

A modern living room with a light grey sofa, a large abstract painting, and a concrete ceiling. The room features a light-colored wooden floor, a patterned rug, and a large window on the left. The sofa is adorned with two patterned pillows. A large, circular abstract painting with black and orange tones hangs on the wall. A tall, dark vase with a cactus stands to the left of the sofa. A small, round, light-colored ottoman sits on the rug. A dark wood coffee table with a gold-colored bowl is in the center. A floor lamp is visible to the right of the sofa. A white side table with a gold-colored bowl is next to a grey armchair. A black leather stool is in the foreground.

the home CHANNEL 2026

A PROUD BRAND OF ARENA HOLDINGS

DStv Channel 176 | Openview Channel 113

THE HOME CHANNEL

Broadcasts 24/7 on DStv Channel 176

The Channel reserves the right to make programming changes

The average spot rate on The Home Channel is R5 000

CHANNEL	TIME BANDS	SEGMENTS	30" RATE
The Home Channel 176	MONDAY TO FRIDAY		
	08H00 - 12H00	MORNING	R3 500
	12H00 - 15H00	MIDDAY	R4 000
	15H00 - 18H00	PREMIUM (SHOULDER TIME)	R5 000
	18H00 - 22H00	PRIME TIME	R6 000
	22H00 - 24H00	PREMIUM (SHOULDER TIME)	R5 000
	SATURDAY & SUNDAY		
	07H00 - 09H00	EARLY MORNING	R3 500
	09H00 - 12H00	MID-MORNING	R5 000
	12H00 - 18H00	PRIME TIME	R6 000
	18H00 - 24H00	PREMIUM (SHOULDER TIME)	R5 000

TELMAR PACKAGES

Channel	Spot	Cost	Description	Start	End
Home Channel - 1 week package	60	R30 000	1 Week Package	01-Jan	31 - Mar
Home Channel - 2 week package	120	R50 760	2 Week Package	01-Jan	31 - Mar
Home Channel - 1 week package	60	R32 000	1 Week Package		
Home Channel - 2 week package	120	R54 000	2 Week Package	01-Jan	31 - Mar
Home Channel Combo - 1 week package (Home Channel & Home Channel+)	40	R31 870	1 Week Package	01-Jan	31 - Mar
Home Channel Combo - 2 week package (Home Channel & Home Channel+)	80	R57 870	2 Week Package	01-Jan	31 - Mar
Arena Combo - 1 week package (Home Channel, Home Channel+ & IGN)	70	R35 000	1 Week Package	01-Jan	31 - Mar
Arena Combo - 2 week package (Home Channel, Home Channel+ & IGN)	140	R60 400	2 Week Package	01-Jan	31 - Mar
Alcohol Home Channel - 1 week package	40	R24 000	1 Week Package	01-Jan	31 - Mar
Alcohol Home Channel - 2 week package	80	R44 000	2 Week Package	01-Jan	31 - Mar
Alcohol Home Channel+ - 1 week package	55	R32 400	1 Week Package	01-Jan	31 - Mar
Alcohol Home Channel+ - 2 week package	110	R60 500	2 Week Package	01-Jan	31 - Mar
Alcohol Combo - 1 week package (Home Channel, Home Channel+)	40	R31 860	1 Week Package	01-Jan	31 - Mar
Alcohol Combo - 2 week package (Home Channel, Home Channel+)	80	R60 440	2 Week Package	01-Jan	31 - Mar
Alcohol Combo Arena - 1 week package (Home Channel, Home Channel+ & IGN)	50	R25 550	1 Week Package	01-Jan	31 - Mar
Alcohol Combo Arena- 2 week package (Home Channel, Home Channel+ & IGN)	100	R48 590	2 Week Package	01-Jan	31 - Mar

TERMS AND CONDITIONS

1. All advertising spots longer or shorter than 30" will be charged pro rata.
2. Advertising spots bought in specific programmes will carry a 20% loading.
3. All schedules are subject to availability of airtime at the time of booking and broadcast.
4. The Broadcaster reserves the right to alter scheduled programming.
5. The content of all advertising messages is subject to the approval of the Broadcaster.
6. The Advertiser indemnifies the Broadcaster for damages resulting from any advertising material correctly aired or displayed by the Broadcaster.
7. Advertising only to be used to promote the products and services of the Advertiser and contract is non-transferable and/or non-assignable.
8. All prices shown are NET to Advertiser. All prices quoted exclude VAT and Agency Settlement Discount.
9. Advertiser is subject to the Broadcaster's standard policy for credit approval and management.
10. In the absence of credit approval, payment will be required monthly in advance.
11. Proof of payment must be e-mailed, no less than 10 working days prior to first broadcast.
12. A 50% cancellation fee will apply within 10 working days of flighting.
13. Please note that a 100% cancellation fee will apply if the TV plan is cancelled after the campaign has already started.
14. The Channel will not be held responsible for any circumstances beyond their control.
15. E & OE – Standard errors & omissions.
16. STANDARD ARENA BROADCAST (PTY) LTD TERMS AND CONDITIONS APPLY, REFER TO
WWW.TMADROOM.ARENA.AFRICA

NEW FTP Address and Material Format

Material delivery options:

1. FTP Details:

- **Host Address:** ftp2.avusa.co.za
 - » Username: BlackstarTV
- Password: TVCloud2018
 - » Directory: Commercials

2. USB / Hard Drive

3. Web Transfer

- We can access most online transfer mechanisms, for example Dropbox, WeTransfer, etc.

4. Via Adstream

- Supply formatted as per various options on Adstream White Pages
 - » Contact traffic.za@adstream.com for details

5. Format:

- **Video Material:** Television broadcast quality
- **High Definition (HD)**
 - » HD 1080 (High Definition)
 - » 16:9 Full HD (1920 x 1080)

6. Compression Options:

- **H.264 – 25 frames per second**
- .mov

Physical Address:

- Arena Holdings
Hill on Empire
16 Empire Road
Parktown

Material Deadlines:

- 5 working days prior to first flighting

TV SALES CONTACTS

Commercial Director	Gary Alfonso	083 601 2007	alfonsog@arena.africa
Sales Executive	Brenda Stanley	082 557 5303	stanleyb@bdtv.co.za
Sales Executive	Adéle Rhodes	082 456 3317	adeler@bdtv.co.za
Sales Executive	Themba Motaung	073 203 5417	motaungt@bdtv.co.za
Western Cape Sponsorship and Advertising Sales	Kim Penman	083 733 5187	penmank@bdtv.co.za