



## **PRESS RELEASE**

### **e.tv turns 10 years old on 1 October**

e.tv, South Africa's first and only independent free-to-air television channel celebrates ten years on air on 1 October. Over the past decade, e.tv has established itself against the odds to become a household name and a key player in the South African broadcasting industry.

At 5pm on 1 October 1998, e.tv started broadcasting for six hours a day and on 17 January 1999, eNews went to air for the very first time. However, after the excitement of the launch months, e.tv soon ran into trouble. Initial budget estimates were significantly below the requirements of the business and the channel was losing millions every month.

In mid-1999, a new management team was appointed and an urgent turnaround strategy was put in place. This strategy, combined with additional injection of funds from original shareholders HCI and new shareholders Venfin, steadily turned e.tv into a success.

AMPS research demonstrated that the channel grew from a regular viewership of just over 2.4 million in 1999 to almost 12 million in 2007 – a growth rate of 384%! By 2000, e.tv had grown to become the largest English-medium channel in the country and by 2002, it was the second largest channel overall, a position it retains today. The channel broke even for the first time in 2004.

Says e.tv's CEO Marcel Golding: "We had some rough times in the beginning but the success of e.tv has outstripped our expectations. Very few people believed that e.tv would survive those first years but now that we've reached our ten year anniversary we have become an indispensable part of South African life."

Over the years the channel has built a reputation for high quality local and international entertainment. Locally produced dramas and sitcoms such as Backstage, Madam & Eve, Jozi Streets and (most recently) Rhythm City, have provided e.tv with a strong point of difference from its competitors.

Over the past few years, e.tv has also introduced locally produced reality formats such as Fear Factor SA, Biggest Loser SA and Forgive and Forget, as well as its own emo-tainment show Let's Fix It. The channel brand is also firmly associated with WWE Wrestling and its blockbuster movies, which bring in the highest ratings each week.

However, during the past decade the channel's most distinctive programming has undoubtedly been its news. eNews is widely regarded as the most reliable and independent television news source in the country and its prime time bulletins are watched by an average of 1.6million viewers each night. The success of the eNews brand spawned the launch of the 24-hour eNews channel, which launched in June this year.

e.tv's success has established a sound basis from which to establish a much larger media group. Over the past two years, e.tv's holding company, Sabido Investments, has acquired interests in other television companies on the African continent as well as in content distribution and aggregation and studio facilities.

Golding paid tribute to e.tv staff, particularly those that stayed on with the channel from the early years. "e.tv's success is due not only to their loyalty, commitment and hard work but, in particular, to their unwavering belief that we could achieve something extraordinary despite the odds being stacked against us," he says.

Ends

**Competition**

During its birthday month of October, e.tv will be giving away many gifts and viewers stand the chance of winning big prizes. Prizes include seven Canon cameras worth R10 000, seven Cell C cash prizes of R10 000 each, Defy products to the value of R70 000 and a Tata car worth over R70 000.

## Facts

### Audience

- Independent TV audience surveys confirm that e.tv is the second most-watched channel in the country.
- e.tv's terrestrial signal reaches 80.5% of the South African population.
- e.tv appeals to all races, all ages and all income groups and is the most viewed English language channel in the country
- 69% of the e.tv audience is black
- The top end of e.tv's target market includes the wealthiest 20% of the population
- Of the 11.9 million viewers, 67% are in LSM 5-8. The highest growth area has been viewers from the black middle class.

### Time-Line

- October 1998, e.tv was launched as South Africa's first commercial free-to-air TV network, broadcasting for six hours a day
- January 1999, e.news first went on air and is now rated as one of the most credible sources of information in South Africa
- February 1999, e.tv provided a 24-hour programming service
- 2000, e.tv became the largest English-medium station in the country and in 2002 the second largest overall, a position it still holds
- 2002, e.tv secured exclusive broadcast rights to the FIFA World Cup in Korea/Japan
- April 2003, e.tv took over as host channel of the Live LOTTO Draw
- 2004, e.tv first turned a profit
- 2008, e.tv's sister company eSat TV launches eNews Channel

Ends

**e.tv's first schedule on 1 October 2008 (below) and 10 years later, its schedule on 1 October 2009 (further down).**

Date	Time	duration	Programme	Episode Number	Category
01/10/1998	17:00 - 18:00	01:00	Baywatch Series III	3001	Drama
01/10/1998	18:00 - 19:00	01:00	Oprah Winfrey S13	08/09/1998 (U.S. Airdate)	Talk Show
01/10/1998	19:00 - 19:30	00:30	Friends Yr I	475-085	Sitcom
01/10/1998	19:30 - 20:00	00:30	Homeboys in Outer Space	1	Sitcom
01/10/1998	20:00 - 21:00	01:00	Alex Haley's Queen	1	Mini-Series
01/10/1998	21:00 - 22:00	01:00	Dangerous Minds	1	Drama
01/10/1998	22:00 - 23:00	01:00	Magic Hour	1001	Magazine

**Wednesday 1- October- 2008**

05:00 **Haleluya Africa  
Religion**

05:30 **African Language News  
News**

06:00 **Sunrise  
News**

08:00 **African Language Early Edition  
News**

08:30 **Infomercial**

09:00 **Rhythm City (Repeat) PG  
Episode 322  
Drama**

This daily drama focuses on the South African music industry and those who have dreams of making it big, as well as those who have the final say when it comes to making or breaking careers. Starring **Pam Andrews and Lungile Radu**.

09:30 **Scandal! (Repeat) PG  
Episode 778  
Drama**

Let Scandal take you into the heart of the newsroom at The Voice – and into the lives and beds of the investigative reporters, photographers and editors who will go to any lengths to break the story first. Be there as they uncover disturbing truths, and experience the daily drama as their personal ambitions and ethics collide with professional challenges. For compelling viewing that will forever change the face of South African television, tune in and feel all the heat and glamour for yourself on e.tv's Scandal! Starring **Sandy Mokwena and Michelle Maxwell**.

10:00 **3<sup>rd</sup> Degree (Repeat) PG  
Current Affairs**

10:25 **Infomercial**

10:30 **Sunset Beach PG  
Season 1 Episode 209  
Drama**

Sean tells Olivia that Gregory hired a hitman to kill Cole, while he was in a police car. Gregory finds out that Bette helped Cole escape from jail, and he fires her. A hot pursuit of Cole starts, with Paula and Ricardo trying to convince Cole to give himself up. Caitlin, who is sad about her baby's death, asks Sister Beatrice to not contact her family. Meg and Ben continue professing their love for each other. Casey tries to assure a worried Vanessa that there is a logical reason why Michael isn't back from the cabin, and Vanessa knows that it must be Virginia. Starring **Susan Ward and Clive Robertson**.

11:20 **Infomercial**

11:30 **Birth Days PG Nathalie and Marc  
Season 2 Episode 2047**

## Reality

Full of lip and never tongue-tied, Marc and Natalie are expecting their second child. Marc stayed home to nurse the couple's first kid. But this time it's Mom's turn to stay home with the new baby. Career-focused Natalie isn't sure how she will cope being a stay at home Mom, particularly since Marc has just started a new job making less money. In addition to the added financial stress, their four-year-old is really acting out... And baby's farting is out of control!

**12:10 Planet Parent  
Episode 98  
Documentary**

### Native Families Move to the City

One of the most important decisions parents can make is where to raise their family. For aboriginal parents that decision can be even tougher: on a reserve there are strong cultural influences and often a huge extended family to rely on, but cities offer more job opportunities and often better schools. In this episode, we'll meet two native families who had to decide between country security and urban opportunity; one family chose to move to the big city, while the other chose to stay on the reserve. This segment features Roger Obonsawin of the Aboriginal People's Council.

### Reality Check: Control of Your Space

Remember those days before you had kids, when you could actually find the floor in your home before it became covered with toys? It's time to take back your space. Designer Cheryl Krismer comes to the rescue of Karen Williamson, mom to 4 year old Megan and 6 year old Riley.

### How To: The Mommy-look

Mother of two, Christine Diakos has abandoned her "yummy-mummy" wardrobe and has a new spin on maternal fashions.

### Video Diary: Storyteller

Sally Jaegar has a pretty tough gig. A few days a week she has to face an unruly audience that may cry, throw up or drool at any moment, and she has to entertain them with her gift for gab. Sally is a professional storyteller and her daughter, Erica has just joined the family business. In this week's Video Diary we're going to meet this mother/daughter act with tall tales to tell.

**12:30 Judge Judy PG  
Season 5 Episode 966  
Reality**

**13:00 News Day  
News**

**13:30 WWE Raw (Repeat) PGV10  
Sports**

**14:30 Pingu (Repeat) Pingu's Curling Party  
Episode 32  
Youth Entertainment**

Pingu and Robby are curling, Pingu is using Father's bed bottle as a curling stone, but there is small mishap. The neighbour, who has had his reading interrupted, wants to show the two

troublemakers how it is done. But to the amusement of the two youngsters, it turns out that the adults can't do any better themselves.

**14:35**      **Craz e - Cool Catz**  
**Season 4**  
**Youth Entertainment**

*Cool Catz* is a funky, fun studio based show starring 4 of the coolest Cats in town: Catnap, Wildcat, Smartycat and Kitty Kat. Their favourite hangout is the Cool Catz Club House, which is situated at the top of a very tall tree. The inside of the Cool Catz Club house is a magical place where the Catz sing, play games, make items and generally have loads of fun. Cool Catz embraces the energetic and imaginative world of the pre-school audience. It entertains, excites, stimulates and motivates them to enter the magical world of the Cool Catz. All of the animals and characters will be featured as animations when they are outside the catz clubhouse. As animated characters, the catz have super powers and they can turn into other objects if they like . As they walk through the door of the clubhouse they will be transformed into real life characters.

**15:00**      **Are You Afraid Of The Dark?**      **The Tale of The Quiet Librarian**  
**Season 4 Episode 4**  
**Youth Entertainment**

'Silence is golden', especially at the library. A long-dead librarian prowls the stacks of books listening for intrusive noises which she absorbs into a magical box. Jace and Laurie must learn the mystery of the library and set other children free who have been trapped by the librarian before they themselves have the sound literally sucked out of them by the vindictive ghost.

**15:30**      **Craz-e: Shiz Niz**  
**Youth Entertainment**

**16:00**      **Scout's Safari (REPEAT)**      **Science Friction**  
**Season 1 Episode 4**  
**Youth Entertainment**

At Scout's first day of school, she befriends Nandi, during a field trip to the annoyance of goody-goody Sophie; even Bongani wishes they would focus on the assignment at hand.

**16:30**      **Infomercials**

**16:40**      **Real TV 13**  
**Episode 2003**  
**Reality**

**17:10**      **The Young and the Restless**      **PG**  
**Season 33, Episode 8768**  
**Drama**

Brad is angry that he has not been informed about Victoria's condition. Heather is furious with Paul for never telling her that he was her father. Paul is shocked to learn that Heather knows he held Sheila captive. Phyllis calls Nick to tell him about her appeal. Paul tells Maggie, Michael and Lauren that Heather knows about their involvement with Sheila. Heather reprimands Daniel for missing an appointment with his parole officer. Neil turns down Karen's invite for dinner because he has plans with Sharon. Heather catches Daniel bringing Summer to visit Phyllis, and threatens to report them. Daniel and Phyllis beg Heather to look the other

way and she agrees. Karen discovers that Neil used Sharon as an excuse to turn down her invitation. Sharon encourages Neil to go out with Karen, and he accepts Karen's offer after all. Dr. Webb tells the Newmans that Victoria may have preeclampsia. Starring **Peter Bergman and Lauren Woodland**.

**18:00 e News Early Edition (Zulu/Sotho)  
News**

**18:30 Rhythm City PG  
Episode 323  
Drama**

S'bu is having a hard time getting Miles's paranoia to decrease. Lucilla and Bernard put their heads together to devise a strategy for re-launching her singing career while Siya sets the Khuses' hearts and minds at ease about Tshidi continuing with star struck as well as her schoolwork. Starring **Pam Andrews and Jamie Bartlett**.

**19:00 eNews Prime Time  
News**

Catch eNews Prime Time for an up-to-the-minute account of current affairs, news, weather, business news and entertainment updates from around the globe.

**19:30 Scandal! PG  
Episode 779  
Drama**

Palesa struggles to understand why Maletsatsi refuses to deal with her past. Nhlanhla is worried that Mangi will be devastated that Lentswe got the first date with Ntombi but it has just made him more aggressive in his pursuit. Shakira's plan worked and Morongwe ends up in hospital again. Now all Shakira has to do is cover up her tracks. Starring **Clint Brink and Dawn Mathews**.

**20:00 20 Something  
Episode 28  
Magazine**

**20:30 WWE SmackDown! PG 10 V  
Episode 473  
Sports**

If it's Wednesday night, it's time for *WWE SmackDown!* SmackDown is fast becoming one of the most watched shows on television. With its grittier style it welcomes, with open arms, all those wrestling fans that long for real battle. The originators of such deadly match ups "Hell in a Cell" and "The Elimination Chamber", SmackDown continues to push the envelope to new and uncharted territory. Don't miss the likes of Batista and the Undertaker on SmackDown!

**21:30 Live Lotto Draw  
Lotto**

**21:35 Raise Your Game  
Episode 51  
Live Lotto Game Show**

**22:00 e News Late Edition  
News**

22:15      **UEFA Games 2008-2009**      **Matchday 2**  
**Sports**

00:05      **Late Feature**      **16LVN**      **The Gifted**      **1999**  
**Movie**  
**Directed by Lawrence.L.Simeone**

A high school camping trip is guaranteed to be an orgy of alcohol, sex and fun but for six gifted seniors , things are about to turn deadly when they stumble across the headquarters of a dangerous religious cult. Starring **Michelle Lebrun, Sam Salvidar and James Madio.**

01:50      **Late Feature**      **ALL**      **The Big Cat**      **1949**  
**Movie**  
**Directed by Phil Karlson**

A city boy arrives in his late mother's birthplace to discover the locals have been pestered by drought, old fights and a cougar. He turns out to be pivotal in all of these unfortunate events. Starring **Lon McCallister, Peggy Ann Garner and Preston Forster.**

Ends