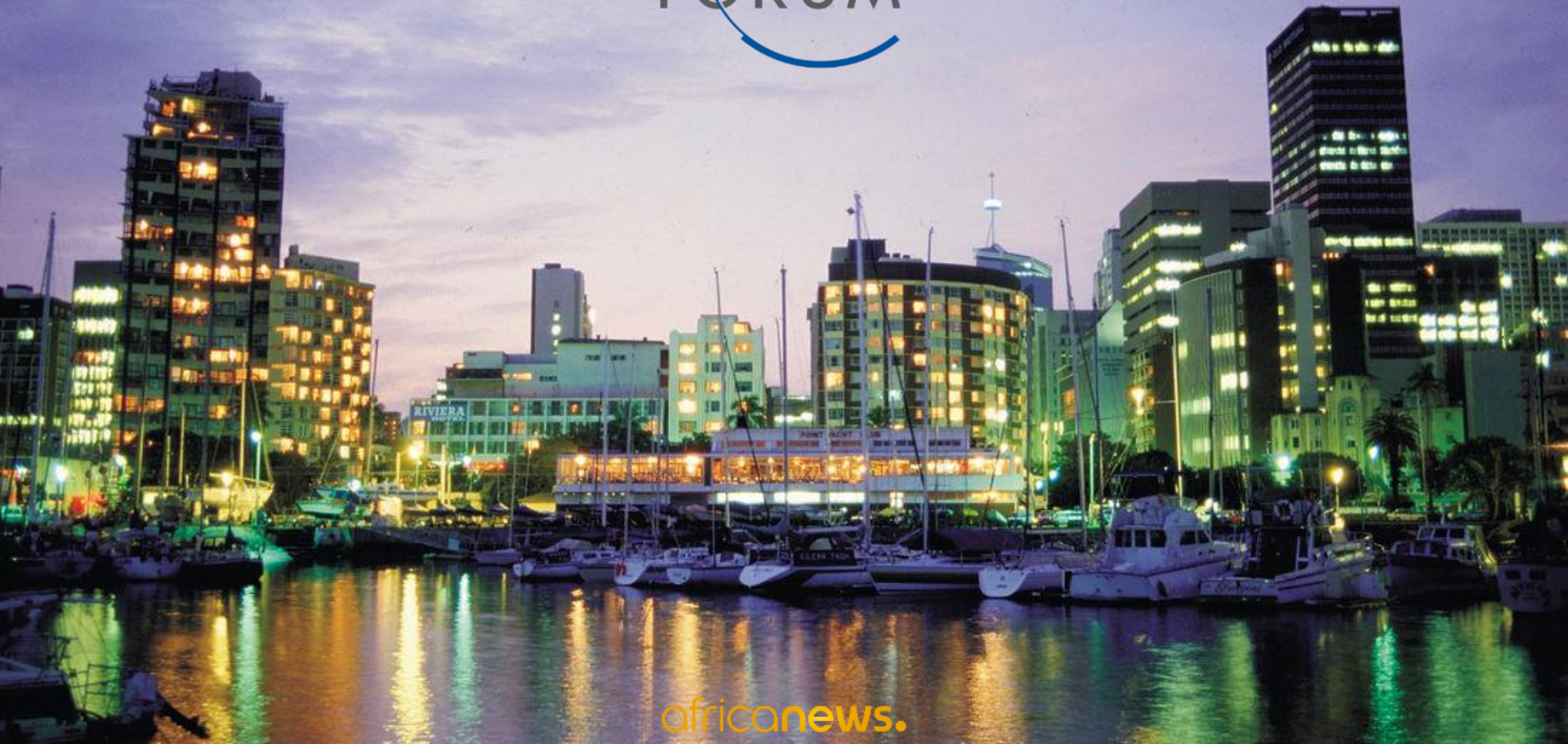


WORLD ECONOMIC FORUM



africanews.

AFRICANEWS – Special Reports Road to WEF on Africa 2017

Africanews proposes a complete package of programmes for building up the general interest in the World Economic Forum on Africa and its hosting country South Africa, and for the coverage of the summit itself starting in April to May

Africanews will make three series of Report prior to the event portraying the most positive insight of South Africa economy.

For the summit itself, we are proposing **a daily coverage of the summit** for bringing to light the top issues that have been discussed and for showcasing the most pertinent initiatives and projects proposed on a given topic.

Africanews also offers the following TV and digital packages to be run alongside this series of special programmes around the World Economic Forum on Africa 2017.

Please discover the packages on the following slides.



WORLD
ECONOMIC
FORUM



SPECIAL OFFER – WORLD ECONOMIC FORUM ON AFRICA 2017



SPOTS CAMPAIGN Around WEF on Africa 2017

57 x 30'' spots in context in total

on africanews

100% Off-peak (08.00-18.00 & 23.00-07.00)

Schedule: to be spread from 01/04 to 05/05/2017

RATECARD: 18,810 €



DIGITAL CAMPAIGN Around WEF on Africa 2017

270,000 impressions on africanews.com

Leaderboard / MPU / Mobile Banner

Run Of Site

Schedule: to be spread from 01/04 to 05/05/2017

RATECARD: 6,250 €



25 x 30'' bonus spots offered free of charge on euronews sub-saharan feed (Off-peak) – Added value: 6,250 €

TOTAL RATECARD: 25,060 €

Global discount: -20 %

NET TO BE PAID: 20,000 €

SPECIAL OFFER – WORLD ECONOMIC FORUM ON AFRICA 2017



SPOTS CAMPAIGN Around WEF on Africa 2017

190 x 30'' spots in context in total

on africanews

21% Peak time (07.00-08.00 & 18.00-23.00)

Schedule: to be spread from 01/04 to 05/05/2017

RATECARD: 69,500 €



DIGITAL CAMPAIGN Around WEF on Africa 2017

1,340,000 impressions on africanews.com

Leaderboard / MPU / Mobile Banner

Run Of Site

Schedule: to be spread from 01/04 to 05/05/2017

RATECARD: 30,000 €

50 x 30'' bonus spots offered free of charge **on euronews sub-saharan feed (Off-peak)** – Added value: 12,500 €

TOTAL RATECARD: 99,500 €

Global discount: -50 %

NET TO BE PAID: 50,000 €

SPECIAL OFFER – WORLD ECONOMIC FORUM ON AFRICA 2017



SPOTS CAMPAIGN Around WEF on Africa 2017

500 x 30'' spots in context in total

on africanews

40% Peak time (07.00-08.00 & 18.00-23.00)

Schedule: to be spread from 01/04 to 05/05/2017

RATECARD: 199,000 €



DIGITAL CAMPAIGN Around WEF on Africa 2017

3,120,000 impressions on africanews.com

Pushdown / Double MPU / Mobile Banner

Run Of Site

Schedule: to be spread from 01/04 to 05/05/2017

RATECARD: 99,800 €

150 x 30'' bonus spots offered free of charge on **euronews sub-saharan feed (Off-peak)** – Added value: 37,500 €

TOTAL RATECARD: 298,800 €

Global discount: -75 %

NET TO BE PAID: 75,000 €



AFRICANEWS IS...

INDEPENDENT 24/7 NEWS
DEDICATED TO SUB SAHARAN AFRICA

ON ALL SCREENS

TV CHANNEL – WEBSITE – APP – SOCIAL MEDIA

PRODUCED IN ENGLISH AND FRENCH
FROM CONGO POINTE NOIRE

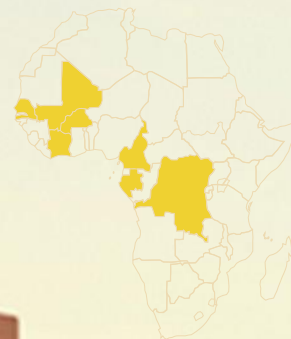
TARGETING THE UPPER MIDDLE CLASS & THE ELITE

A TV CHANNEL COVERING

9 MILLION HOMES

IN SUB SAHARIAN AFRICA

Already a major success 10 months after launch!



38%

AWARE OF AFRICANEWS

1,989,000

WEEKLY REACH OF AFRICANEWS

40 MINUTES

TIME SPENT PER VIEWER

MORE AUDIENCE THAN

BBC WORLD NEWS – CNN – AL JAZEERA

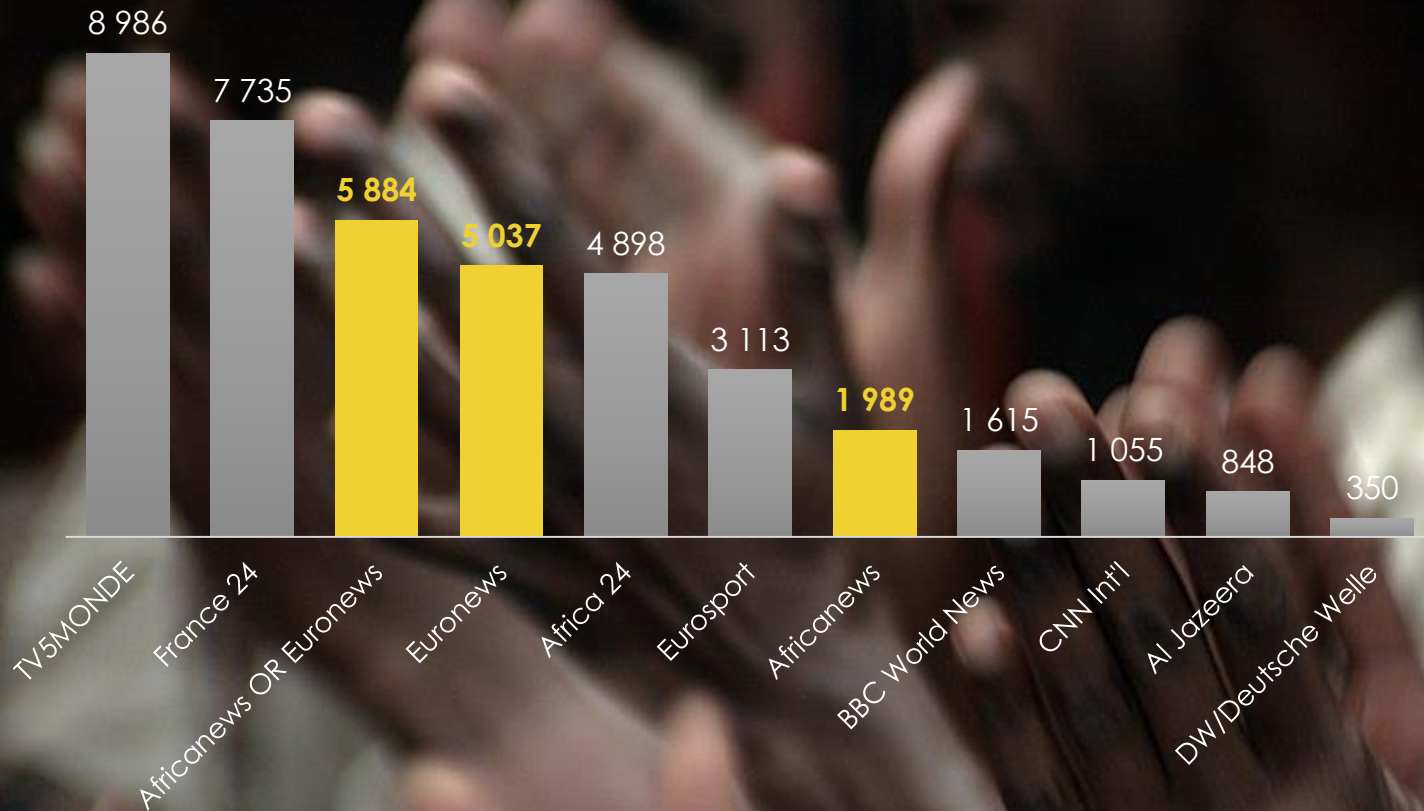
45% ARE A/B

AND 20% IN THE TOP 10%

AVERAGE AGE **32** AND **64%** ARE MALE

Euronews & Africanews reach more than established int'l competitors

WEEKLY REACH IN 000s



All formats – all devices



24/7 TV CHANNEL




SOCIAL MEDIA

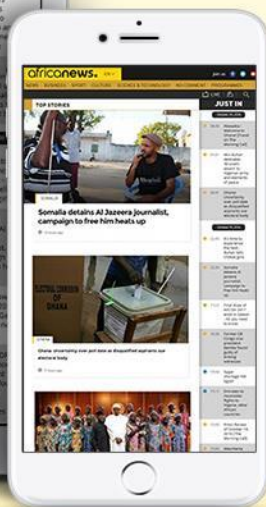
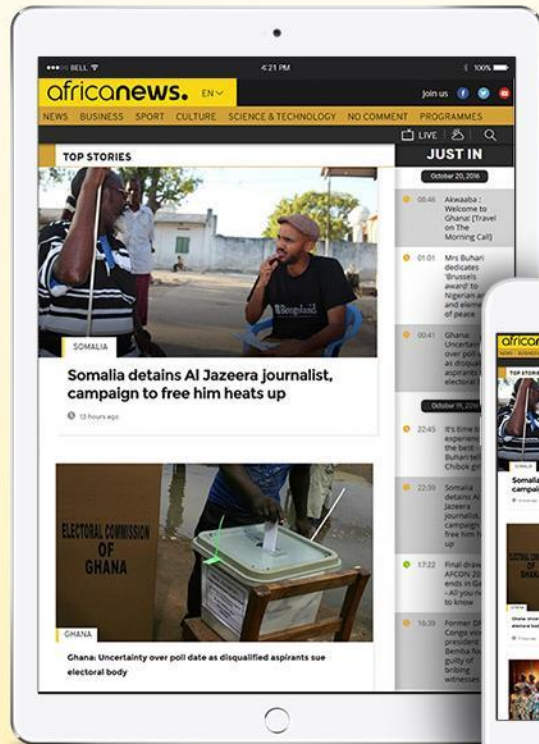
**RESPONSIVE DESIGN WEBSITE
AFRICANEWS LIVE ON .COM**



A performing news hub

1.3M MONTHLY PAGE VIEWS

0.6 M
MONTHLY
UNIQUE
BROWSERS



YouTube 7M VIEWS



Twitter 1.2M IMPRESSIONS

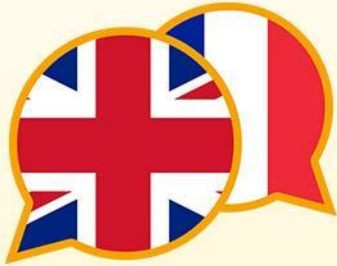


Facebook 84,100 FANS



Sources: (website) Comscore Digital Analytics Jan 2017 – (YouTube) CMS as of 15.02.2017 – (Twitter) CMS Jan 2017 – (Facebook) CMS as of 14.02.2017

Targeting the Upper Middle Class



IN ENGLISH AND FRENCH

SPOKEN BY **242 M+** PEOPLE
OR 25% OF THE POPULATION*

FOR THE UPPER MIDDLE CLASS & THE AFFLUENT

URBAN CONSUMER
SPENDING WILL
MORE THAN

DOUBLE BY 2030

AFFLUENT POPULATION PROFILE**

MALE 66%, AGED 40. 71% HAVE
UNIVERSITY DEGREE, AV.

PERSONAL INCOME OF **€42,300**.

59% HAVE BOUGHT **LUXURY**
PRODUCTS IN PAST YEAR

Full TV coverage of Sub Saharan Africa



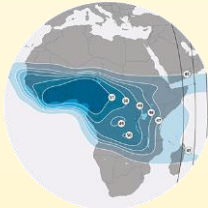
2.7M HOUSEHOLDS

FULL TIME - PAY TV IN 30+ COUNTRIES



4.1M HOUSEHOLDS

FULL TIME - FREE TO AIR VIA ASTRA SES 4/5



2.3M HOUSEHOLDS

PARTIAL TIME
BENIN (CANAL 3) - CAMEROUN (CANAL 2 INFO)

africanews.

YOUR COMMUNICATION **PLATFORM**

ILS NOUS ONT DEJA
REJOINTS

RAWBANK
is my bank.

 QNB

 Emirates

 MTN

 NOVOTEL
HOTELS & RESORTS

 brussels
airlines

DE BEERS
JEWELLERY

 pullman
HOTELS AND RESORTS

 BOAD
BANQUE OUEST AFRICAINE
DE DEVELOPPEMENT