

e.tv launches four new channels on OpenView HD

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South Africa's only independent free-to-air commercial television channel, will launch four new channels on Tuesday, 15 October, at 5pm.

The channel, which turns 15 on 1 October, has reached many milestones since it was launched in 1998. Having grown its viewership to 17 million over the past years, the station is now ready to give South Africans four new themed entertainment channels.

CEO of Sabido Investments (e.tv's holding company), Marcel Golding, says, "This marks a real breakthrough for e.tv and we are delighted to give our highly valued viewers this multi-channel offering. It will expand their choices and afford them control over their viewing experience. The channels will be an authentic platform for the film and television industry key players to explore the best of what our continent has to offer."

The new channels will be carried by the free-to-air satellite offering, OpenView HD, which is managed by Platco Digital, a sister company of e.tv.

The new channels will offer South African viewers an assortment of inspirational local content through the **eKasi+** channel, African content on the **eAfrica+** channel, movies on the **eMovies+** channels and children's programmes on the **eToonz+** channel.

eKasi+ complements e.tv as a vibrant local channel, boasting a high percentage of new South African content, tailor-made to appeal specifically to the inhabitants of South Africa's lively townships. Viewers will be privy to fresh faces and concepts through shows such as Ekse: Let's Talk With Masechaba Lekalake, Number Numba, Kasi My Kasi, Gumba Gumba, Kasi-licious, Shadows and Behind the Gospel. Socialite Khanyi Mbau, Chef Katlego Mlambo, singer Ntombi Mzolo and radio host Masechaba Lekalake are some of the familiar faces that the eKasi channel viewers will get to see and interact with on a weekly basis. eKasi+ will also carry daily Nguni news at 8pm, soapies, African drama series, African American movies, sitcoms, reality and game shows.

The eMovies+ channel will take the viewers through an entertaining and nostalgic journey of local and international movies, both recent and classic. This channel offers round the clock movie entertainment designed to appeal to mainstream tastes as well as a wide range of niche interests. Whether it's Horror, Sci-Fi, Chick Flicks, Family Adventures or Golden Oldies, every movie buffs' preference is catered for on this 24-hour free movie channel.

eAfrica+ will wow viewers with some of the best movies made on the continent. This channel is for all Africans who enjoy Nollywood movies, African news, music, dramas and talk shows.

The eToonz+ channel is the destination of choice for free quality kids entertainment - where exciting tales creates endless adventures!

"e.tv has matured over the years and has seen a growth in viewership as a result of our ability to provide entertaining programming that promotes diversity. The viewers enjoy the good mix of local and international content, and they have inspired us to think beyond just having one channel. It was only natural to progress further and offer our viewers more tailored channels; yet still cater to all ages groups and demographics," says e.tv Group Head of Channels, Monde Twala.

"The aim is to provide the viewers with content that inspires, educates and encourages South Africans to be active citizens," concludes Twala.

e.tv will broadcast in HD format on Openview HD. From October, most locally commissioned content will be produced and delivered in HD format and more original HD content will be phased in over a period, across all themed channels.

Follow e.tv's new channels on the following platforms:

eAfrica+

- Twitter: [@eAfricaPlus](#)
- Facebook: <http://tinyurl.com/p6kj558>

eKasi+

- Twitter: [@eKasiPlus](#)
- Facebook: www.facebook.com/ekasiPlus

eToonz+

- Twitter: [@eToonzPlus](#)
- Facebook: <http://tinyurl.com/qelzwwa>

eMovies+

- Twitter: [@eMoviesPlus](#)
- Facebook: <http://tinyurl.com/npob2v4>

Follow OpenView HD on the following platforms:

- Facebook: <https://www.facebook.com/openviewHD>
- Twitter: <https://twitter.com/openviewhd>
- YouTube: <http://www.youtube.com/channel/UChp1aJkOrC3Abhu8zZOWjQ>
- Pinterest: <http://pinterest.com/OpenViewHD/>

About e.tv:

e.tv is South Africa's favourite free-to-air television channel providing broad appeal programming spanning all age, race and income groups across 80.5% of the South African population.

e.tv's remarkable growth has seen it become a major force in the South African broadcasting industry.

About Platco Digital:

Platco Digital is an independent distribution company offering digital carriage solutions on various platforms including direct to home (DTH) and DTT. Its main objective is to help free TV broadcasters cost-effectively reach audiences. Platco Digital will be launching OpenView HD, a free-to-view direct to home (DTH) satellite offering soon to be available in October. OpenView HD will carry licensed free TV channels locally and, ultimately, in the rest of Africa.

Platco Digital is a sister company of the South African independent broadcaster e.tv (Pty) Limited. Both are owned by Sabido Investments (Pty) Limited, a South African media group with holdings in a variety of broadcasting, content, production, facilities and distribution businesses.

Platco Digital has its offices in Bryanston, Johannesburg and uplink facilities in Cape Town.

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