

# The largest television broadcaster in South Africa celebrates its success

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From a single channel whose existence was doubted some 23 years ago, to the biggest television broadcaster in South Africa in the last three months, is a success story that must be celebrated.

Having started with e.tv and having evolved into the eMedia Group encompassing e.tv and seven other entertainment channels, (like eExtra, eMovies, eReality), Openview, eNCA, and a range of supporting subsidiaries, the group is ecstatic to now be the leading television broadcaster in South Africa. With a market share of 32.1% in all day viewing – up from 26.9% in the prior period, and with its nearest competitors being at 29.2% and 27.9% respectively, the position of the leading broadcaster in audience measures in South Africa, is a tremendous achievement.

In addition to holding the first position, the group had an incredible first half of the 2022 financial year, posting an excellent set of results when compared to both the prior year and the year before the pandemic. The resurgence in the television and radio advertising market, and the group's concentrated effort to improve its market share, and thereby its audience, has contributed to the profitability of the eMedia Group.

The growth of 54% year-on-year in advertising revenue, has had the biggest impact on the results with the revenue ending the period (6 months) on R1,057.9 billion, compared to the prior year of R687.2 million, a difference of R370.7 million.

Another milestone in the achievements for this year is the move into the new state-of-the-art offices in Hyde Park which encompasses the group's radio asset, YFM, and the high-definition eNCA studios.

Khalik Sherrif, CEO of eMedia Investments, is grateful for the achievement, and says, "The challenge now is to maintain our leadership position and continue in this trajectory for the foreseeable future. I believe we have the right team in place with years of experience, the know-how, the commitment, and the passion to ensure that we do not become the victims of our own success. Our entire team is geared to deliver. I am proud of each one of them. They each have the eDNA. I look forward to the future."

COO Antonio Lee, who has been in a team with Sherrif for almost 20 years, commends his content team and says, "We are focused on success. We have a plan, we are innovative, and we are not afraid to take calculated risks. I am happy to be in the leadership of a committed bunch of individuals, all of them. I wish for the success of our business to continue."

The team at eMedia is abuzz with enthusiasm, and the passion is tangible.

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