



DSTV Ch. 322

WE ARE AFRICA.

WE ARE CULTURE.

A 360° youth culture & entertainment channel — the heartbeat of Africa's young people. We go beyond music videos to deliver a new-generation experience rooted in street, culture, fashion and social impact.

- Amapiano
- Afrobeats
- Hip-Hop
- R&B
- Gqom



Access



Exclusively represented by

9MIL
Total Individuals
Source: TAMS 5 Apr-26 May

2026 CONTENT OFFERING

MUSIC BLOCKS

SA Hits Countdown

Chart show celebrating the freshest tracks with artist interviews. Mon-Fri 12-15H00

EAST AFRICA

#Kewave

The hottest sound movements from Kenya, Tanzania, Uganda & surrounding regions.

STREET HITS

F.Y.P

For Your Playlist — hip-hop, R&B, Amapiano & Afrobeats. It's the people's choice.

LONG FORM

On The Pulse

Intimate sit-down interviews with established hitmakers & their stories.

BASE LAUNCH PACKAGES

ALCOHOL BASE
1 WK · 25 SPOTS
R44K
Net cost
68% EFF DISC
Value R137 500

ALCOHOL BASE
2 WK · 50 SPOTS
R70K
Net cost
75% EFF DISC
Value R275 000

BASE PACKAGE
1 WK · 45 SPOTS
R42K
Net cost
83% EFF DISC
Value R247 500

BASE PACKAGE
2 WK · 90 SPOTS
R85.5K
Net cost
83% EFF DISC
Value R495 000

Music Category		
Ranking	Channel	RCH 1 min Viewing
1	Channel O	9 912 669
2	Base Pulse	9 001 762
3	Mzansi Magic Music	8 160 349
4	TRACE Urban	4 719 786
5	Trace Ngoma	4 615 085
6	SA Music	3 354 689

Number 2 Channel in the Music Category

On-Air Sponsorship
OBB + CBB · Tune-In Promos · Watch & Win · Squeeze Back

Brand integration scripted into host dialogue with bespoke visual elements

ADTOPIA 1-WEEK PACKAGE

Cost	Disc	Spots	Rate Card
R44K	85%	60	R296K