

ADNET MEDIA



PREMIUMFREE TV

RATE CARD



WHO WE ARE, WHERE YOU CAN FIND US, WHAT WE OFFER



Why pay? Just watch! Yes. PremiumFree TV is your 100% free multichannel TV Network, becoming the default multichannel TV offering in every African household.

With **AdNet Media**, let us connect your brand to the right content and reach a potential audience of over 42,8 million households in Sub-Saharan Africa: over 11,7 million households in East Africa and 19,5 million households in West Africa.

With over 20+ Premium channels to choose from, we'll find you the perfect match.

CONNECT WITH OUR CHANNELS AND CONTENT

Our **YOUTH CHANNELS** offer a variety of shows from telenovelas to music programmes.

DIVA



fresh



Is your brand more family oriented? Our **FAMILY CHANNELS** are suitable for adults and children to watch together.

Kiddiwinks

LIMELIGHT

Gospellife

LOL AFRICA



Or speak to a wider audience with our **GENERAL ENTERTAINMENT CHANNELS**, featuring a variety of genres including drama, comedy, reality, crime and a whole lot more.



TRIGGER





CONNECT WITH OUR CHANNELS AND CONTENT

Or turn it up a notch with our **SPORTS CHANNELS**, keeping our sports lovers up to date with the latest sporting news and highlights.

**FIGHT
NIGHT**

FIGHTING
**HARD
KNOCKS**
CHAMPIONSHIP



RPM

SPORTS
CONNECT

Looking to match your brand with a unique African market? Our **AFRICAN ENTERTAINMENT CHANNELS** offer Premium authentic African stories for Africa, by Africa.



AFRIWOOD
SERIES

BONGOTV

AFRIWOOD
BLOCKBUSTER

**TRUE
AFRICAN**



**YOUR BRAND COULD
REACH A WHOLE NEW
TARGET MARKET WITH
PREMIUMFREE TV.**





WHO ARE WE TALKING TO?

GENRE

Local content
General Entertainment
Telenovelas
Sport
Lifestyle
Music
Comedy
Kids
Education
Religion

INCOME

Mass, Middle Market

TERRITORY

Sub-Saharan Africa



AGE

Predominantly 18-34 years

LANGUAGE

English
Hausa Content
Swahili Content

EDUCATION

Educated and Tech Savvy

GENDER

46 % Female – 54 % Male

SPONSORSHIP OPPORTUNITIES

Linear TV



Partner with a hit show in **Prime Time**.

Or integrate your brand into a 30" spot.

Branded Content? No problem. We shoot our own shows and can show off your brand in innovative and entertaining ways.

Digital Platforms



Be seen on our **website** or **Streaming App**

New Opportunities

PremiumFree is now available on **HiSense TVs** via **Vidaa**.

Also available on Ayobe, the MTN Streaming Platform.

Chameleon – Syndicated Network Television

PremiumFree extends its reach with Programming Partnerships with Terrestrial Broadcasters across Africa with Chameleon.

Great programming and inventory for ad sales.

Bringing our viewers quality shows creating the opportunity to associate sponsorships and brands with the content.

AFFILIATE BROADCASTERS IN AFRICA



RATE CARD

PREMIUM.FREE

RATE CARD SPOT RATES

TIME BAND	DAY PART 30"	RATE (US\$)
00h00 - 06h00	Overnight	no advertising
06h00 - 08h00	Breakfast	190
08h00 - 12h00	Morning	160
12h00 - 16h00	Afternoon	290
16h00 - 20h00	Access Prime	315
20h00 - 22h00	Prime Time	370
22h00 - 00h00	Shoulder Time	290

