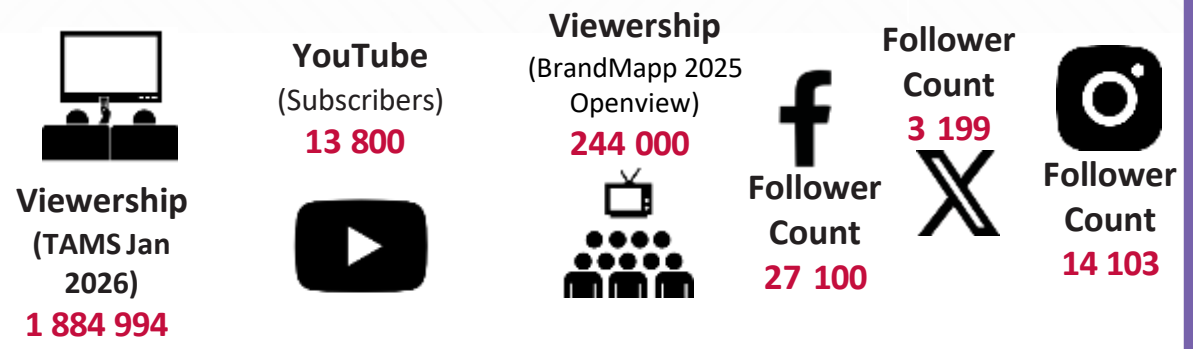


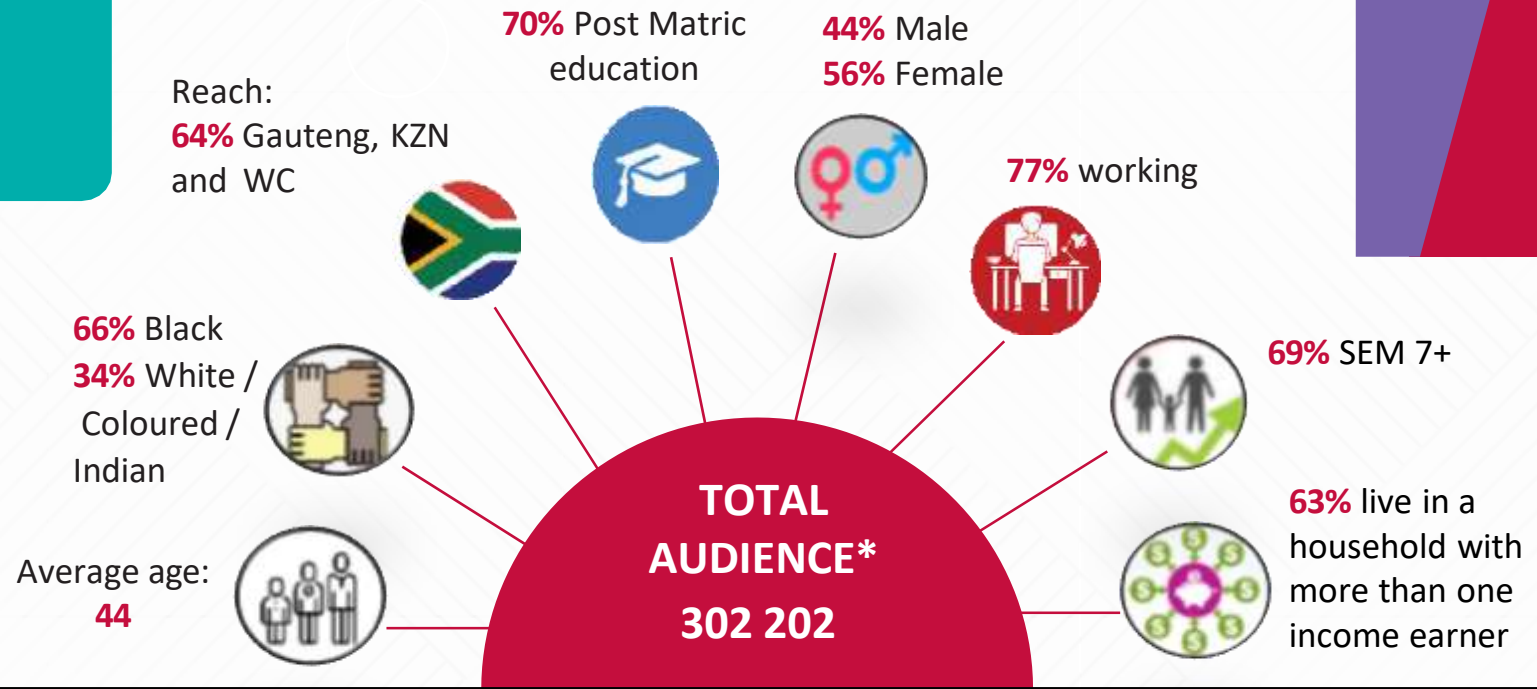


Inspirational African & international content on design, decor, home improvements, gardening, property, food, health & travel.



PSYCHOGRAPHICS

The Home Channel audience lives in upper income households and is financially independent. Leading a healthy lifestyle is very important to them. Their hobbies and pastimes include home décor exhibitions, travel, music and movies. These individuals plan holidays and stay in hotels or guest houses, which indicates higher levels of discretionary income.



Average monthly income

Household	R33 703
Personal	R25 083



*Total audience = Viewership BrandMapp + Social Media followers.

Sources: BrandMapp 2025, Social media Jan 2026, DStv-i and TAMS Jan 2026