

# CHANNEL STATEMENT



## WHAT IS SABC 1

SABC 1 is a full spectrum television channel providing programming in English and Nguni languages. The channel's programme offering provides for entertainment escapism, and promises information and education that can make a difference in the target audience's life.

## OUR EDITORIAL LINE

"Creating, reflecting and celebrating our youthful South African identity"

Our programmes will go beyond an urban and contemporary bias to reflect the broad canvas of our country with a focus on "real people and real issues". Our programming signature will have "straight-talking honesty, a celebratory yet outspoken tone and provoke responsible social action and dialogue". While we aim for popular and broad appeal programming, we will remain honest and responsible, never tabloid and sensational. Our programmes are not just about "pure urban" culture but the culture emerging out of youthful consciousness in Mzansi generally – although keeping us at the cutting edge of our world.

## THE PROGRAMMING STRATEGY

SABC 1 has pioneered what is now called "popular public service". This is based on the belief that public service television can be delivered to mass audiences in an environment of viewer choice. Over the last few years, the channel has delivered on the belief with programmes such as Soul City, Yizo Yizo, Soul Buddyz, Tsha Tsha and Gaz'lam. Educational drama in South Africa remains one of the most popular genres in television. Over the last 3 years the channel has systematically increased the delivery of public service value with increased delivery of factual programmes (additional news bulletins, current affairs, documentaries and talk shows). Of significance is the fact that the prime-time factual programmes – Zola 7, the documentary strand – regularly win their slots.

## THE BRAND

SABC 1 re-positioned in August 2003 with a new brand and editorial promise because the channel was looking to strengthen its relationship to its viewers. Research with the viewers has demonstrated that this exercise has been very successful. When asked to personify the channel, respondents to a study said that SABC 1 was "a people's person, friendly and caring and with lots of vibe. But she hasn't forgotten her roots".

Going forward the channel aims to consolidate the brand's popularity and success with its audiences by evolving it to something more accessible and embracing beyond its bold gritty engagements.

SABC 1 can celebrate what it means to be youthful and South African. It is a channel defined by courage, like the youthful South Africa it serves – celebrating the freedom to question and to uncover new truths.

Reflecting the new archetype of “responsible youthfulness”, entertaining social realism that is more enthralling than fiction – it is an inspiration and a guiding light for youthful people, never retrospective – its eyes are fixed firmly on the horizon of possibilities.

Like our viewers, SABC 1 is a social pioneer taking television where it has never dared to go before. SABC 1 is South Africa’s youthful dreams, aspirations, needs and identity unfolding before your very eyes.

**OUR BRAND PROMISE:**

Only SABC 1 empowers youthful Mzansi through entertaining social realism – “authentic story telling”.

What the brand means:

- SABC 1 is youthful and brave.
- It embraces the changing social reality in South Africa, but always with fresh eyes.
- SABC 1 makes a difference by provoking individuals about issues affecting South Africa.
- Accordingly, creative work and communication must show the same degree of bravery, celebrate the freedom to question and engage with society.

It's not about age but about a mindset – an attitude.

## OUR VIEWERS

“Television is the first truly democratic culture – the first culture available to everyone and entirely governed by what people want.

The most terrifying thing is what people want.”

Clive Barnes

With more than 15 million viewers per week, SABC 1 is the number one channel in the country. The channel's youthful brand quality is not to be confused with who watches it. In the same way that Coca Cola is a youthful brand with a broad range of consumers, SABC 1 will build a consistent brand quality while remaining a mass volume channel reaching the most TV viewers on any day.

The channel views its audience as intelligent, media savvy citizens. While they face huge challenges in life, they are optimistic about the future of South Africa. They have an appetite for a broad range of programmes – from the escapism of the soaps and movies, to information like news and current affairs, as well as to educational programmes. In a typical week, the top 10 programmes on SABC 1 look as follows:

SABC 1 Top 10 Programmes for July 2005:

	<b>Timeslot</b>	<b>Title</b>	<b>AR</b>	<b>Share</b>
1	Mon: 20h30-21h00	<b><i>Emzini Wezinsizwa</i></b>	19	51%
2	Mon- Fri: 20h00-20h30	<b><i>Generations</i></b>	18	49%
2	Mon: 20h30 -21h00	<b><i>Mzansi</i></b>	18	48%
3	Mon-Fri: 18h00 – 18h30 -	<b><i>The Bold and the Beautiful</i></b>	17	54%
4	Tues: 20h30-21h00	<b><i>Mzee Wa Two Six</i></b>	16	43%
5	Fri: 20h30-21h00	<b><i>Gaz'lam</i></b>	15	42%
5	Sun: 20h00-22h00	<b><i>Three Ninja Kids</i></b>	15	44%
6	Thurs: 20h30-21h00	<b><i>Zola 7</i></b>	14	41%
6	Mon – Sun: 19h30-20h00	<b><i>Xhosa / Zulu News</i></b>	14	39%
6	Fri: 19h00-19h30	<b><i>My Wife and Kids</i></b>	14	39%

# CHANNEL STATEMENT



## **Our Editorial Line**

*Creating unity in diversity as we celebrate and reflect the South African family*

## **Our Positioning Statement**

*SABC 2 is where South Africans are proud to belong – together engaging and celebrating the nation, through programming that is vibrant, tasteful and responsible*

Our understanding of what ‘family’ means to us as a Channel resonates on four related levels:

### *Our South African Family*

- ② building a common identity as South Africans

### *The Family of the African Renaissance*

- ② rooting us within our African context

### *Family Viewing*

- ② vibrant programming that is comfortable for mixed generations to watch together

### *Family Values*

- ② content that champions good moral values and personal ethics

## **Our South African Family**

SABC 2 is firmly positioned as the channel for the South African family, which has set us on a deliberate course to play a key role in Nation Building and to create shared experiences particularly around events of National Importance. This year the intention is to consolidate our positioning and to become a catalyst to help South Africans understand their relationship with their neighbours, their role as citizens of South Africa and in finding a sense of common identity as South Africans. SABC 2 is the channel most synonymous with South Africa in all her complexity, contributing to a sense of pride, and acknowledging that our tradition, history and culture all help shape us as a people forging a new South Africa. The fact that the channel caters for five distinct language groups (seSotho, Afrikaans XiTsonga, Tshi Venda and English) is increasingly perceived not as divisive but as a unifying factor in offering something for everyone – the channel most in tune with the complexity of South African society. The intention is to keep growing the language mix and to increase the use of sub-titling and signing

## **Family of the African Renaissance**

SABC 2 recognises that South Africa has its being within the bigger context of the African Continent – that our values as families and as a nation resonate with the values and aspirations of the African Renaissance. The peoples of Africa share a common destiny and SABC 2 will contribute to an inspiring perspective of African unity and solidarity, African

development and renewal and an end to the marginalisation of our continent in world affairs and development processes

### **Family Viewing**

At the heart of the bigger picture is the fact that the Channel for the South African Family offers, as its staple diet, content that is 'traditional' family viewing – and which, certainly in core prime time, may be watched by the whole family (across the generation gap) without embarrassment or the cringe factor.

Viewers agree with us that 'family' programmes should not include nudity or explicit sex scenes, bad language, drug abuse or excessive violence. SABC 2 is increasingly perceived as the channel most suitable for families, the one which most fulfils their expectations of a family channel. The challenge is to create programmes that are vibrant, fun, innovative and engaging and break the perceptions that family TV is dull TV!

### **Family Values**

The channel recognises that families are the building blocks of nation and that family television should talk to family life, personal values and ethics. The traditional Western picture of a nuclear family – Mom, Dad, 2.4 kids – has never been the norm in South Africa. With one in three marriages ending in divorce, single parent families are increasingly familiar. The extended family of African culture has its own unique dynamic and is being called into play as HIV/AIDS re-defines the demographics of family life in South Africa - a country still feeling the effects of apartheid-driven migrant labour, which tore families apart for generations. Our Constitution has created unprecedented freedoms for the gay community and is re-shaping our understanding of 'family'. 'Families' then are the support system in which most of us, in some way or other, are dealing with the real issues of life. Recognising that 'family' in the physical sense means so many things to so many people, we believe that there are universally recognised values that resonate at the core of family life – caring, sharing, looking out for each other, love, respect, and acceptance of who we are as people – warts and all! These values are at the heart of SABC 2 and set the channel apart

### **Our Vision**

Our vision is to be every South African's television home and heartland - a place where all South Africans may feel at home; strengthening social ties beyond cultural and social divides and playing a meaningful role in nation building while at all times being un-apologetically South African!

### **Our Mission**

Our mission is to acquire compelling television programmes for the South African family – to be a mirror of South Africa, reflecting a common heritage across communities and cultures.

### **Language**

From March 2006 the channel will be broadcasting 65% of its prime time in languages other than English – a truly South African channel:

- ② Sesotho, seTswana and sePedi; Afrikaans; Xi-Tsonga, Tshi-Venda and English
- ② Sign language: Integrated strategy within Education, IKB and Children
- ② Sub titles to increase cross-over appeal in local drama and for the deaf

### **Audience Profile**

Demographic Profile – AMPS 2004A

- o 52% of SABC2's viewers fall in the 35+ age group

- o 52% are Sotho and Nguni speaking; 48% are English and Afrikaans speaking
- o Target Audience - All Adults 16+

# CHANNEL STATEMENT



## **What is SABC 3?**

SABC 3 is a full spectrum channel delivering everything an English speaking or understanding South African wants from television - all on one channel! The channel delivers entertainment, information and insight to upmarket, South African, mostly urban achievers with a world view. Its tone is fresh, dynamic, inclusive and credible.

SABC 3's PCBS (Public Commercial Broadcasting Services) nature requires a careful balance between a local and global view, as well as between niche and broad appeal programming. It therefore delivers cutting-edge programming which indulges viewers' need for entertainment while it also serves to educate and inform, in order to maximise its commercial potential.

## **Editorial Line**

Talked about, popular television

## **Vision – Now and beyond**

SABC 3 needs to mainstream itself by becoming a broad-based, popular entertainment channel. The shift is necessitated by an evolving market environment, in which an LSM 8 – 10 focus is becoming increasingly unviable and a gap has been identified within LSM's 6 and 7. The channel has made an undertaking to aggressively target these LSM's; therefore its programming mix has to appeal to these audiences. In addition the channel recognises its responsibility to facilitate construction of a common national consciousness. All of this requires bold and informed interventions around positioning, content, communication, tone and manner.

## **Programming Strategy**

One of SABC's ongoing programming objectives over the last three years has been to develop and establish a number of long-running and/or renewable local properties. These are desirable for their ability to build audience loyalty and improve return on investment – clearly a priority for the SABC's only Public Commercial channel. To a large extent the channel has succeeded with this and

is now placed in the favourable position of being able to renew a significant number of shows e.g. *Isidingo*, *Weakest Link*, *Top Billing*, *3 Talk*, *Car Torque* and *Going Nowhere Slowly* to name a few.

The primary objective for 05/06 and beyond is a continued strengthening of the prime time schedule by creating local content pillars. As a result of this strategy we have managed to acquire (and must continue to acquire) prime time properties that reflect true “South African ness” with original local concepts for game-show, comedy and docu-drama genres. In light of this the channel is releasing a limited number of rfps to carry forward this strategy and also address issues of new mandate requirements.

### The Brand

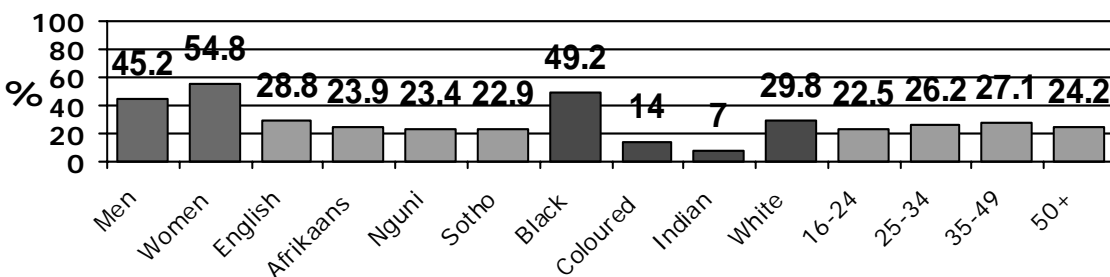
The SABC 3 Brand has always been and continues to be a strong brand. However it has suffered from inconsistencies in the past and the channel is committed to building a strong, progressive, sophisticated, yet still uniquely South African Brand.

### Language

English will remain the predominant language of broadcast, but multi-lingualism will be increased slightly (5% in 06/07) to reflect audience reality and establish channel relevance across language groups

### Viewers

Channel profile



Source – AMPS 2004A

The channels average daily reach is 5.5 million viewers with a spread of audiences across age groups, language and race. The channels race profile continues to shift, growing black audiences more especially.

### Conclusion

Adventurous thinking is what the Channel needs. We are looking for innovative, challenging ideas that constitute appointment viewing. We look forward to receiving your submissions and forming partnerships to create inspired local television with high talkability and great enter

