



## THE MARKET

Wawah Broadcasting Services (WBS) is a privately owned commercial TV station that aims to entertain, inform and promote religious, cultural, environmental, and political awareness, as well as social development and corporate responsibility.

The station offers wholesome children's programs, exciting series and feature films; as well as soaps, music programs, wildlife series, environmental programs, cultural topics, religion, sports, politics and business. Many of these are in-house productions, while others are procured from international program distributors.

WBS provides free to air television broadcasting to the people of Uganda. Their target audience is the middle class and lower end of the population which includes children, teens, youth and the adult population. As the market leader on free to air television – coupled with the fact that (after state-owned UBC) WBS was the country's first private TV station – the brand posted five billion UGX in annual turnover for its last complete financial year.

## ACHIEVEMENTS

In 2010, the Synovate Report recognised WBS as the Number One TV Station in its region for the tenth year running, citing excellence across the board, from good programming to countrywide coverage that has given the public ultimate television viewing in Uganda.

WBS pioneered many themes in local productions in Uganda like Teens Club, Emiti Emiti, Vvumbula, and Kola Ngo'muddu, all of which have been highly successful in educating and entertaining the public.

It was also the first station in Uganda to undertake a live broadcast outside the station studios, covering the wedding ceremony of the Kabaka of Buganda, Ronald Mutebi II in August 1999.

As a station, its respective journalists have received various awards - both nationally and internationally-including CNN journalism awards, Investor of the Year Award, The People's Choice awards, Rotary Club awards, and Confederation of African Football (CAF) awards.

The brands also supports and promotes local artists by dedicating three musical shows a week to them and, in so doing, birthed the Pearl of Africa Music Awards which has grown into a huge event on the Ugandan musical scene.

WBS TV also counts among its achievements its support of more than 20 underprivileged students by sponsoring them through secondary school since 2001.



## HISTORY

WBS TV station was incorporated in October, 1997 and began broadcasting in January 1998. As a privately owned, free-to-air station, WBS operates commercially and is committed to being the best educational, entertaining and informative television station in its area.

The brand has expanded to service almost the entire country; from the west (Mbarara, Bushenyi, Kasese, Fort Portal) to the east (Jinja, Tororo, Mbale); north (Lira, Gulu, Arua) to south (Kabale) and the central region. The brand has plans to expand into Bunyoro region (Hoima, Masindi) and Kasese, Acholi (Kitgum), and Teso (Soroti).

Broadcasting primarily in English and Luganda, we also offer a daily news bulletin in Kiswahili. In its 13 year history, the station has become a firm favorite with viewers across its broadcasting arena and now offers a website for viewers to check competitions, happenings and programming. In a bid to cater for our fans in the Diaspora, WBS TV can now also be accessed online [www.youtube.com/wbstvonline](http://www.youtube.com/wbstvonline).

As the brand celebrates 13 years of quality broadcasting, it is moving into their new modern premises with state-of-the art modern studios that bring to customers screens crystal clear pictures.



This is the first of its kind - virtual studio in the country that offers superior graphics. WBS has also recently opened a 250 seater ultra modern theatre and three completely equipped outside broadcasting vans.

## THE PRODUCT

WBS has always aimed at providing Ugandans with what they want by being professional, inventive, creative and service-minded at all times and have raised the standard of advertising in the country by producing quality commercials.

The station has also advanced local productions by producing good and relevant documentaries, magazine programs, lifestyle, musicals, and dramas; while developing and promoting local talent and artists through quality drama and music productions. Local productions are about the day to day lives of the local people, engaging them with shows like Weekender, Showtime Magazine, Wakulenum and others; while offering the most accurate, unbiased and in-depth news to keep viewers up to speed on happenings.

## RECENT DEVELOPMENTS

The brand recently upgraded their signal, bringing a crystal clear, high quality picture to many of its viewers.

The brand has signed on new partners and programs like National Basketball Association (NBA), DW TV from Germany, Darasa Ya Kiswahili, MTV Africa Music Awards – MTV Base, as well as the rights to broadcast Miss World live from China.

The year 2011 will see the station move to its own new offices and fully digitalized state of the art studios in Naguru.

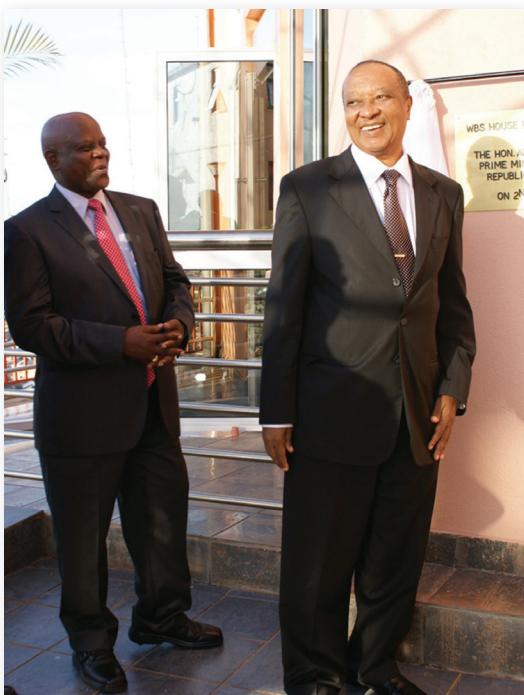
## PROMOTION

Partnerships with other media houses have brought mutual benefit. In print, WBS partnered with The Red Pepper, The Observer; and in radio, Radio Simba, Voice of Tooro and Sanyu FM.

Highly successful promotions - especially seasonal ones – take place over Easter, Valentine's Day and Christmas. The station's local productions also create theme-based seasonal shows, as well as catering for special events like AIDS day, Children's Day, Women's day and others.

Family Fun Day has become an annual event on viewer's calendars and takes place in December, attracting large crowds and viewers. It has for the last five years - drawn over 5,000 people through its promotion across in print, radio and television.

Successful fundraising campaigns for ten heart



patients for treatment in India and chemotherapy for cancer have also highlighted the station's commitment to audiences and to causes.

The station's website at [www.wbs-tv.co.ug](http://www.wbs-tv.co.ug) offers another way for fans to stay in touch with what is happening at WBS and to get the latest in programming, or to enter competitions to win fabulous prizes. The site also includes information for potential advertisers, such as rates and time slots.



The WBS' motto "Where Quality Matters" and slogan "Your No1 TV Station" have been particularly popular and have taken root in the market, which trusts that the broadcaster is going to offer the best in local programming as well as international items of interest to the community.

#### **BRAND VALUES**

WBS TV are about objective and unbiased reporting and productions; innovative shows;

and quality services. The brand's promise is to provide quality broadcasting to its viewers of all ages, at all times.

As the first private television station in Uganda, the broadcaster is committed to informing, educating and entertaining people locally and regionally. Consistency is ensured through the updating of equipment to maintain quality and standards; regular staff training; and the recruitment of professionals in all departments who adhere to the codes of professional broadcasting.

In short, the brand's motto "Where Quality Matters" speaks for itself.



#### **THINGS YOU DIDN'T KNOW ABOUT WBS**

- WBS is the first station to bring to viewers live coverage of the Plenary Parliamentary sessions
- WBS broke the story of jigger infections in Eastern Uganda, which led to the forming of a national jigger eradication campaign
- WBS was the first Ugandan station in the history of the country to host the president of Uganda, H.E Yoweri Kaguta Museveni, live in studio
- WBS pioneered many themes in local productions in Uganda like Teens Club, Emiti Emito, Vvumbula, and Kola Ngo'muddu, all of which have been highly successful in educating and entertaining the public
- The station has supported and promoted local artists by dedicating three musical shows a week to them and, in so doing, birthing the Pearl of Africa Music Awards which has grown into a huge event on the Ugandan musical scene