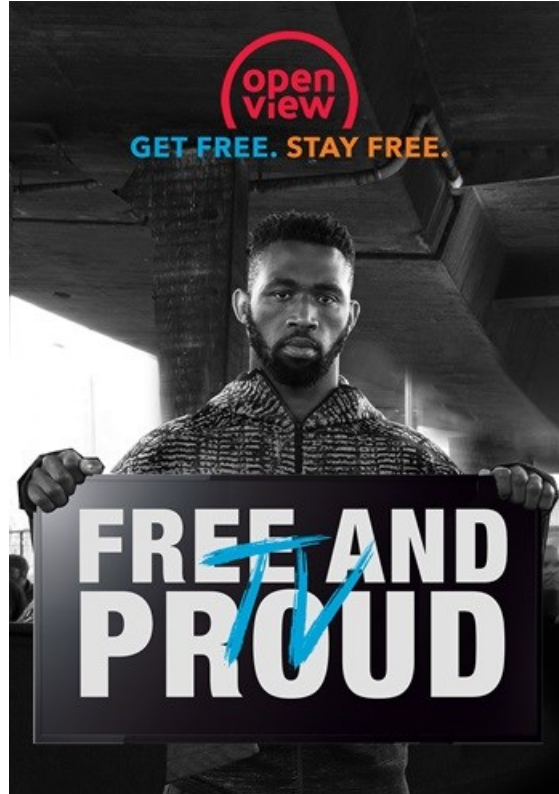


# Free and proud: Openview launches a brand-new TVC

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Openview recently unveiled its brand-new television commercial. Fronted by the people's captain Siya Kolisi and record-breaking Olympian Wayde van Niekerk, this stirring TVC reinforces Openview's position as the champion of free entertainment in South Africa.



The TVC was filmed in Johannesburg and features over 150 extras, the vast majority of whom are eMedia employees. The commercial was conceptualised and produced by creative network Sugar Ray Leonard & Partners and directed by the well-known Tebogo Malope, director at The Star Film Company.

## Equal entertainment for everyone

“The team at eMedia really put us through our paces in terms of carving out the positioning for Openview,” says Marlin van Noie, Chief Creative Officer at Sugar Ray Leonard. “We finally got to the ‘freedom of entertainment’, and it felt right for Openview to be the liberator of free, the brand for the people. It is a real honour to be a part of a brand that actually has something of value to offer to the consumer.”

Director Tebogo Malope drew inspiration from the collaboration with Sugar Ray Leonard and eMedia, “The team at eMedia are creative, and they are also plugged into the streets. They are about the people, and they are about creative work like this. I realised I am in a space with kindred spirits who understand how to make work that resonates with our people.”

## No monthly fees

Currently installed in over 1.4 million households, Openview is South Africa's first subscription-free direct-to-home satellite TV offering. Openview has 20 television channels and eight radio stations and offers viewers a broad mix of news, actuality, movies, drama, sport, children's entertainment and many more to come.

## The future of TV is free

At the launch of the Openview TVC, eMedia Investments' CEO Khalik Sherrif affirmed his confidence in the Openview platform, "For the first time in the South African landscape there is world-class television in HD for free. Don't tell anybody I didn't warn you. Even if you don't believe me today, in a few years from now, we will all be watching Openview."

Openview. Get Free. Stay Free.

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