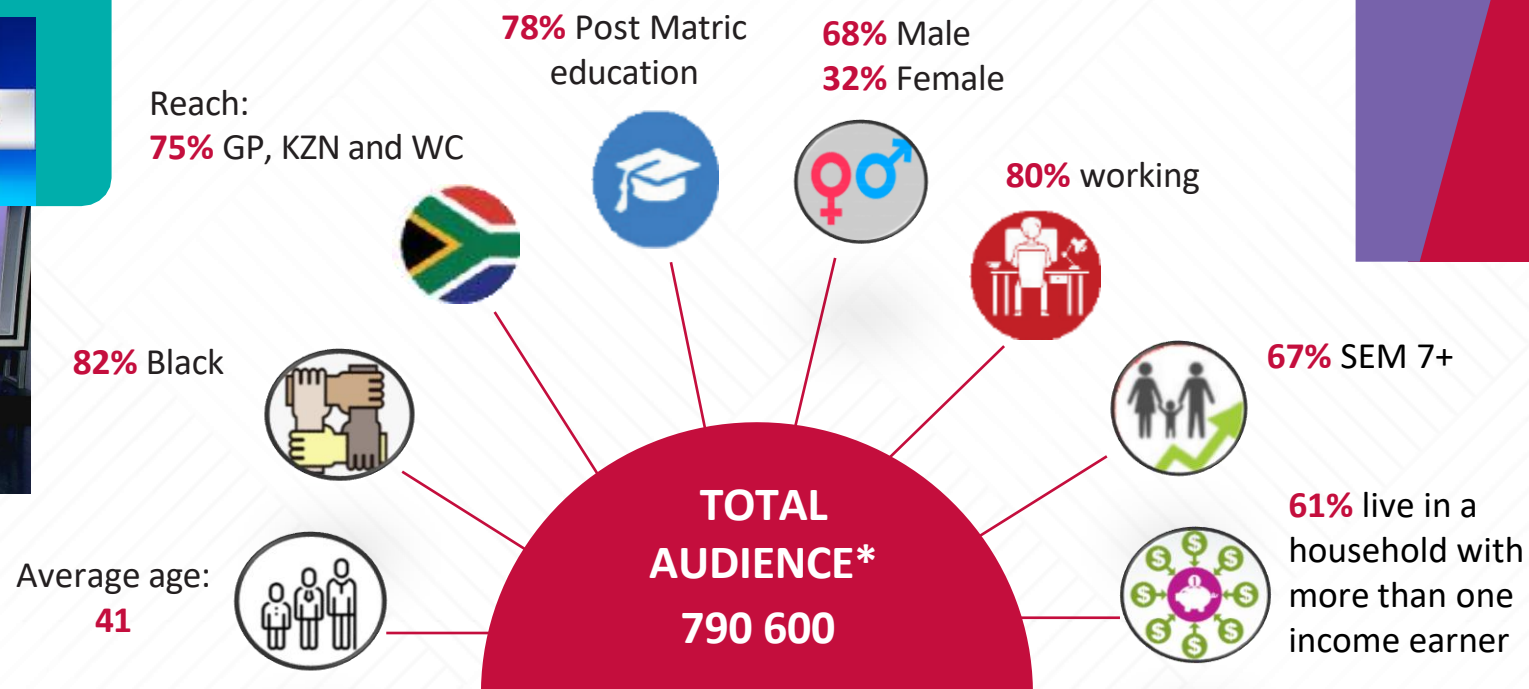
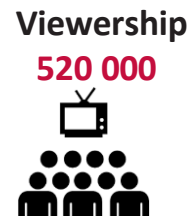




Business Day TV is broadcast on channel 412 on DStv. It is available to more than 10-million viewers in nine countries across Southern Africa.



PSYCHOGRAPHICS

The Business Day TV audience lives in upper income households, is financially independent and owns investments products. Image and health is important, so they like to lead a healthy lifestyle. They are also smart with their money but that doesn't stop them from enjoying life's luxuries. To them quality is more important than convenience.

Average monthly income

Household	R43 978
Personal	R30 734



*Total audience = Viewership + Social Media followers.