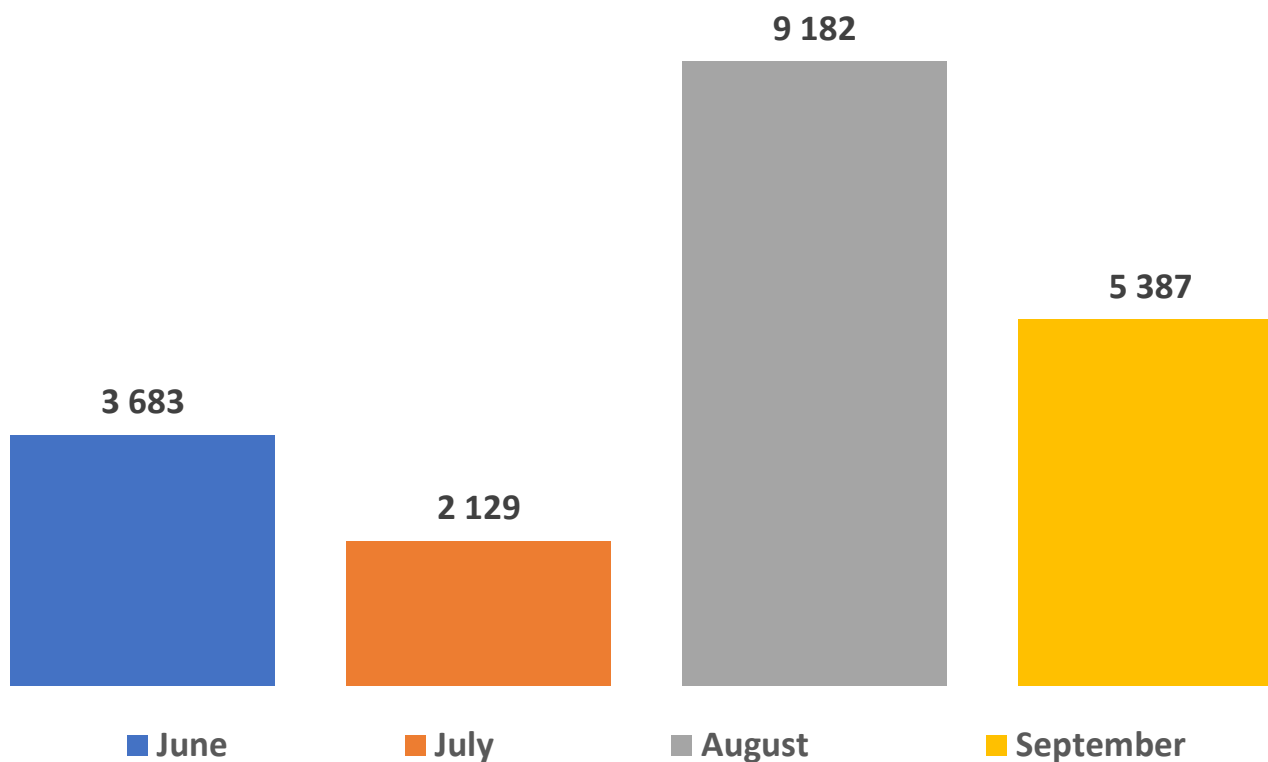


SEM



2022

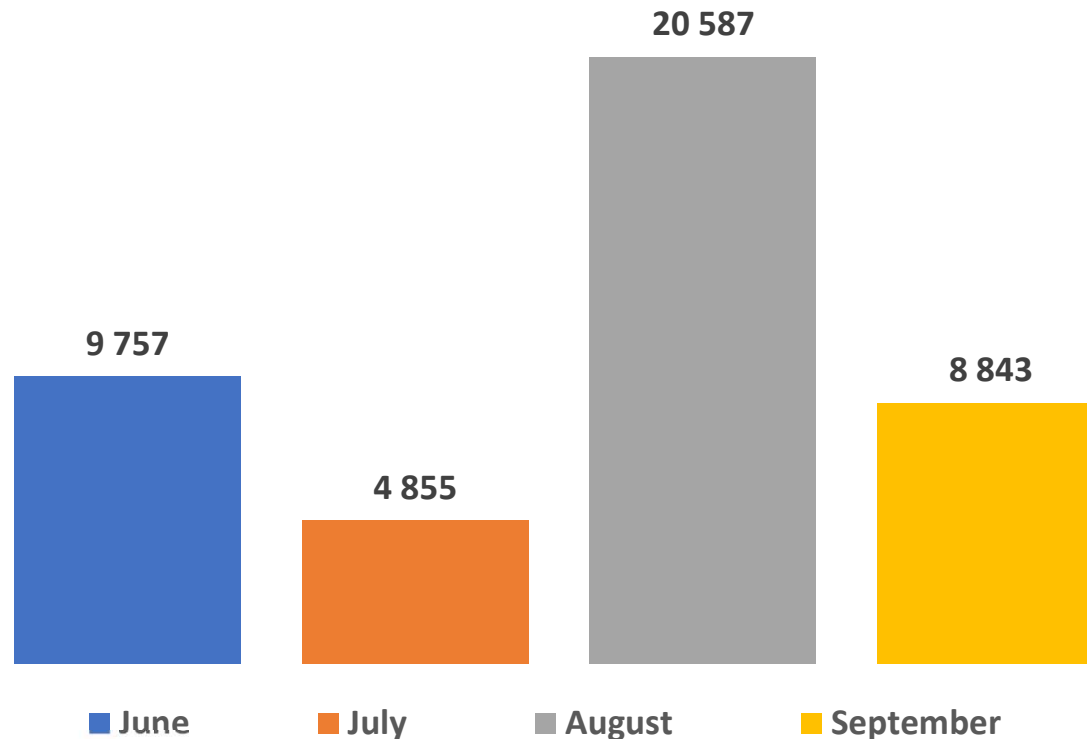
AMR - Average Minute Rating - Average number of individuals who have seen a specific program or daypart
Average 20 381 per month who seen the program



2022

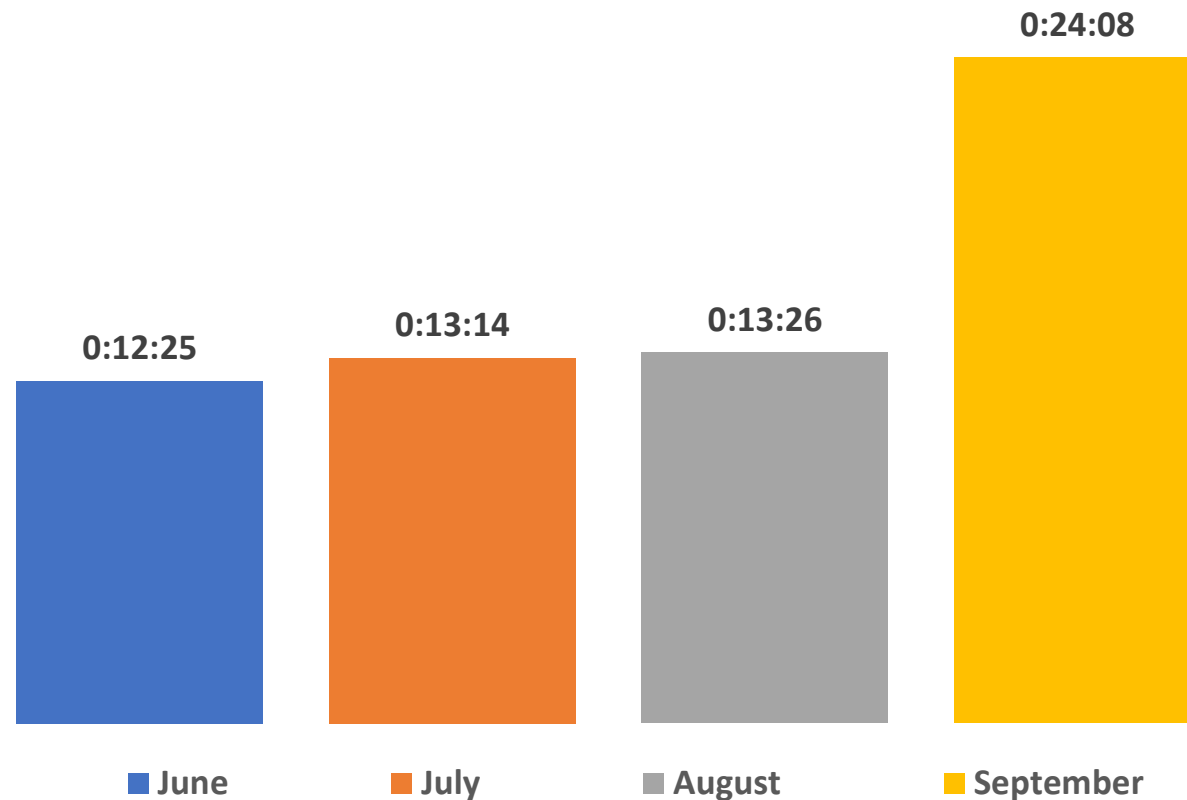
RCH - Reach - Number of different individuals watching at least one minute of a program or daypart

Average 44 042 per month who watch at least one minute of the program



2022

ATS - Average Time Spent - Average number of minutes seen by each individual who has seen the program or daypart



Program Sponsorship

ELEMENTS

- 1 x 10" Opening Billboard
- 1 x 10" Closing Billboard
- 1 x 10" Squeeze-back
- 2 x 5" Bumper to Ads
- 2 x 5" Bumper after Ads
- 1 x End Credit Logo
- 1 x End Credit Text
- 1 x End Board
- 1 x 10" Incidental Branding
- 1 x 15" Presenter Mention

4 x Episode Value: R48 131 excl VAT

4 x Episode Investment: R35 952 excl VAT

*Minimum of 4 weeks Sponsorship

*Excludes Production Cost

*Only one client per program (Exclusive)

*Elements will be build into show, that means no ad avoidance on Catch-up

