

# Ontbyt Grotes

Vrydae

# 17:00

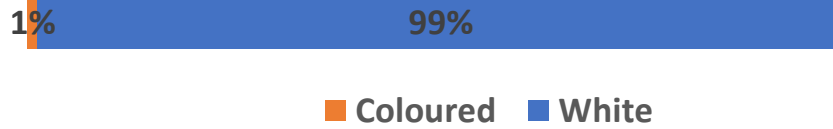
@kykNET.tv



# Ontbyt Grottes - Demographics



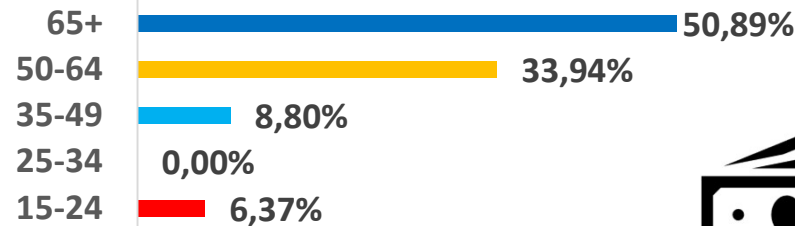
Race Group



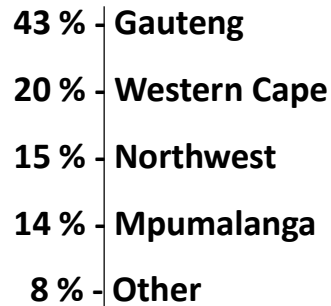
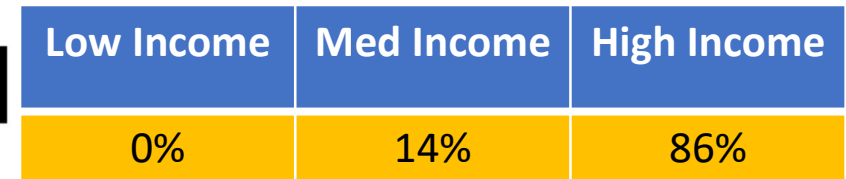
Gender



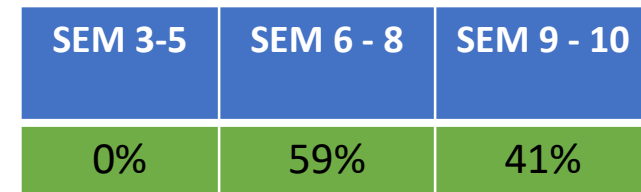
Age



Income

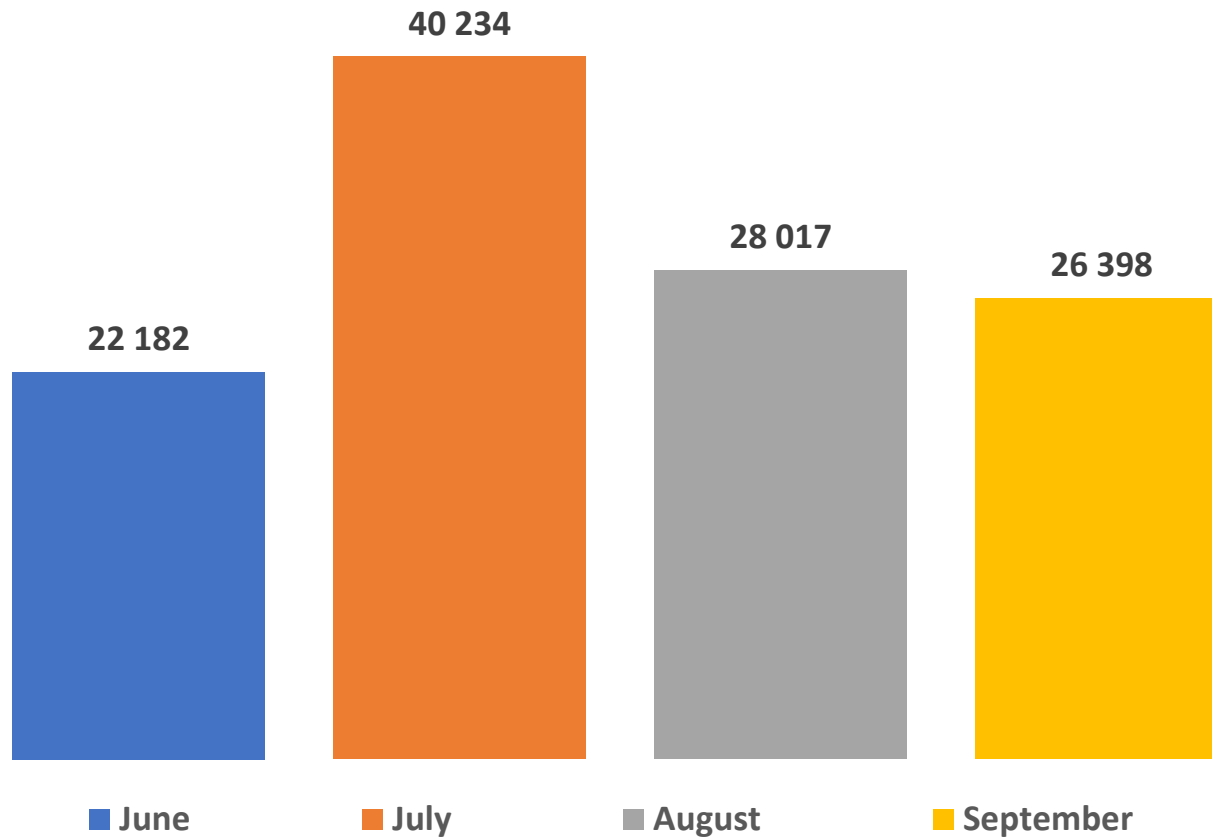


SEM



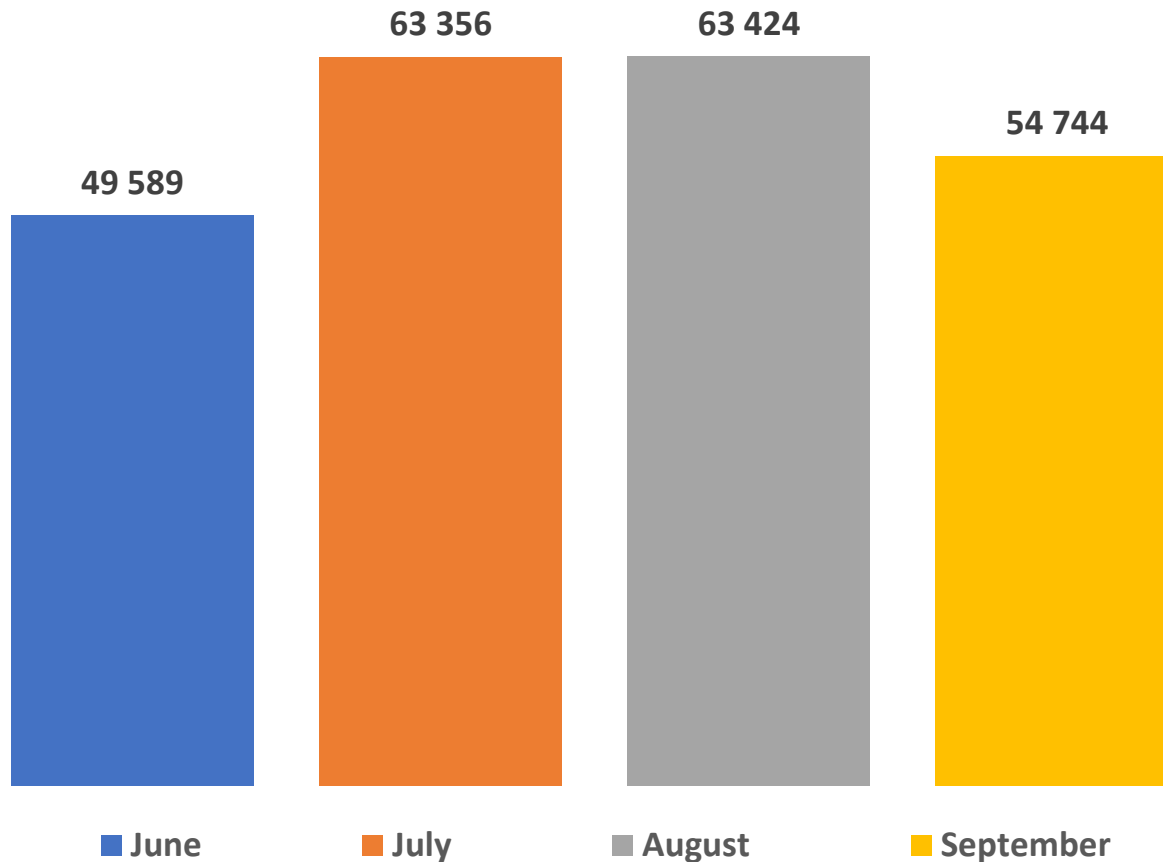
# 2022

**AMR - Average Minute Rating - Average number of individuals who have seen a specific program or daypart**



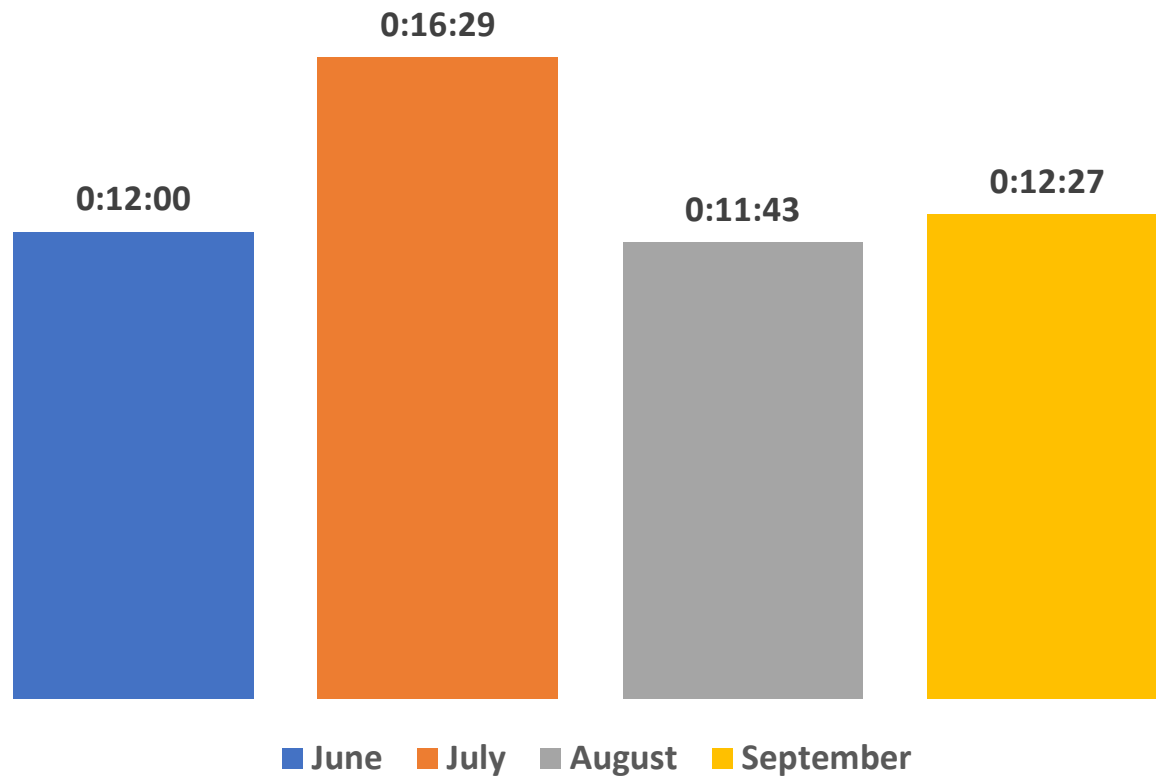
# 2022

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



# 2022

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



# Program Sponsorship

## ELEMENTS per week

- 1 x 10" Opening Billboard
- 1 x 10" Closing Billboard
- 1 x 10" Squeeze-back
- 2 x 15" Bumper to Ads
- 2 x 15" Bumper after Ads

**Investment 4 Weeks:            R69 828 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

