

Times Media to drive airtime sales for 1KZN TV

Effective 1 July 2016, Times Media will drive airtime sales for the Zulu-language television channel 1KZN TV. For the past three years, it has been the fastest growing community stations in South Africa and has a past 7-day audience of 1.7 million viewers.



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Vernon Matzopoulos, head of broadcast at Times Media says, “This channel is a gem. It knows and understands its audience intimately and delivers exactly what they want. It has done the hard work in building the viewership, now it is our job to bring in the revenue these numbers deserve.”

1KZN TV is available as a free to-air channel in Kwa-Zulu Natal, as well as in five million homes on DStv 261 and on StarSat channel 482. The strong local focus (up to six hours a day of Zulu-language shows including news and current affairs) is tailored for its core 25-45 year old market.

Station manager of 1KZN TV, Edwin Mncwango, emphasises that the revenues generated by Times Media will help the channel’s staff of 52 to expand local content further. “Because we are in control of the production process, we are able to tailor shows specifically to the needs of advertisers targeting our community.”

Times Media believes regional advertising is poised for growth, as brands look for more cost-effective and resonant ways to engage.