



1AFRICARADIOTV MEDIA INVESTMENT

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To effectively realize its vision, 1AfricaRadioTV Media Production House established and utilized a variety of platforms to reach diverse audiences and engage with its community. Here are some potential platforms the media production house could consider.

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ABOUT



ESTEEMED INDIVIDUAL WHO HOLDS THE ESTEEMED POSITION OF CHIEF EXECUTIVE OFFICER (CEO) AT 1 AFRICARADIOTV PRODUCTION. WITH HIS EXCEPTIONAL LEADERSHIP SKILLS AND EXTENSIVE KNOWLEDGE IN THE FIELD, HE HAS SUCCESSFULLY GUIDED THE COMPANY TOWARDS UNPRECEDENTED GROWTH AND ACHIEVEMENT. UNDER HIS GUIDANCE, 1 AFRICARADIOTV PRODUCTION HAS BECOME A PROMINENT NAME IN THE INDUSTRY, RECOGNIZED FOR ITS INNOVATIVE AND HIGH-QUALITY PRODUCTIONS. MR. OSARFA'S DEDICATION AND PASSION FOR HIS WORK HAVE PLAYED A CRUCIAL ROLE IN SHAPING THE COMPANY'S VISION AND PROPELLING IT TOWARDS NEW LEVELS OF SUCCESS. WITH HIS STRATEGIC MINDSET AND ABILITY TO ADAPT TO THE EVER-CHANGING MEDIA LANDSCAPE, HE CONTINUES TO LEAD 1 AFRICARADIOTV PRODUCTION TOWARDS NEW FRONTIERS OF ACCOMPLISHMENT.

The Vision

At 1AfricaRadioTV Media Production House, our vision is to be the leading catalyst for positive change and cultural enrichment across the African continent and beyond.

We

strive to create a dynamic and inclusive media landscape that resonates with the diversity of Africa's rich tapestry, fostering

unity,

understanding, and empowerment.

The Mission

Mission statement: 1Africa radio tv mission is to Empower the African Child and underprivileged young generation with Skills set empowering and upliftment providing good teaching. Our main mission is to bridge the gap between education and employment by equipping Young individuals with the practical, in-demand skills needed for success in today's dynamic job market.

SENIOR EXECUTIVE MANAGEMENT



Ms Koleka Madubela (Executive Director)

KOLEKA MADUBELA IS THE EXECUTIVE DIRECTOR OF AN INNOVATIVE AFRICAN ONLINE STREAMING RADIO STATION, WHERE SHE LEADS EFFORTS TO DELIVER DIVERSE AND ENGAGING CONTENT TO AUDIENCES ACROSS THE CONTINENT AND BEYOND.

WITH 12+ YEARS IN MEDIA MANAGEMENT AND DIGITAL BROADCASTING, KOLEKA HAS DEDICATED HER CAREER TO ENHANCING THE VISIBILITY OF AFRICAN VOICES IN THE GLOBAL MEDIA LANDSCAPE.

"A passionate advocate for women in media, actively promoting initiatives that empower underrepresented voices."

KAGISO RAKOSA IS A MANAGING DIRECTOR OF 1AFRICA RADIOTV. BEING IN THE ENTERTAINMENT INDUSTRY FOR OVER A DECADE, MORE SPECIFICALLY IN THE ACTING INDUSTRY, IN 2022, ON GENERATION ON SABC 1, DUE TO THE LOVE AND ANOTHER CHALLENGE I WANTED TO EMBARK ON, I WALKED INTO THE STUDIOS OF @1AFRICARADIOTV JUST HOPING TO SHADOW A PRESENTER OF WHAT RADIO ENTITLES. BUT THAT LED TO BEING AN INTERN FOR THE WEEKEND SLOT THEN MOVED TO WEEKDAYS.

WITHIN THE 3 YEARS, THE BIGGEST MOVE WAS WHEN I WAS GIVEN THE OPPORTUNITY TO HOST THE WEEKDAY BREAKFAST SHOW BEING A HUGE PLATFORM WHICH I'M STILL CURRENTLY HOSTING. I LOVE CHALLENGES AND MY CONSISTENCY, PASSION AND ALSO LOVE FOR RADIO, I CAN PROUDLY ALSO SAY THAT I'M NOW THE MANAGING DIRECTOR OF @1AFRICARADIOTV, BEST PRESENTER OF 2025 AND CERTIFICATE OF APPRECIATION 2025 HONOURED BY THE CEO THIS SHOWCASES THAT CONSISTENCY BRINGS UPON GROWTH OF ONE'S PASSION.



Kagiso Rakosa (Managing Director)

Our commitment is to be at the forefront of technological advancements, leveraging cutting-edge tools and platforms to deliver immersive and high-quality multimedia experiences. By embracing innovation, we aspire to redefine the standards of media production, setting new benchmarks for storytelling, visual aesthetics, and audience engagement.

We envision a future where 1AfricaRadioTV stands as a beacon of creativity, innovation, and excellence in media production. Through our compelling and authentic content, we aim to inspire, educate, and entertain audiences, promoting a deeper appreciation for the unique stories, voices, and talents that define Africa.

Purpose

Our commitment to social impact lies at the core of our vision. 1AfricaRadioTV is driven by the desire to make a positive difference, harnessing our influence to tackle societal issues, foster inclusivity, and amplify marginalized voices. By forming strategic alliances and actively involving communities, our goal is to contribute to the growth and empowerment of various communities throughout the continent.



Creative space

Launch a dedicated broadcast channel featuring a mix of pan African music, talk shows, documentaries, and entertainment programs.

Provide a diverse range of content that reflects the cultural richness and diversity of Africa.

Collaborate with artists, influencers, and thought leaders to host engaging shows.

The focus

By leveraging a combination of these platforms, 1AfricaRadioTV can build a comprehensive and interconnected media ecosystem that engages, educates, and entertains audiences while staying true to its vision of promoting positive change and cultural enrichment across Africa and beyond



Establish an online streaming platform for visual content such as documentaries, series, and original films. Curate a library of content that celebrates African culture, history, and contemporary issues. Implement a subscription model to generate revenue and sustain high-quality production standards.

Create a diverse podcast network with various topics like music, storytelling, interviews, and discussions. Collaborate with notable guests, experts, and influencers. Distribute podcasts widely for maximum reach.

MARKET ANALYSIS

A comprehensive market analysis for 1AfricaRadioTV would involve examining various aspects of the media and entertainment industry, with a focus on the African continent.

Target Audience:

Identify and understand the demographics of the target audience. This includes age groups, interests, cultural backgrounds, and geographic locations.

Competitive Landscape:

Analyze existing media production houses, radio stations, and TV channels in Africa.

Identify competitors' strengths and weaknesses. Assess the market share and audience reach of key players.

Content Trends:

Study current trends in content consumption, including preferred genres, formats, and platforms.

Identify gaps in the market that 1AfricaRadioTV can fill with unique and compelling content.

Technological Landscape:

Evaluate the technology infrastructure in the target regions for broadcasting and online streaming.

Assess the availability and affordability of internet services for online platforms

Regulatory Environment:

Understand the regulatory frameworks for media and broadcasting in the target countries.

Ensure compliance with licensing requirements and content regulations.

ADVERTISING AND MONETIZATION OPPORTUNITIES:

Explore potential revenue streams, including advertising, sponsorships, and partnerships.

Analyze successful monetization models within the media industry.

1AfricaRadioTV can gain valuable insights into the industry, its audience, and the competitive landscape. This information will be crucial for devong presence in the African media market.

Partnerships and Collaborations: Explore opportunities for partnerships with local artists, content creators, and influencers. Collaborate with other media organizations, NGOs, and community groups for mutual benefit.

Data and Analytics: Utilize data and analytics tools to track audience behavior, content performance, and market trends. Make data-driven decisions to refine content and marketing strategies.

SWOT Analysis: Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for 1AfricaRadioTV. Leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats.

Community Engagement: Assess the level of community engagement in the regions targeted by 1AfricaRadioTV. Identify community influencers and potential partners for collaborative projects.

Premium content

Radio Content

These 88 constellations divide the entire night sky as seen from Earth. Star maps are made from the brightest stars and the patterns they form give rise to the constellation names.



RADIO CONTENT

INSIDE AFRICA (FRIDAYS)

A powerful Friday feature spotlighting African news, culture, and stories shaping the continent.

6

WEEKEND AFRICA BREAKFAST CRUISE

A relaxed and refreshing Saturday morning show blending music, conversation, and community connection.

7

UNSTOPPABLE SHOW (06:00 – 09:00 | FIRST & LAST SUNDAY)

This Show Empowers and inspire listeners with motivational and uplifting content

8

QHUDE MANIKINIKI (16:00 – 18:00)

A celebration of traditional Maskandi music and culture, hosted by Themba, Xolile & Thulani, blending authentic sounds with engaging discussions.

9

The Touch show

This platform acts as a dynamic, curated audio platform that bridges the gap between urban culture, emerging artists, and established rap icons. It is more than just a playlist; it is a cultural, educational, and entertainment hub that covers the foundational elements of hip hop

10

BUSINESS HOUR SHOW

This segment focuses on empowering businesses across Africa, with the ability to educate listeners about the business industry, engage and connect with a specific, professional audience.

11

RADIO CONTENT

INSPIRATIONAL SUNDAY (09:00 – 12:00)

This show delivers uplifting messages, music and meaningful discussions to nourish the soul

12

13

SOULFUL SUNDAY (12:00 – 15:00)

This show blends soulful music cultural reflection and engaging conversation

AFRICA BLISS (15:00 – 18:00)

Africa Bliss provides a relaxing and uplifting Sunday Afternoon experience

14

15

THE POWER OF THE CROSS (18:00 – 20:00)

This faith centered program offers spiritual teaching, reflection and inspiration

POSITIONING INSIGHT:

This lineup strategically mirrors the rhythm of a listener's day and week—information in the morning, stimulation at midday, connection during drive-time, cultural immersion on weekends, and spiritual grounding on Sundays. It transforms the station from simply a broadcaster into a daily companion shaping mindset, culture, and identity.

Television Content

2 UNDTHANDILE. Thank You, My Guardian”

2

This emotional and inspirational show celebrates guardians—parents, grandparents, and caregivers—who have played a vital role in raising and protecting individuals.

4 NGO EXCELLENCE AWARDS

The NGO Excellence Awards recognize and honour Non-Governmental Organizations that make meaningful contributions to communities.

6 HELLO AFRICA

6

Hello Africa celebrates the rich cultural diversity of the African continent.

Each episode profiles a different African country, highlighting:

- Traditional food
- Music and dance
- Languages
- Cultural practices and traditions

1

SCHOOL TOUR COMPETITION

This initiative is designed to engage learners across schools by creating educational and interactive competitions. The program will visit different schools, giving students an opportunity to participate in challenges that promote knowledge, creativity, and talent. The goal is to inspire excellence, build confidence, and create memorable experiences for young people.

3

PLUS - SIZE REALITY SHOW.

This reality show provides plus-size individuals with a platform to showcase their talents, personalities, and ambitions.

- Empowerment and self-confidence development
- The objective is to challenge stereotypes, promote self-love, and inspire viewers through authentic transformation journeys.

5

INSIDE AFRICA

Inside Africa is an educational program focused on African history and identity.

The show teaches African children and audiences about:

- African history and civilizations
- Important historical events
- African leaders and liberation movements

7

SPORT SHOW

this part of the segment is a specialized radio broadcasting format that focuses on the live play-by-play coverage, analysis, discussion, and broadcasting of sporting events, often including talk shows where hosts and callers debate teams, players, and game outcomes.

CONCLUSION

THESE TELEVISION AND RADIO PROGRAMS ALIGN WITH 1AFRICARADIOTV'S MISSION TO EDUCATE, EMPOWER, AND CELEBRATE AFRICAN PEOPLE, CULTURE, AND HISTORY. THROUGH ENTERTAINMENT, EDUCATION, AND RECOGNITION, WE AIM TO BUILD PRIDE, AWARENESS, AND OPPORTUNITY ACROSS THE CONTINENT.

10 AfricaradioTV

Empowerment program

School programs

BUILDING SCHOOLS AND PROVIDING LEARNING MATERIALS



THIS INITIATIVE IS DESIGNED TO ENGAGE LEARNERS ACROSS SCHOOLS BY CREATING EDUCATIONAL AND INTERACTIVE COMPETITIONS. THE PROGRAM WILL VISIT DIFFERENT SCHOOLS, GIVING STUDENTS AN OPPORTUNITY TO PARTICIPATE IN CHALLENGES THAT PROMOTE KNOWLEDGE, CREATIVITY, AND TALENT. THE GOAL IS TO INSPIRE EXCELLENCE, BUILD CONFIDENCE, AND CREATE MEMORABLE EXPERIENCES FOR YOUNG PEOPLE.





FOUNDATION

Providing daily meals to 50,000+ children across Africa

Through its various platforms, the foundation aims to connect diverse communities across the continent and the diaspora, fostering unity and understanding. By showcasing local talent and providing a voice to underrepresented narratives, 1AfricaRadioTV strives to empower individuals and inspire positive change. The foundation also engages in community development initiatives, leveraging media as a tool for education and social impact. 1AfricaRadioTV foundation is dedicated to fostering unity across Africa while amplifying the voices of the less privileged and sharing authentic African narrative. Throughout our initiatives we aim to uplift, motivate and in-still a positive mindset among disabled individuals not only providing emotional support but also addressing their physical needs. In addition we are committed to provide shelter to the orphans and the homeless along with provision of food parcels, medical assistance, wheelchairs and quality canes.



KEEP IN CONTACT WITH US

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1AFRICA RADIOTV COMPANY HISTORY

Founded in 2018, 1Africa RadioTV emerged as a pioneering pan-African multimedia platform dedicated to celebrating African culture, music, and storytelling. Starting as a single radio station in Johannesburg, we've grown into a continental network reaching 22 African nations. Our journey includes launching the first cross-border music chart show in 2020, establishing digital studios in 4 countries, and becoming the official media partner for the African Continental Free Trade Area in 2023.

CONCLUSION AND CLOSING

1AfricaRadioTV, our mission is to be the heartbeat of a united continent, resonating with the diverse rhythms of Africa. Through our dynamic programming, we aspire to celebrate the richness of African culture, amplify diverse voices, and inspire positive change. From groundbreaking news coverage to entertaining shows that reflect the vibrancy of our communities, we are committed to fostering unity, understanding, and empowerment. Join us on this journey as we continue to tell the stories of Africa, connect communities, and serve as a beacon of inspiration for a brighter and more united future.

THANK YOU FOR BEING A PART OF THE 1AFRICARADIOTV FAMILY, WHERE THE HEARTBEAT OF AFRICA COMES ALIVE." AFRICA WE ARE ONE.