



MARKET

In Tanzania, as of now, AzamTV commands 80% of the Pay TV market. Plans are underway to offer services like Internet, IPTV etc.

State-of-art technology, affordable & flexible subscriptions, premium content, extensive distribution network and 24x7 customer service are what make AzamTV unique and dominant market player.

By 2020, AzamTV will have strong presence in Africa, with a roll out plan that includes countries like Ghana, Botswana, Zambia, Zimbabwe, South Africa and Francophone countries.



earth station with uplink/downlink facilities, acquired OB Van, build studios, hired resources, and started 'AzamTV' platform with 50 plus channels within a span of 10 month. Later, they started promoting the matches thru 'AzamTV'. Thus, Azam TV was formed to meet the aspirations and expectations of those customers in Africa, who was deprived of enjoying quality Premium contents. This was also due to high priced 'Monthly TV Subscription' levied by international TV operators.

ACHIEVEMENTS

First Pay-TV platform in the history of Africa to reach milestone of close to 1 million customers within short span of four years.

First Pay-TV platform to launch the complete Direct To Home (DTH) services in 10 months.

First Pay-TV platform in East Africa to launch & broadcast 24 x 7, HD channel.

First to launch a 24/7 Swahili movie channel - Sinema Zetu

AzamTV was the first TV operator that broke the "exclusivity deal" of La Liga and made the feed available to both rich and the poor.

AzamTV is the first to broadcaster to offer all the matches of the Spanish LaLiga in all its bouquets.

SPORT FOOTBALL

As part of its corporate social responsibility, Bakhresa Group took active interest in promoting Football in Tanzania, by establishing a football club in 2007.

As the group stands to serve the common

man, they decided to buy the football rights and promote it for which a platform was required.

The club recruited talented young players and provided them with an excellent infrastructure and training facilities. All this was under the supervision of international coaches, building excellent senior and junior level teams.

Azam Football team is initiated by Bakhresa Group. The group decided to promote the club and approached local TV stations to telecast the matches, LIVE. Football fans were excited but they complained about the poor production quality.

Though the fans were eager to watch their favourite teams in Television, there was neither a platform to show the matches nor a promoter to buy the rights for the local league. The Group decided to approach local TV stations to telecast the club matches but unfortunately, the production quality was very poor.

Finally, Bakhresa group decided to step-in. The club participating in the local Vodacom Premier League in Tanzania during 2008/09 season and was ranked at eighth position in the first year of its appearance.

It acquired local football rights, build its own

AzamTV was launched on 16th of December, 2013 and initially had only two staff members, gradually adding other team members as they grew. AzamTV was floated in 9 months of inception with skeleton staff. They never faced any big challenges because they have always hired right people from the industry for the required jobs and had the best of technology. It started with 50 plus channels, and now offers over 100 channels.

HISTORY

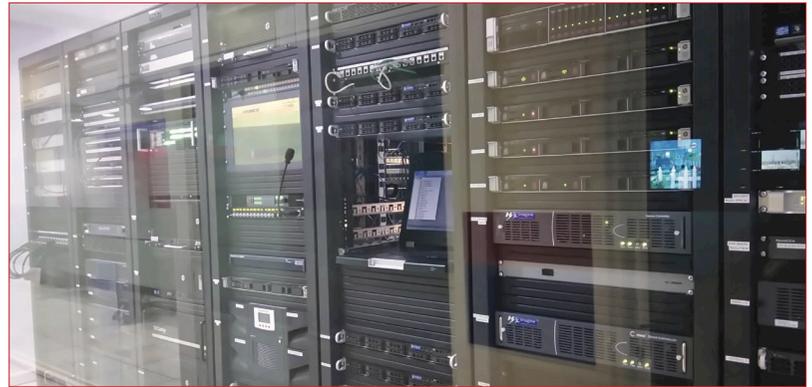
For too long, the common man in Africa was deprived of enjoying quality 'National & International channels' due to high pricing by the international TV operators.

Keeping in view the aspirations and expectations their customers and the content they would love to watch, AzamTV made sure that premium content, which was once exclusive to the elite class, is now available to the common man through AzamTV.

'AzamTV' is the Direct To Home (DTH) platform where Pay TV services are offered through satellite.

Their target audience is anyone who has a television in Sub Saharan Africa.





AzamTV stands for the common man. They believe in 'Entertainment for Everybody'.

Since the launch of AzamTV in December 2013, they have reached close to a million customers

PRODUCT

AzamTV is satellite entertainment service provider. They provide "Entertainment for Everybody" with well-balanced bouquet of options for the whole community; men, women, kids and families. There is always something on for everyone from sports, entertainment, news, kids programs etc.

Azam TV offers 110 channels of multiple genre in two different packages – English and French.

Distribution Network within reach of every Tanzanian: AzamTV has close to 250 outlets/ agents all over Tanzania. The distribution network has helped to enhance wider distribution.

AzamTV offers an affordable and flexible Monthly TV Subscription model to cater to the low-end, medium and high-end customers. Customers are allowed to choose from a variety of packages to suit their viewing choice and budget. In addition to that, they can choose monthly and weekly payment options.

The packages offered are:

- Azam Lite
- Azam Play
- Azam Plus
- Azam Pure

Azam Lite:

Azam Lite is a more affordable package with fewer channels that doesn't compromise on the programming quality.

Azam Weekly Packages:

Azam Lite Weekly and Azam Pure Weekly are packages that offer flexible weekly payments that allow the customer to decided week by week what channels they would like and can afford.

RECENT DEVELOPMENTS

In an effort to make their product more affordable and accessible to all, AzamTV have introduced the following:

Azam Lite:

Azam Lite is a more affordable package with fewer channels that doesn't compromise on the programming quality.

Azam Weekly Packages:

Azam Lite Weekly and Azam Pure Weekly are packages that offer flexible weekly payments that allow the customer to decided week by week what channels they would like and can afford.

AzamTV are also planning to expand our presence in Africa. Our roll out plan includes Ghana, Botswana, Zambia, Zimbabwe and South Africa. The product is designed to be a one – stop "Entertainment for Everybody" with well balanced bouquet for the entire community.

AzamTV- Entertainment for Everybody.

PROMOTION

AzamTV can be found in both, Print and Broadcast Media. They have an extensive promotional network including newspapers, radio spots, flyers, stadium branding, side pitch banners and sponsored events. They also work with other broadcast media such Clouds Media, Africa Swahili TV and TV E.

They have an on-line presence via their

website and social media platforms like Facebook, Instagram, Twitter. In addition to that they also have their very own YouTube Channel to promote the brand. AzamTV, also has their own TV Channels -Azam ONE, Azam TWO, Sinema Zetu, Azam Sports HD and Azam Sports 2 that provide additional exposure to the brand.

BRAND VALUES

"Premium Content, High Quality broadcast, Affordable Price, Entertainment for Everybody'.

These are not just tag lines for AzamTV. These are the driving force behind its success.

MISSION

To Provide high quality premium content to everyone at an affordable price.

VISION

Every TV household on the continent should have the opportunity to access AzamTV service, which will entertain, educate end enlighten them.

www.azamtv.co.tz

Things you didn't know about AzamTV

- AzamTV was the First Pay TV platform in history, to reach the milestone of 1 million customers within limited time.
- AzamTV launched its Pay TV platform services in less than 10 months.
- AzamTV was the first Pay TV platform to offer high quality satellite TV services to the common man at very affordable prices.
- AzamTV was the first TV operator that broke the "exclusivity deal" of La Liga, and made the feed available to both rich and the poor.
- AzamTV is the first Pay TV platform in East Africa to broadcast HD channels 24x7.
- AzamTV was are the first to have a 24/7 Swahili movie channel called Sinema Zetu.
- AzamTV is the first to broadcaster to offer all the matches of the Spanish LaLiga in all its bouquets.

