

e.tv

e.tv, South Africa's only independent free-to-air entertainment and current affairs television channel, is well-known for its strong local and international programming.

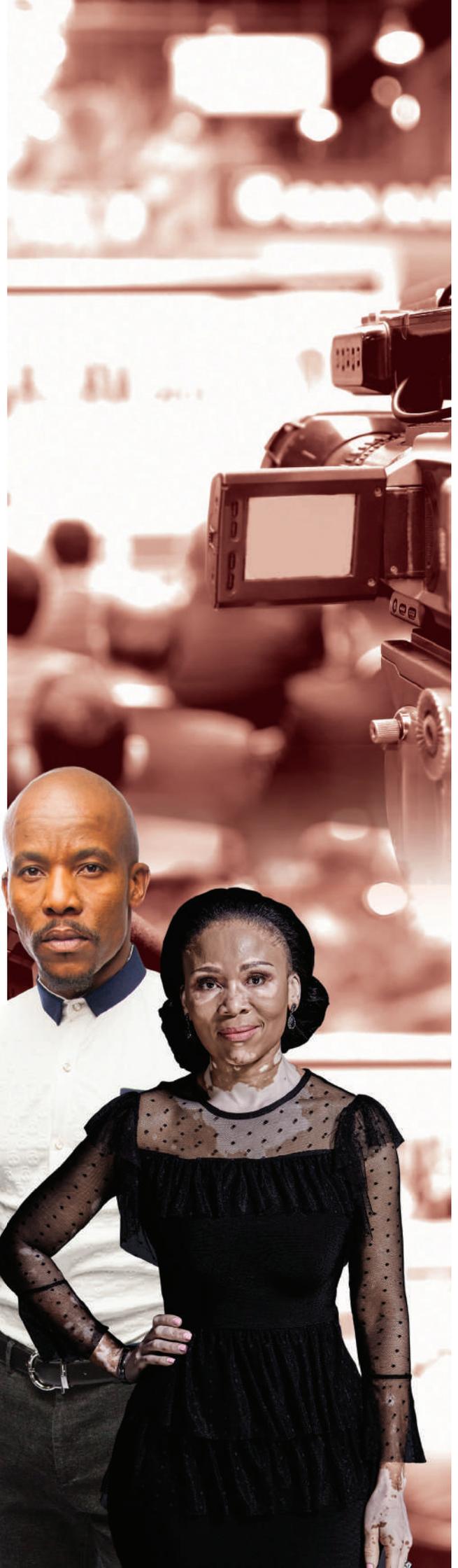
Despite its share of the broadcast audience remaining under significant pressure throughout the year, e.tv has seen a year-on-year increase in many areas of its programming line-up. The early international prime-time block, weekdays from 17h00-18h00, increased year-on-year across all target markets by 6.5%.

Local daily dramas *Scandal!* and *Rhythm City* are still the top performing programmes on the channel and continue to build audiences. *Rhythm City* (weekdays at 19h00) increased its audience share against all adults by 3%. Similarly, *Scandal!* (weekdays at 19h30) increased its audience share against all adults by 5%.

The key e.tv weekend movie slots are increasingly coming under pressure due to counter-scheduling. The Sunday slot faces strong competition from local productions on other channels.

The free-to-air audience's appetite for local drama necessitated a significant investment in a new local production during this financial year. In December 2017, e.tv commissioned a daily drama series, *Imbewu: The Seed*. The series is set and produced in KwaZulu-Natal, contributing to the development of the television industry in the province and creating jobs in the sector. *Imbewu: The Seed* started airing on e.tv in April 2018 (weekdays at 21h30).

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e.tv MULTI-CHANNEL AND OPENVIEW

In October 2013, e.tv launched its multi-channel offering on Platco Digital's free-to-air satellite television platform Openview. In order to broaden the viewership base, the multi-channel offering (eExtra, eMovies, eMovies Extra, and eToonz) was launched on the DStv platform in May 2017.

Continued investment in content during the period April 2017 to March 2018 has seen significant growth across the e-branded channels. The two movie channels, eMovies and eMovies Extra, have performed well. The introduction of new movie titles being premiered on these channels has enhanced the offering for movie lovers.

September 2017 saw the rebranding of the e.tv entertainment channels. All the channels are now visually aligned with the red e.tv brand. The e multi-channels continue to add new and entertaining programmes which appeal to a broad range of South African audiences.

The Openview offering was further enhanced with the introduction of Kwesé Free Sports and the launch of eBella, a female-skewed drama and reality channel produced by the e.tv multi-channel business. eBella was launched on Openview and DStv in March 2018.

Openview is South Africa's fastest-growing satellite television platform. Openview set-top box activations grew at an average of 35 000 per month. As at 31 March 2018, a total of 1 149 217 (778 493 in 2017) boxes have been activated.

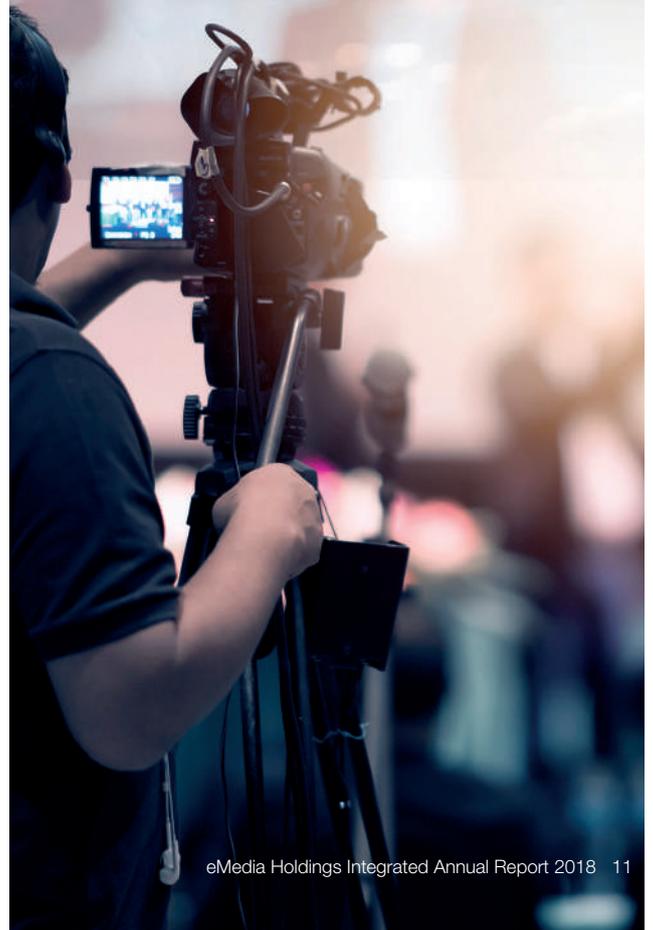
eMedia Investments will continue to invest in premium local and international entertainment as well as news content to strengthen and grow the number of Openview activations.

South Africa's first free-to-air satellite television news channel, OpenNews will launch on Openview in the last quarter of 2018. OpenNews will offer viewers an integrated news channel combining short format news, onscreen information and links with selected social media platforms like Twitter and Instagram, and a proprietary app.

Further investment in content will see the launch of a two-hour block of Afrikaans programming on eExtra and the introduction of new lifestyle and entertainment channels on Openview.

To enhance the Openview viewer experience, Platco Digital is investing in the development of the functionality of the set-top box. New functionality will be launched in the second half of 2018.

Platco Digital continues to subsidise set-top boxes which has assisted the company in keeping a low retail price.



eSat.tv (eNCA)

eSat.tv produces eNCA, South Africa's most watched 24-hour television news channel and the country's premier independent supplier of television news. eSat.tv also offers daily live news bulletins in English on e.tv and in Afrikaans on kykNET (on DStv).

During the 2018 financial year, eSat.tv consolidated its leading position in the television news market. eNCA's audience hit a peak of 54% of the pay-TV news market, with a year-on-year growth in average viewership of 12% and a 49.82% average market share for the year.

eNCA celebrates its tenth anniversary in 2018. To celebrate this milestone, and in anticipation of a more competitive 24-hour news environment, eNCA's studios are being upgraded technically and aesthetically. The structure of the editorial teams is being aligned with international norms and standards, creating strong show identities for the channel.

e.tv's 20h00 news bulletin achieved an average viewership of 863 000, a 2% growth on the previous fiscal.

Our Afrikaans offering continued an upward trajectory with 67,6% growth, making it the most-watched Afrikaans bulletin on the DStv platform.

eNCA.com makes the eSat.tv news offering platform-agnostic, engaging viewers online through its desktop website, mobile apps and services, and catering to the public's need for immediate and breaking news on multiple platforms. eNCA's online and social media presence has continued to grow. eNCA.com achieved 2.8 million unique browsers in March 2018, up 600 000 unique browsers year-on-year. The channel's Twitter account, @eNCA, has 1.5 million followers, up 461 000 from the previous year.

With significant and exciting developments expected to roll out over the next year, eSat.tv remains committed to retaining institutional knowledge and enhancing its expertise as it endeavours to deliver world-class independent news with no fear and no favour.

