



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.

**Viewership**  
(DStv-i Jan 2026)

**470 916**

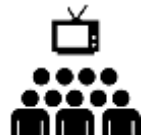


**YouTube**  
(Subscribers)

**11 400**

**Viewership**  
(BrandMapp 2025)

**461 000**



**Follower Count**  
(Business Day)

**45 729**

**Follower Count**  
(Business Day TV)

**7 600**



**Follower Count**  
(Business Day TV)

**32 220**



**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.



Reach:  
**85%** GP, KZN, Limpopo and Mpumalanga

**75%** Post Matric education

**73%** Male  
**27%** Female

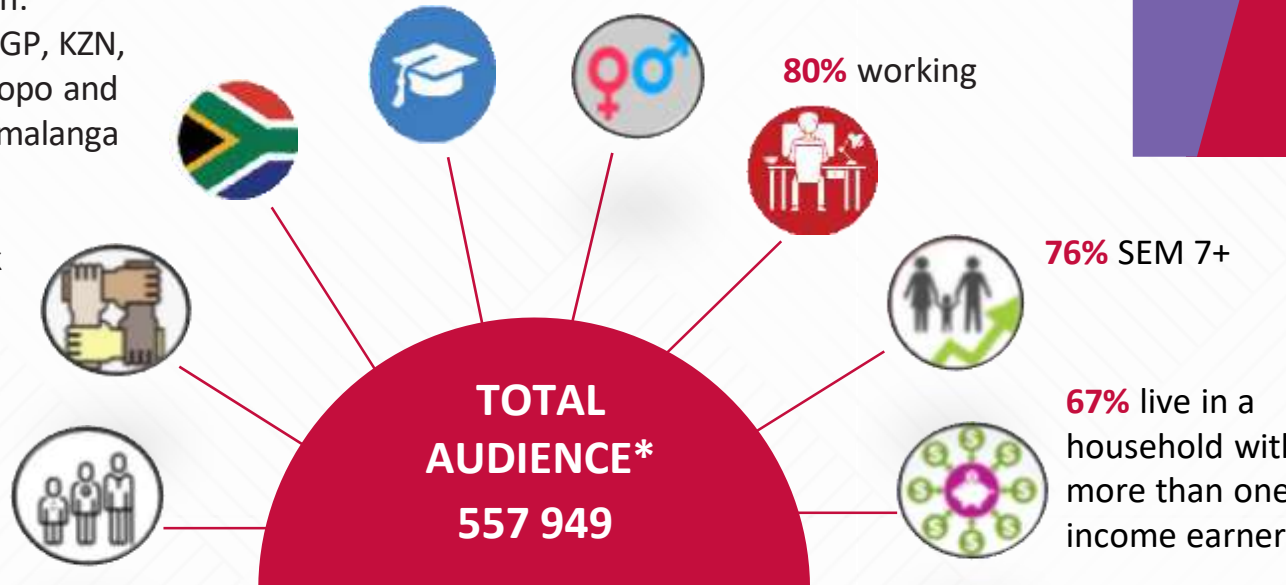
**80%** working

**83%** Black

**76%** SEM 7+

Average age:  
**42**

**67%** live in a household with more than one income earner



**TOTAL AUDIENCE\***  
**557 949**

**Average monthly income**

Household	R46 744
Personal	R36 079



\*Total audience = Viewership BrandMapp + Social Media followers.

Sources: BrandMapp 25, Social Media Jan 2026, DStv-i Jan 2026