



First In News, Best In Entertainment

THE MARKET

Television occupies a special place in Ghanaian homes and forms a critical part of the daily lives of Ghanaians. It's a medium associated with information, education and entertainment and also affords businesses the opportunity to reach audiences who are mostly visually driven.

TV3 Ghana is the leading Television Station in Ghana today in terms of viewership with a nationwide penetration of about 90% of the market ahead of a pack of ten other free-to-air TV networks. TV3 Ghana also prides itself as the first private TV station to transmit free-to-air in Ghana.

The station's initial transmission was in 1997. There has been a steady growth since then in terms of scope and stature and after 15 years in operation, the network has coverage across most of the 10 regions of Ghana. This broadcast expansion is ongoing and TV3 Ghana hopes to achieve total nationwide coverage soon.

With a mass market appeal, TV3 Ghana has its hallmark clearly amplified in its payoff line 'First In News, Best In Entertainment' In this regard, the station's news items are usually exclusive, timely and objective while it keeps on rolling out exciting family inclined entertaining and educative programs which are a must-watch.

The network's revenue generation is derived mostly from product/service advertising and program sponsorship. Although the leader in the market, the station's popularity is growing in leaps and bounds due to the ever growing number of first time viewers as well as its top quality pictures.

ACHIEVEMENTS

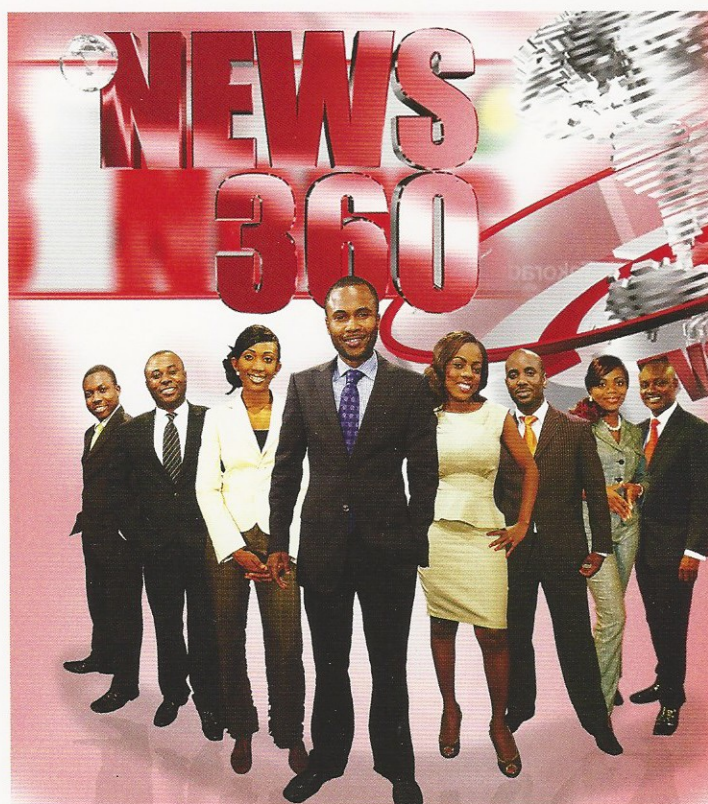
TV3 is the most awarded and efficiently run private television station in Ghana offering a great viewing experience to Ghanaians of all LSM and age ranges. Along the way TV3 has picked up numerous awards including

- Chartered Institute of Marketing Ghana (CIMG) Award for TV Program of the year 2011 - 'TV3 Evening News'
- CIMG Media Organization of the year 2010
- MTN Ghana Award - Overall Winner 'Yello Care Challenge For Innovative Community Service 2010'
- Best TV Station of the Year 2004 (R'TV Awards)
- Sports Station of the Year 2004 (National Sports Journalists Association)
- TV Station of the Year 2003 (Ghana Association of Travel & Tourism Agents)
- Best Station of the Year 2002 (R'TV Awards, Ashanti Region)
- TV Station of the Year 2000 (Association of Private Broadcasting Companies)

TV3 was also the First network to introduce Mexican Telenovela in Ghana and has built a solid reputation with 15 years of excellent news and entertainment transmission.

HISTORY

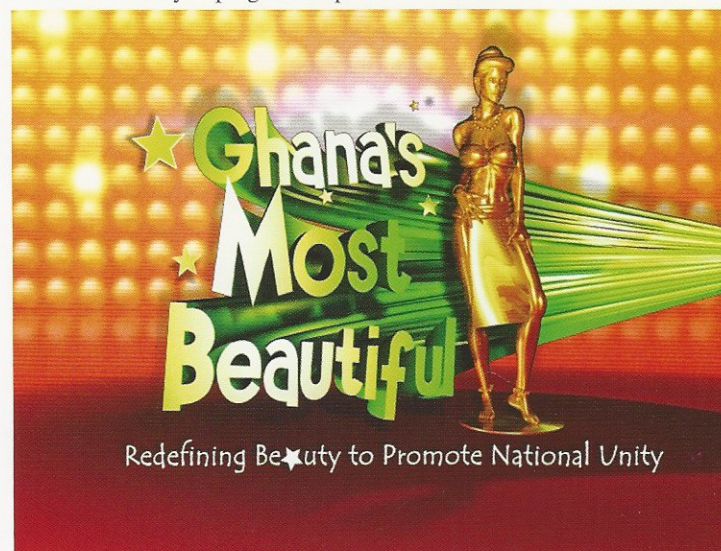
TV3 Ghana came into being in 1997 originally owned



by Media Primer with Malaysian roots.

The network was launched at a time when the national network GBC had been transmitting for over 3 decades. TV3 therefore faced the difficult task of breaking into a monopoly and taking market share from a competitor which had a lot of goodwill. However, with a positive attitude of exclusivity in news and captivating entertainment programs, the station soon became the premium news and entertainment channel for most homes in Ghana.

Currently, TV3 Ghana is the number one TV station for the cities and major towns in Ghana and hopes to expand coverage nationwide sooner than later. Since its inception 15 years ago, TV3 Ghana has given its target audience increase in societal awareness and diversity in program scope.



Telenovella - This is a regular feature in TV3 Ghana programming because they attract a lot of viewership across board and therefore very good for product and service advertising. Programs in this segment include the first Telenovella shown on the network 'Acapulco Bay' India - The Love Story' 'Curse by the Sea' 'Teresa' 'Imposter' 'Mari Mar' 'Love Her To Death'

Kids TV - As a family based network, TV3 Ghana gives prominence to KIDS programs. Some of the programs running for Kids are 'Talented Kids' 'Kids World' and 'Star Kiddie Show'. The network plans to add more to this segment in order to grow the Brand with these future Leaders.

Local Comedy - To help the family unwind after a hard day's work, local comedy features prominently

on TV3 Ghana programs Menu. Currently running are 'Chorkor Trotro' 'Barber & Shoeshine' 'Efiewura' and 'Esi Maame'

Sports - TV3 Ghana offers sports lovers an hour per program of a variety of sports programs like; 'Diva Show' Talk Sports' 'Sports Station' and 'Sports Xtra'

Magazine Programs - These are exclusively designed to harness and develop human resource capital. These programs are professionally packaged to meet the growing needs of a key segment of society. Some of the programs are 'SUNRISE' '4 Syte TV' 'You and the Police' and 'Spotlight'

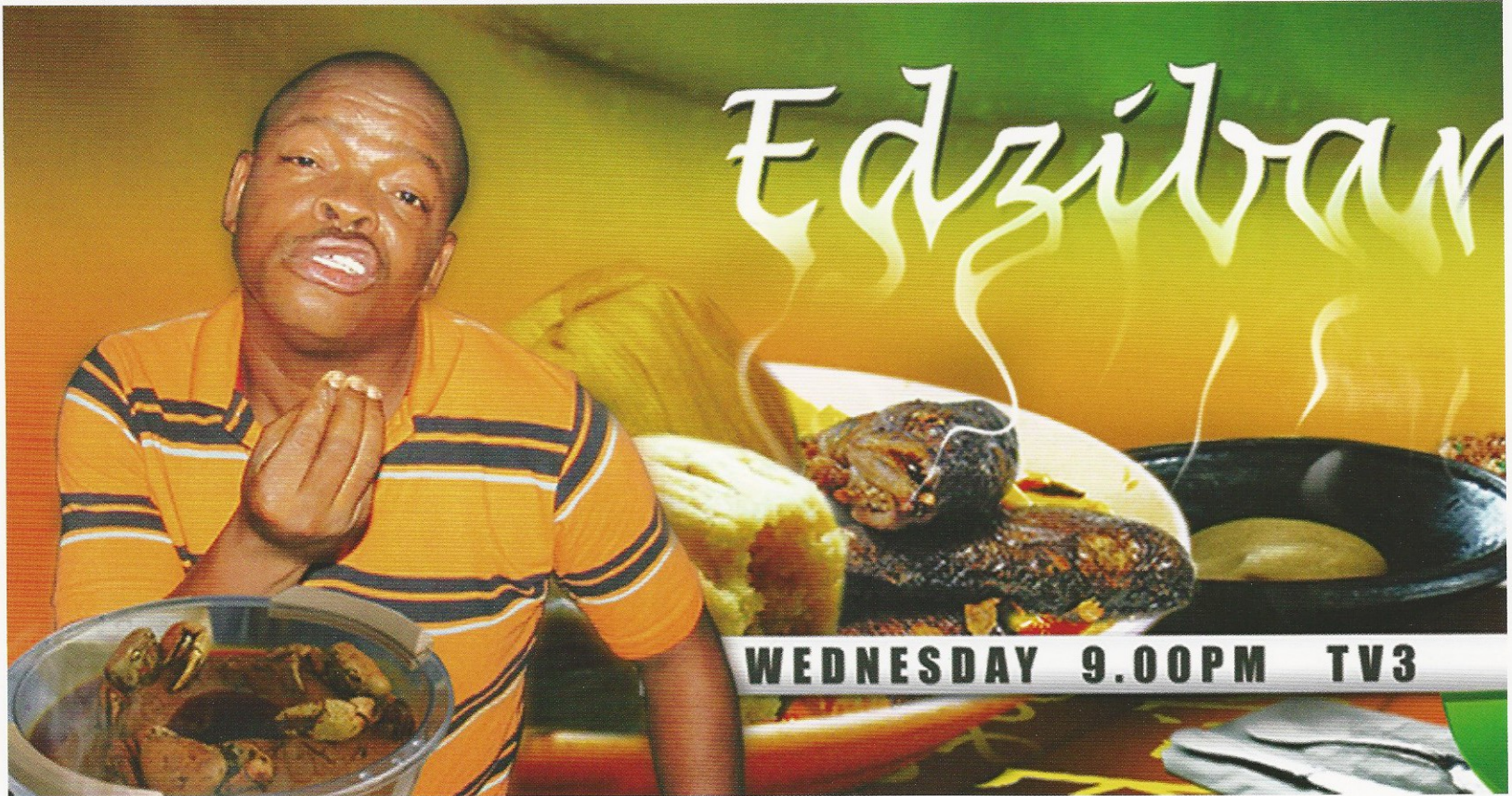
THE PRODUCT

As a leading Television Network, our focus is what people must see, know and hear. Our news items are therefore factual, informative and issue based while our entertainment programs are spellbinding and variety in outlook. Below are some Currently, TV3 Ghana is the number one TV station for the cities and major towns in Ghana and hopes to expand coverage nationwide sooner than later. Since its inception 15 years ago, TV3 Ghana has given its target audience increase in societal awareness and diversity in program scope.

regular programs on TV3

Ghana's weekly menu:

TV3 News - This segment offers the channel's viewers on the spot account and other International news through its 'News 360' 'Midday News' 'News @ 10' 'News in Brief' and 'Headline News'



Movies – TV3 Ghana shows standard and entertaining movies both local and foreign from Monday to Sunday (Day & Night)

Some of TV3 Ghana's current in-house productions are:

Music Music, Looking For Love, Sunrise, Hitz Video, Today's woman, Gang Starz, Talented Kids, Kids World, Diva Show, Bands Alive, Spotlight, IQRA, Mentor, Ghana's Most Beautiful, Ghana's Strongest, Boogie Down, The Pulpit, Asanka Delight, Edziban, Chorkor Trotro and Barber & Shoeshine.



RECENT DEVELOPMENTS

- A recent TV Reach & Viewership Data Analysis (Synovate Ghana Diaries May 2011) puts TV3 Ghana as the market leader with a viewer penetration of 90%.
- There was a transfer of ownership in 2011 from the original owners of TV3 Ghana, MEDIA PRIMER to the present owners MEDIA GENERAL a wholly-owned Ghanaian Company.
- There was an outdoor of a new and well-equipped office with an experienced news team in the Ashanti regional capital Kumasi, to cater for inhabitants in the middle belt and northern sector of Ghana.

PROMOTION

The station embarks on various activities to promote the brand. These include Cross Media and events. Internally it uses TV Promos, Crawlers LPMS, Interviews and news stories generated by way of Public Relations. Most of these are sponsorship driven.

As part of TV3 Ghana's social responsibilities, it contributes and encourages the public to donate to the ROSEBUD FOUNDATION to maintain a social fund to assist people who cannot afford to pay for Medical Services not covered by the National Health Insurance Scheme (NHIS)

The Station also helps the Ghana Prisons Service by donating Food Items regularly for the upkeep of some Prison inmates.

BRAND VALUES

TV3 Ghana's mission is to sustain the leadership position as Ghana's number one TV Channel by providing high quality and comprehensive content relevant to the values of our customers and delivering profitability and growth to its Shareholders.

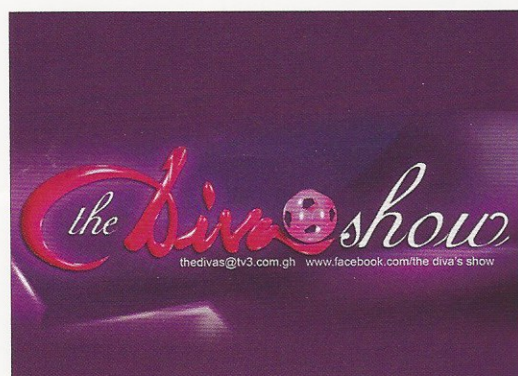
This the station believes is achievable by way of

responding to viewers needs, adopting customer-driven business practises and innovative media solutions for advertisers and also utilising adopting progressive technology.

TV3 has also forged value-added partnership with suppliers and operate in a transparent manner in keeping with the ethics of the media industry.

The station encourages a culture of creativity and organizational excellencerewarding employee enterpriseand having a benchmark quality system in place.

TV3 Ghana's vision apart from being the leading TV Station is to become the premier media organization in Ghana. This it hopes to achieve by the creation, development and production of excellent and innovative quality content, which will serve as a catalyst for development in Ghana and Africa as a whole.



THINGS YOU DIDN'T KNOW ABOUT TV3 GHANA

- TV3 Ghana has struck a deal with South Africa's Multi-choice allowing its programs to be broadcast throughout Africa.
- TV3 Ghana is the most-watched free-to-air Television station in Ghana with about 90% nationwide penetration.
- The first private TV Station to broadcast free-to-air in Ghana in 1997.
- That the National TV Station Ghana Broadcasting Corporation (GBC) had been transmitting over 30 years before TV3 Ghana began its transmission.
- TV3 Ghana has correspondents and stringers throughout Ghana who file in Breaking News and other Human Interest stories.