



MARKET

ITV - Independent Television is in the television broadcasting business and sells airtime. Airtime is sold in terms of the duration that a message is exposed on air. The price of airtime varies depending on the duration and the time segment in which that message is placed.

There are different ways that people/ customers buy airtime. Clients purchase airtime in terms of spots, purchase time blocks for special programmes or sponsor specific popular programmes that ITV air so that they may enjoy exposure and association with the programmes.

The target market for ITV is broad, as viewers cut across age, gender and social economic class. ITV targets the entire family and it has done so to ensure that there is an all inclusive audience by airing programmes for children, youths and adults both male and female. ITV offers everything for everybody.

Since its inception ITV has enjoyed a leading position in the electronic media market in terms of reach, viewership and share of the market, achieving an annual turnover for ITV in 2012 of approximately US\$6.0million.

Since its inception, in 1994, ITV has also

enjoyed a gradual increase in its turnover from year to year with an average annual growth of 15%. This trend in turnover is projected for the next five to ten years of business. This target is achievable because the company continuously invests in technology and the upgrading of its human resources to ensure that it stays ahead of competition.

ACHIEVEMENTS

ITV has been the recipient of numerous awards, amongst those received are:-

Awarded by RED CROSS TANZANIA for being a lead partner in Mobilisation of Humanity towards alleviating human suffering in the country.

Tanzania Education Authority awarded ITV in recognition of its contribution to educational development in the country.

National Road Safety Council of Tanzania awarded ITV for continuous support of Road Safety Activities in the country.

Medical Women Association of Tanzania awarded ITV in recognition of its outstanding support and dedication in the fight against breast cancer in Tanzania from 2004 to-date.

ITV has been awarded by various sports associations for raising funds and support. The Associations supported are Tanzania Athletics Association in the preparation and implementation of the East, Central Africa Athletics Championships.

Amateur Boxing Tournaments.

Golf Tournaments.

Under 17 Football Championships.

In supporting the Tanzania National Women Football Team Twiga Stars.

ITV is awarded by public the 'Loyalty Award' – simply because ITV's doors are open to anybody who needs help for Medical Assistance, lost relatives, children etc. This service is provided by ITV to the public regardless of their status, free of charge. This has been in place since 1994.

Superbrands number one - the only television station in Superbrands list.

In 2012 alone ITV invested over US \$5 million upgrading its studios and broadcasting equipment which is resulted with a tapeless operation. ITV has a state of the art virtual studio.

HISTORY

ITV is a company under a privately owned



group of companies called IPP Limited. ITV started its operations in 1994 with a staff contingent of 120 people, most of whom were expatriates from the top management, technical staff. From 1996, with the exception of two people who are from Kenya, the rest of the staff, including the top management, are Tanzanians. Currently the establishment is over 200 people.

PRODUCT

ITV is expected to deliver content to viewers in terms of programmes that are attractive to watch. The larger the number of viewers the more clients will be attracted to put their money to buy airtime in those particular programmes.

The main news bulletin aired by ITV, from 08:00pm to 09:00pm daily, is the flagship of the station's programming. At this time ITV is assured of a viewership of over 80%.

News is gathered from the whole country through dedicated correspondents. News is



RECENT DEVELOPMENTS

In 2012 ITV introduced hourly five minutes news segments which have become popular as viewers can follow stories as they develop.

PROMOTION

ITV promotes itself and its programmes using the print media - specifically papers from The Guardian Limited, a sister company, and Radio One.

Often ITV associates itself with causes that are close to the community, as part of its Corporate Social Responsibility. As an example, in the recent past ITV collaborated with Medical Women of Tanzania (MEWATA) to run an

awareness campaign about breast cancer. The campaign was very successful.

Equally successful was a campaign to fundraise for sports causes - in particular football for under 17s and netball.

ITV has managed to remain close to people's hearts at all times as the success of such campaigns has left indelible marks in the society. ITV has a vibrant website www.itv.co.tz,

ITV's programmes and content are available on internet and social networking media, facebook and twitter.

BRAND VALUES

ITV is committed to:-

- Quality
- Professionalism
- Good Customer Care

Consistency of quality is assured through checks and balances that have been instituted in the company. No programme or advert goes on air without checking its duration and quality, which have to meet the company's standards.



delivered in a professional manner by three news anchors, with the main anchor delivering local and International news, others deliver business news and sports news respectively.

ITV ensures that viewers remain interested in ITV news by engaging them through facebook, twitter, website and you tube.



Things you didn't know about ITV

70% of ITV's programming is local.

ITV's footprint covers the whole of Africa and parts of Europe.

Ardent ITV followers/commentators on twitter and facebook are from the UAE.

50% of the employees that work with ITV were employed when the station started operations in 1994.

ITV stands for Independent Television but most people think it means Innovation, Technology and Vision.

ITV brand is so popular that it is synonymous with television.

The 20:00 hours news attracts over 80% of viewers on any single day.

ITV has correspondents in all the regions in Tanzania and in the Democratic Republic of Congo.

ITV has an internal monitoring system that ensures that all orders are executed correctly and missed spots are made good.

ITV is 100% Tanzanian owned.