



Turning on your world

**MARKET**

NTV Uganda set out to revolutionise television viewing in Uganda by introducing fresh, unique and creative content that aspires to deliver an exciting and enriching television

NTV Uganda boasts of the widest and cheapest reach per thousands in Uganda to a core demographic audience of 18- 35 year olds that seek for infotainment to improve their quality of life.

New waves of technology have certainly had an

thousand through its 360° solutions that include the following:-

- Main NTV Screen advertising
- NTV Mobile platforms
- BTL Promotions activations
- Live Broadcasting / Live streaming capabilities
- In-store Screen advertising linked to onscreen adverts.
- Events activations



viewing experience that positively transforms society through information, knowledge and entertainment.

NTV Uganda is positioned as an upwardly mobile brand that is the go-to broadcast channel for news and information, as demonstrated in the brand winning the Most Trusted Source of Information year on year. NTV Uganda prides itself in its enterprising / innovative spirit hence its undisputed leadership with award winning local content such as The Deception Series that is now in its sixth season, and is produced internally.

NTV's continued focus of feeling the pulse of their viewers has enabled them to produce Award winning entertainment and informative programmes like The Hostel, Be My Date, The Beat, Peoples Parliament, Teen Nation and The Style Project among others.

impact on the media industry. The diffusion of mobile telephony, internet access and increased use of social media have facilitated the growth of digital platforms nationwide. NTV Uganda has adapted to this change by utilising digital platforms to supplement the main screen. NTV has also taken advantage of the growth in technology to launch digital products like NTV MOBI, a mobile application that can be used to watch NTV anywhere in the world in real time, as well as NTV GO, a citizen journalism application that enables viewers to record and tell their story instantly.

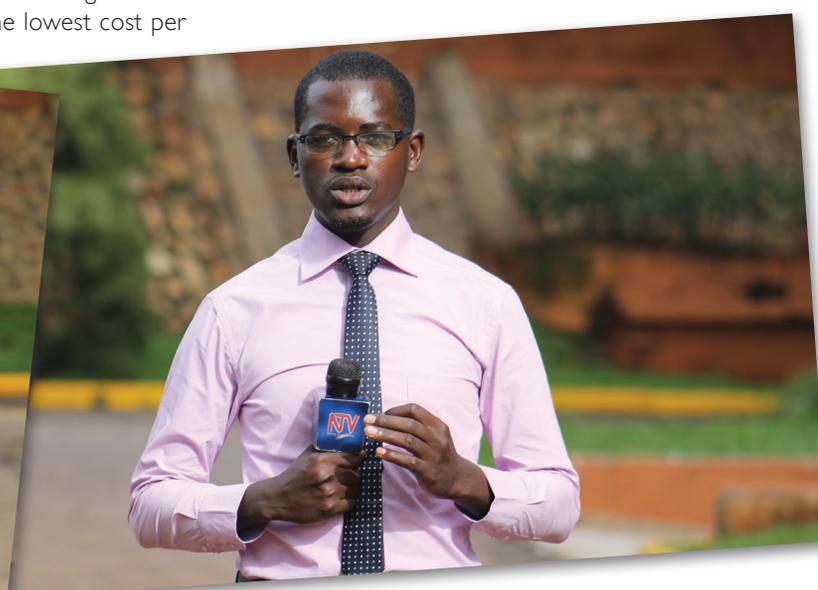
The brand also takes pride in a daily audience reach of six million viewers every day and will remain innovative in order to sustain its market leadership status. NTV will continue to offer effective and optimal advertising solutions to its clients by offering the lowest cost per

**ACHIEVEMENTS**

Major contributors have been award winning shows, bulletins, personalities and products. The most recent landmarks are being recognised for:- Best Media Outlet and Best Innovation - NTV MOBI at the 2015 annual Social Media awards.

The Buzz Teens awards, People's Choice Awards and the African Centre for Media Excellence have all been awarded to NTV Uganda this year for its impeccable work done in media.

World Savers Excellence Awards recognised Senior Parliamentary reporter Agnes Nandutu as the female personality in the media category 2014.





voiceless all aimed to social economic transformation of the populace. Innovation is the bloodline of NTV Uganda. In the digital sphere, NTV GO and NTV MOBI mobile applications have both benefited from first mover advantages. NTV GO is the first citizen journalism

2014

Kadanke youth awards. The awards went to Frank Walusimbi for greatest Ugandan New Icon, Simon Kasyate Best Youth Corporate award, Douglas Lwanga Male TV Personality, and MC KATS Host of the Year.

Ministry of Health 2014 Awards : Florence Naluyimba.

Best sports broadcast journalist by the Uganda Rugby Union 2014: Robert Madoi

Best Television Drama Series, Uganda Entertainment Awards 2015 – Deception

**HISTORY**

NTV-Uganda went on air in December 2006. The station airs across Uganda on both free-to-air as well as on DStv channel 283. NTV Uganda is a subsidiary of Nation Media Group, East and Central Africa's largest media group.

**PRODUCT**

The station has raised the bar of excellence in quality TV programming, with a programme line-up composed of the latest award winning international shows as well as the best in local programmes.

NTV offers a wide variety of programming for viewers to choose from, with shows that spans across various genres such as reality shows, soaps, drama, comedies, cartoons, musical shows and many more.

NTV News segments have set the pace in broadcast journalism. Crossing into new thresholds by using a modular TV broadcast system, NTV ensures that the viewer receives incisive, detailed and well-researched news stories delivered professionally by award-winning journalists who are the best in the industry. These news segments are; NTV at One, NTV Akawungeezi, NTV Tonight, NTV Latenight, NTV Weekend Edition and NTV Ku Saawa Emu.

NTV has captured a huge and loyal audience with its quality and entertaining programming therefore ensuring great value for stakeholders such as advertisers, by providing a platform through which they are able to reach their consumers.

NTV... Turning On Your World.

**RECENT DEVELOPMENTS**

NTV Uganda has launched a

campaign aimed at creating awareness and highlighting the plight of victims of Gender-Based Violence in the country.

NTV Mobi is a revolutionary interactive mobile TV application for watching live TV broadcasted by NTV Uganda. NTV Mobi is a free application, and also the usage of the service is free, except for individual services or transactions that are especially shown to involve a cost. The user is however responsible for the costs of the broadband connection needed to use the service.

NTV Go enables you engage and contribute to your favourite content through story telling. NTV are extending their resources so that each of you can become a journalist and engage with them. Contribute to your favourite shows, news features and stories all in one place. Engage a seamless experience on mobile and web.

**BRAND VALUES**

NTV's corporate values that are coined with an acronym R.I.I.C.E. are deeply embedded in the organisational culture at NTV Uganda and can be attributed to much of their success.

From the outset NTV aimed to offer content/programme ideas that would reach out and address issues in society. NTV Uganda set out to offer communities a voice for the voiceless through their flagship bulletins like Akawungeezi at 7pm and Tonight at 9pm daily. These programmes set the agenda of debate with policy makers, legislators and the executive. They take pride in shaping conversation in service delivery, current affairs and the

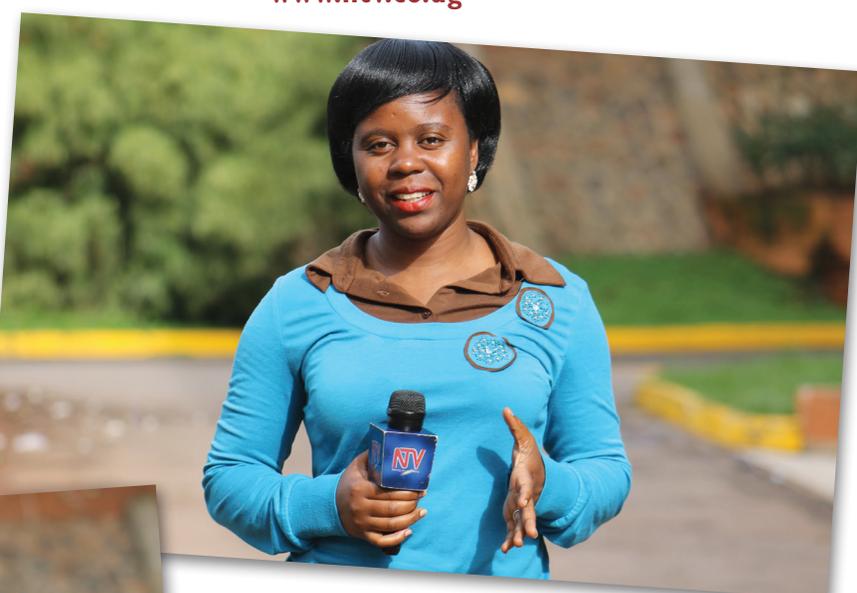
app of its kind, not just nationally but also regionally, where users from the country and the diaspora can record and report stories happening on the go. This doesn't only go a long way in developing news reporting skills in the country but impacts the nation positively as a basis of disseminating information in a call for social and economic transformation nationwide.

Integrity is another defining factor and contributor to NTV Uganda's success. They pride themselves on being an objective and independent media house that will cover all angles of the story. They are a trusted and reliable source of information. You will hear it first from NTV If it matters to the country.

NTV applies Customer Value and Relationships to grow strategic partnerships that have contributed to major successes and innovations at NTV. They continuously seek partnerships in content generation, incubation hubs, development partners, education institutions, Government and private enterprises.

NTV Uganda defines excellence by its industry leadership status, standing at a current market share 41% nationwide.

[www.ntv.co.ug](http://www.ntv.co.ug)



**Things you didn't know about NTV**

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