



MAKE HISTORY

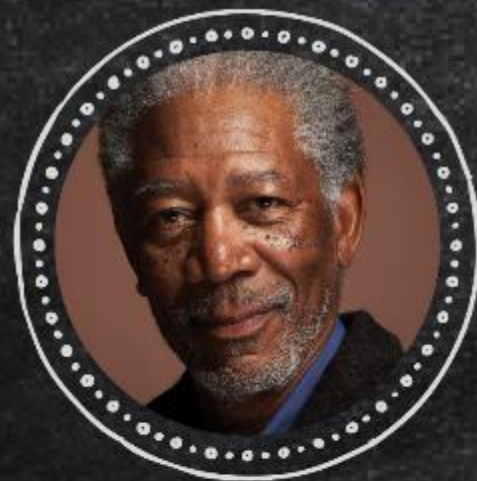
with the stars



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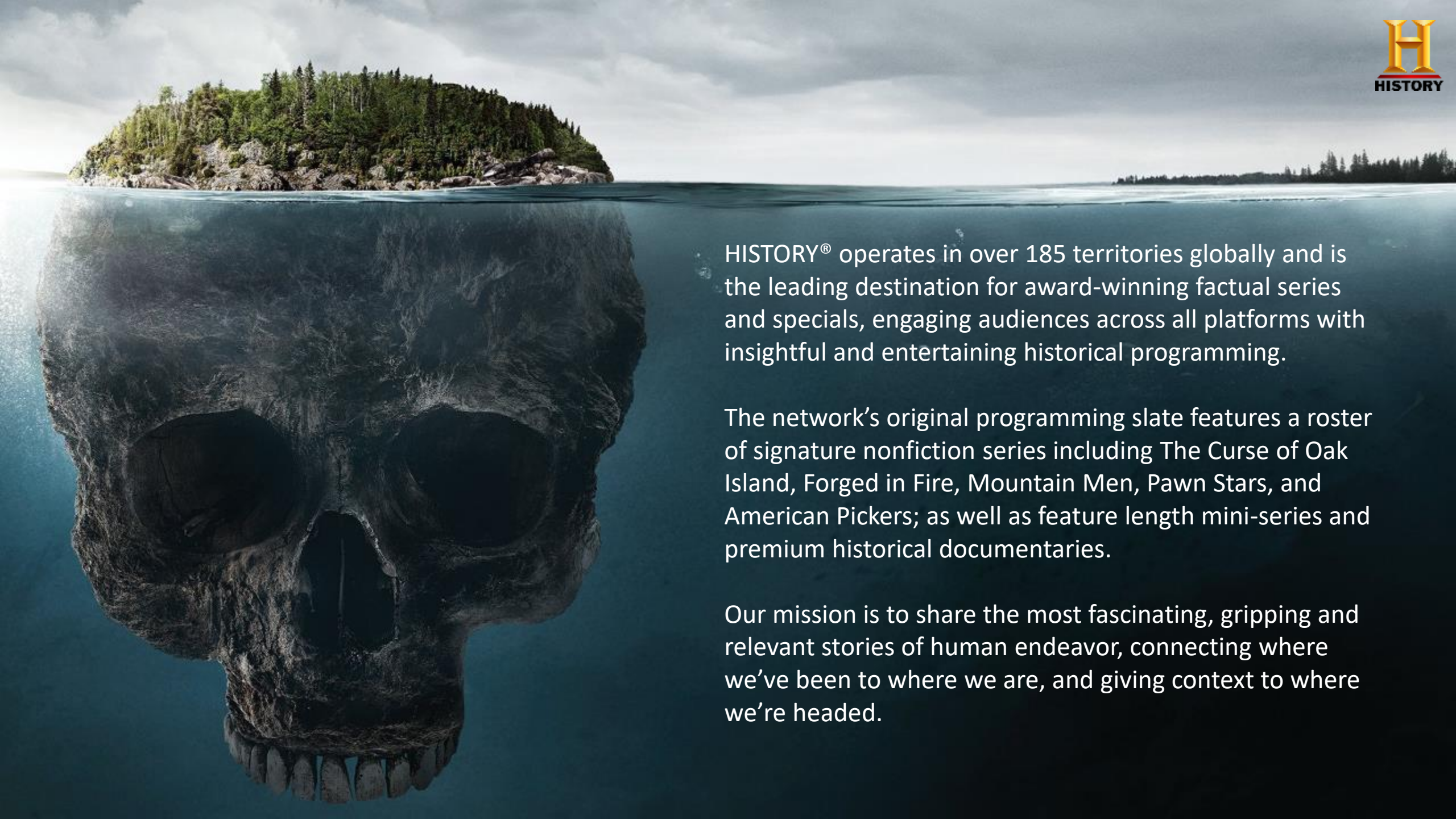


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lunch and learn

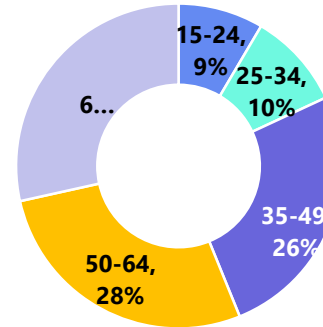
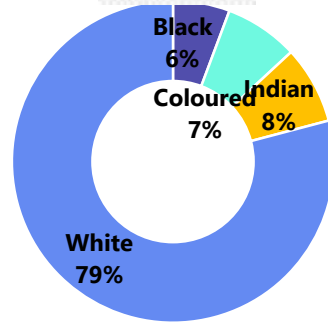
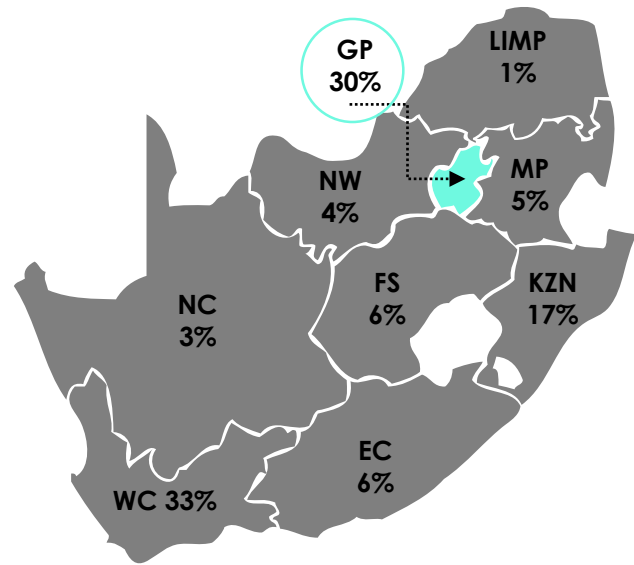
A large, dark, textured skull is shown floating in clear blue water. The skull is positioned in the lower half of the frame, with its top just below the water's surface. Above the water, a small, forested island is visible under a cloudy sky. The water is very clear, and the skull's texture is highly detailed, showing pores and some discoloration.

HISTORY® operates in over 185 territories globally and is the leading destination for award-winning factual series and specials, engaging audiences across all platforms with insightful and entertaining historical programming.

The network's original programming slate features a roster of signature nonfiction series including *The Curse of Oak Island*, *Forged in Fire*, *Mountain Men*, *Pawn Stars*, and *American Pickers*; as well as feature length mini-series and premium historical documentaries.

Our mission is to share the most fascinating, gripping and relevant stories of human endeavor, connecting where we've been to where we are, and giving context to where we're headed.

Channel Profile – History(DStvi)



MONTHLY HOUSEHOLD INCOME

Low Income	Medium Income	High Income
19	35	45



WORK STATUS

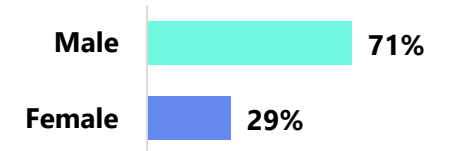
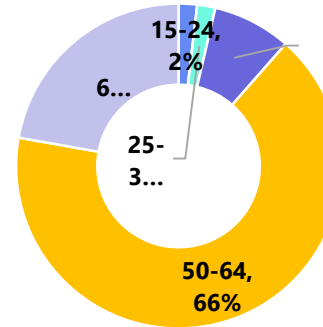
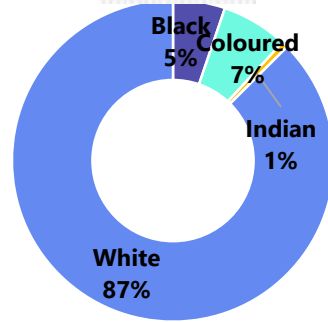
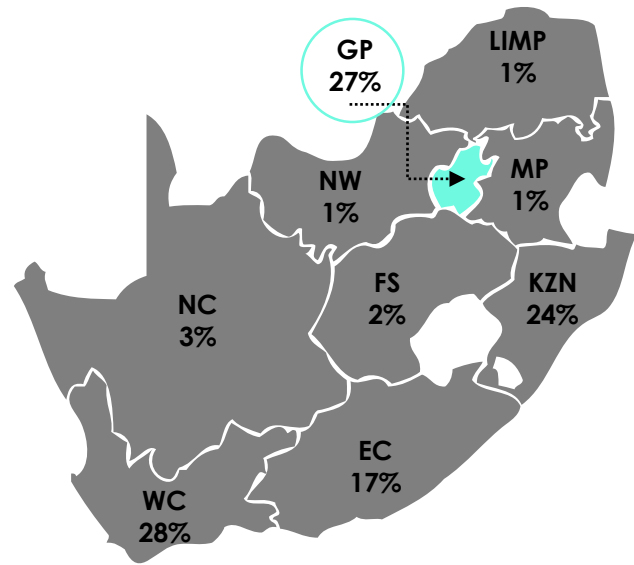
FULL TIME	PART TIME	NATIONAL SERVICE
45	4	0
HOUSEWIFE	STUDENT	RETIRED
6	7	28

SOCIO-ECONOMIC MEASUREMENT



■ SEM 1-2 ■ SEM 3-5 ■ SEM 6-8 ■ SEM 9-10

Channel Profile – History (TAMs)



MONTHLY HOUSEHOLD INCOME

Low Income	Medium Income	High Income
1	20	88

SOCIO-ECONOMIC MEASUREMENT



■ SEM 1-2 ■ SEM 3-5 ■ SEM 6-8 ■ SEM 9-10

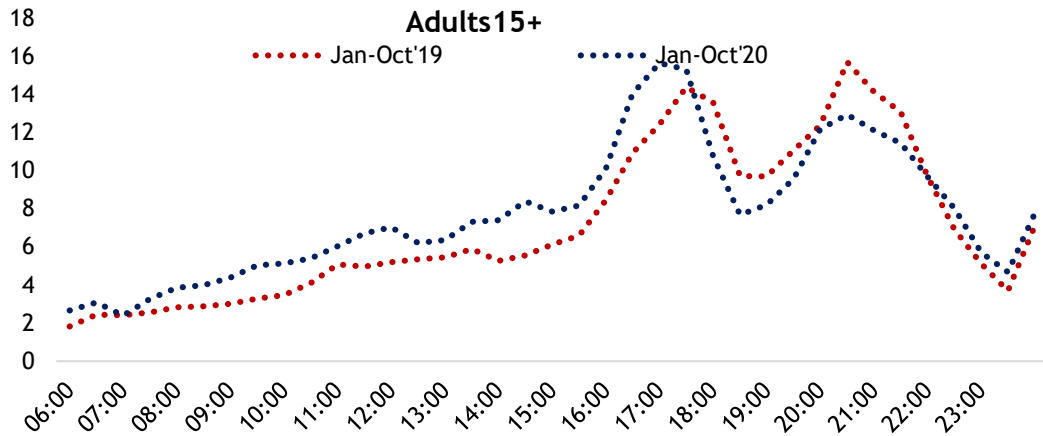


WORK STATUS

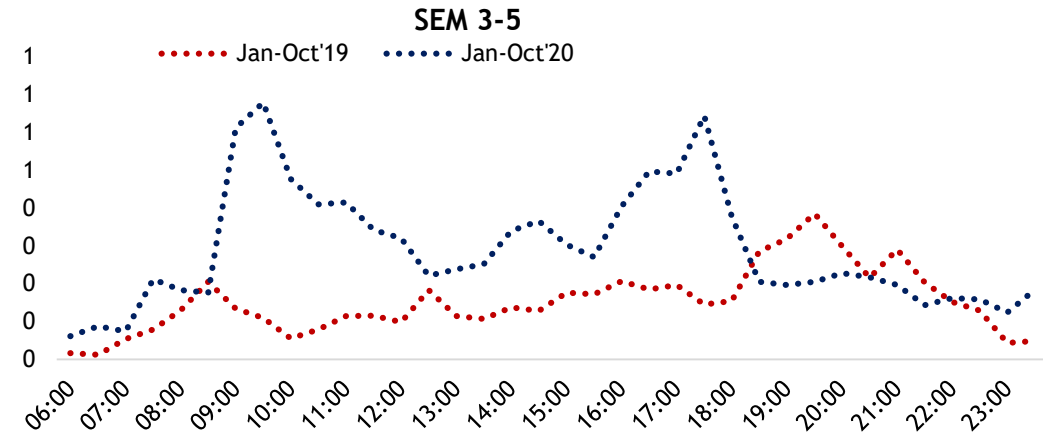
FULL TIME	PART TIME	NATIONAL SERVICE
56	6	0
HOUSEWIFE	STUDENT	RETIRED
2	1	30

Audience Flow YOY: Live Set top Box

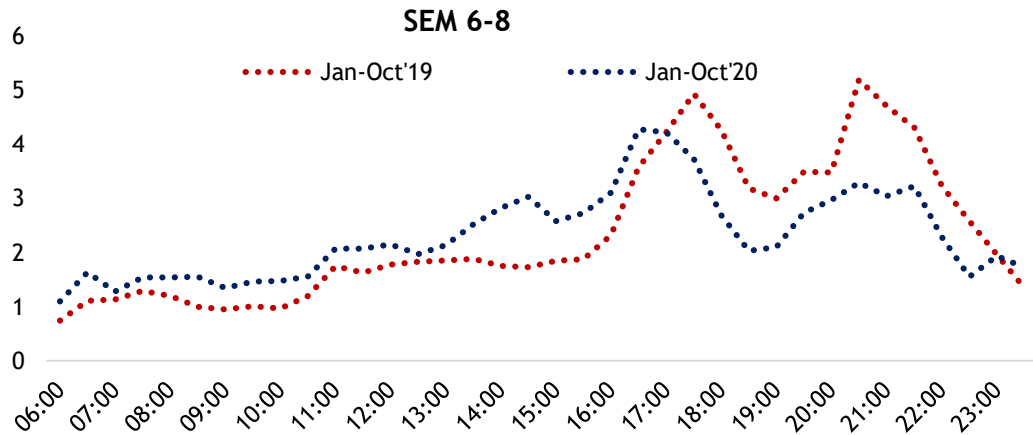
Analysed Dates: Jan-Oct'19 vs Jan-Oct'20



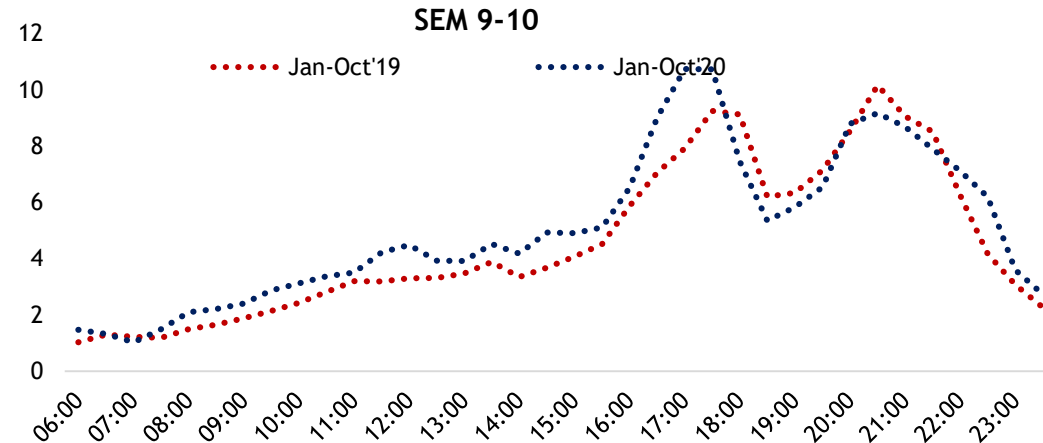
For Live viewing the average daily viewership has increased by **9%** YOY



For Live viewing the average daily viewership has increased by **91%** YOY

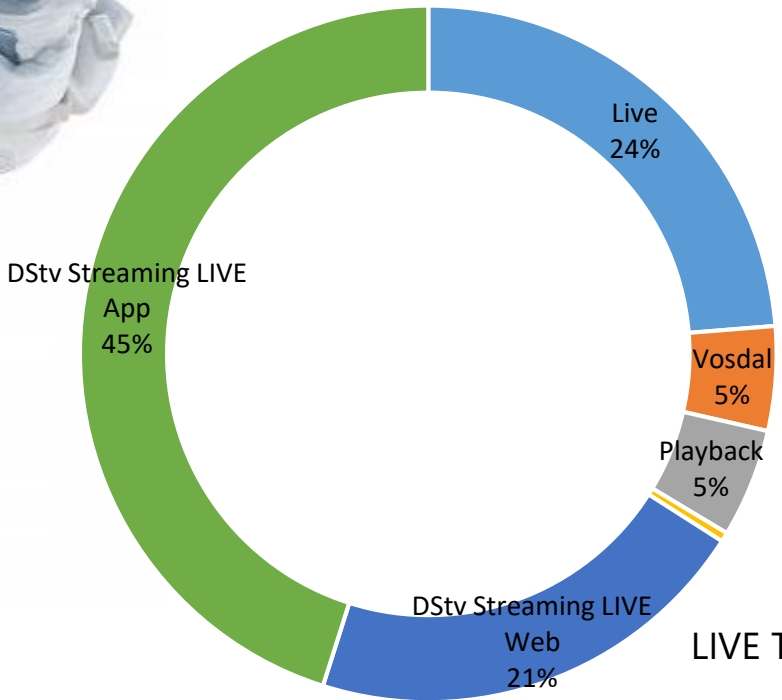
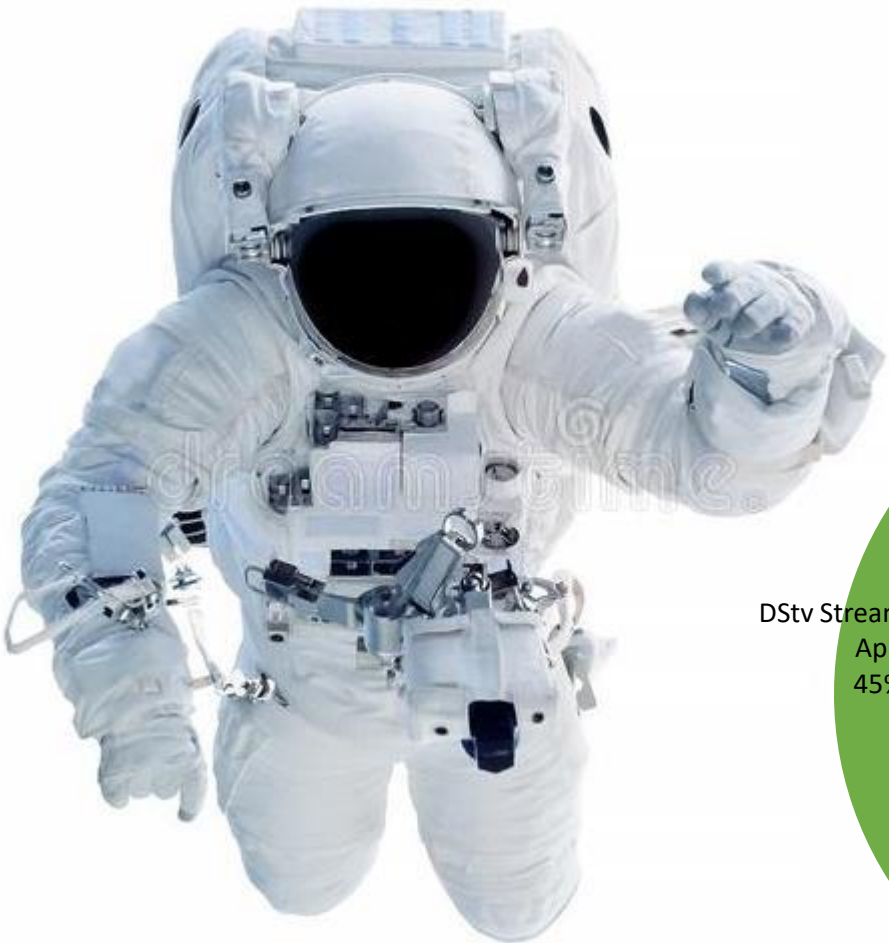
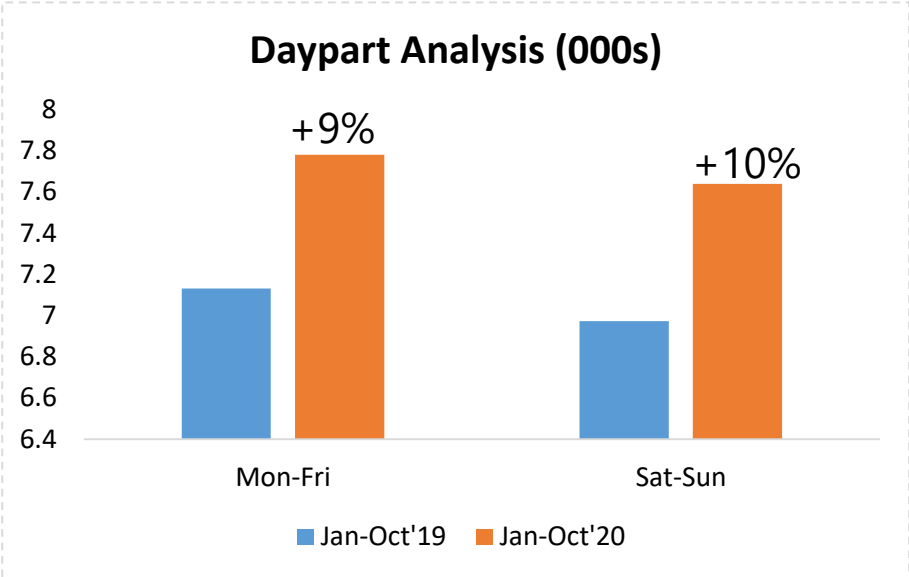


For Live viewing the average daily viewership has increased by **3%** YOY



For Live viewing the average daily viewership has increased by **11%** YOY

Viewership (000s)



YOY, Viewership increased during the Weekdays by 9% and Weekends by 10%. The History channel is mainly watched on the DStv Streaming App (Mobile & Connected TV). 24% was watched on Linear LIVE. The total impressions achieved during Jan-Oct'20 was 365 027.

LIVE Total Impressions Jan-Oct'20:
365 027

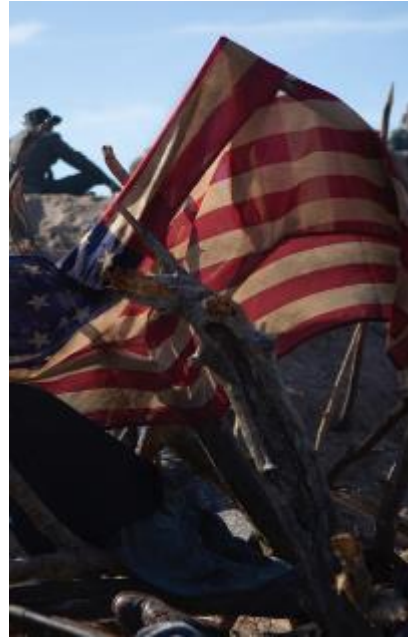
HISTORY PROGRAMMING PILLARS



COMPETITION



TRANSACTIONAL



HISTORY DOCS &
FEATURES



MAN VS NATURE



MYSTERY & THE
UNEXPLAINED



CONTENT HIGHLIGHTS



JANUARY/FEBRUARY 2021

TITANIC'S LOST EVIDENCE - 1 x 120

**ENDURANCE: THE HUNT FOR SHACKLETON'S
ICE SHIP - 1 x 120**

THE FINAL HUNT FOR DB COOPER - 1 x 120

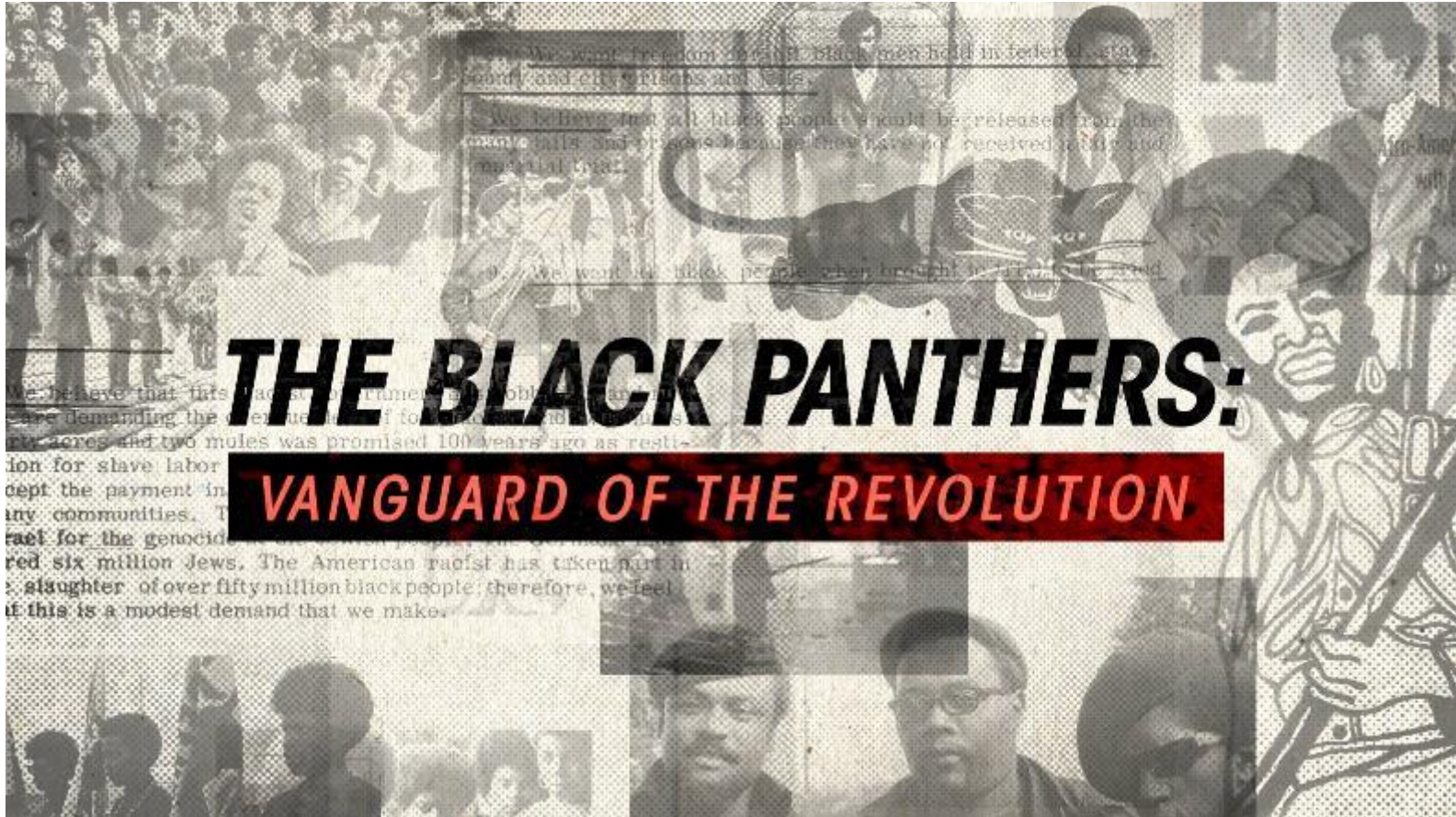
**THE ESCAPE OF JOHN WILKES BOOTH - 1 x
120**

ROSWELL: THE FIRST WITNESS - 6 x 60

Incredible discoveries are revealed on **History's Greatest Mysteries**, a series hosted and narrated by Academy Award® nominee and Emmy Award® winner **Laurence Fishburne**. **History's Greatest Mysteries** investigates the greatest mysteries of the past, analyzing evidence, following leads, and attempting to make progress that could change history as we know it. These programs provides new clarity to these larger-than-life chapters in history.

UPCOMING Q3/Q4 TITLES: Killing Bruce Lee, Hunting Hitler's U-Boat, Expedition Bermuda Triangle, Houdini's Final Secret.

FREEDOM MONTH STUNT – April 2021



**THE BLACK PANTHERS:
VANGUARD OF THE REVOLUTION**

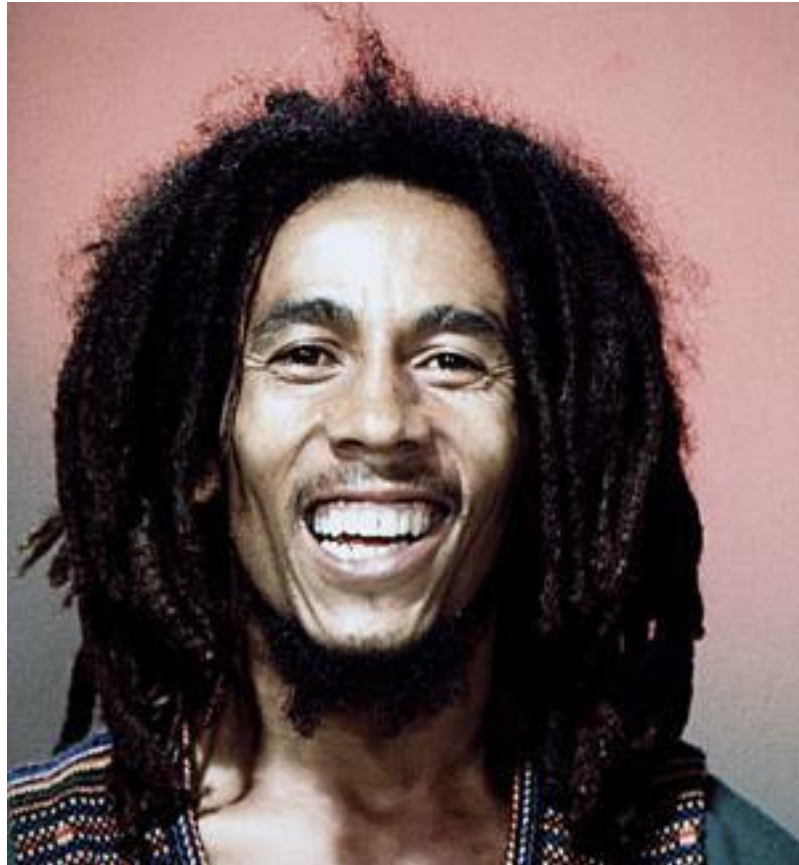
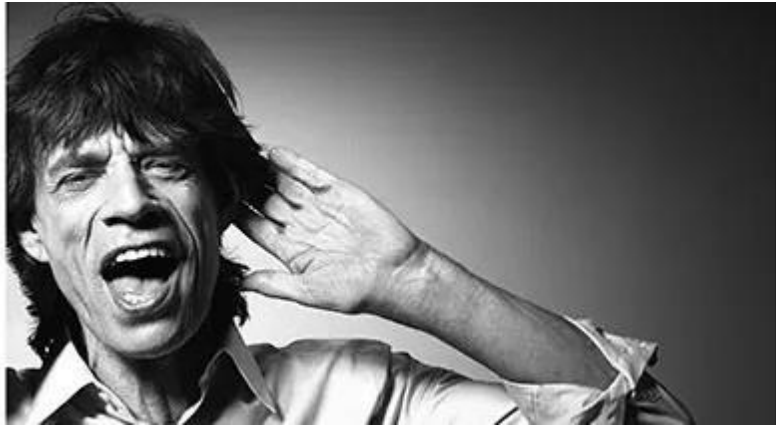
We want freedom for all black men held in federal state and local prisons and jails.

We believe that all black people should be released from the current jails and prisons because they have not received justice and material aid.

We want all black people who brought weapons to our aid.


We believe that this racist government is oppressing the people and are demanding the liberation of all black people and the return of the 40 acres and two mules was promised 100 years ago as restitution for slave labor except the payment in any communities. The racist for the genocide of six million Jews. The American racist has taken part in the slaughter of over fifty million black people; therefore, we feel if this is a modest demand that we make.





ICONS OF MUSIC STUNT

6 x 60 Doccies / TX MAY 2021



MILITARY HISTORY

JUNE 2021

WW2 UNCOVERED

SERIES

How The Nazis Lost The War (6 x 60)

Hitler's Secret Sex Life (4 x 60)

Hitler's Gold (4 x 60)

SPECIALS

A War to Remember (1 x 60)

History of WW2 (2 x 60)

The Fall of France (1 x 60)

The Battle of Midway (1 x 60)

Battleships (1 x 60)

Stormtroopers (1 x 60)

On A Wing and a Prayer (1 x 60)

Love on VE Day (1 x 60)

Colditz, The Legend (1 x 60)

The Heroes of Biggin Hill (1 x 60)

AUGUST 2021

SECRET WARS UNCOVERED (10 x 60)

HISTORY peels back the curtain to illuminate some of the most controversial and important military operations since the Second World War in this brand-new series. Secret Wars Uncovered reveals the facts behind battles we know barely anything about. Digging deep into the archives and quizzing experts and journalists, this series takes the audience through some of the most controversial, covered up and shocking military events of recent times.

With the help of military experts, diplomats, and ex-army personnel, we dig into what special forces including the SAS and CIA were really doing. To what lengths have these countries gone to defend what they believe in or take back what they claim to be rightly theirs? How and why were many of these operations kept secret?

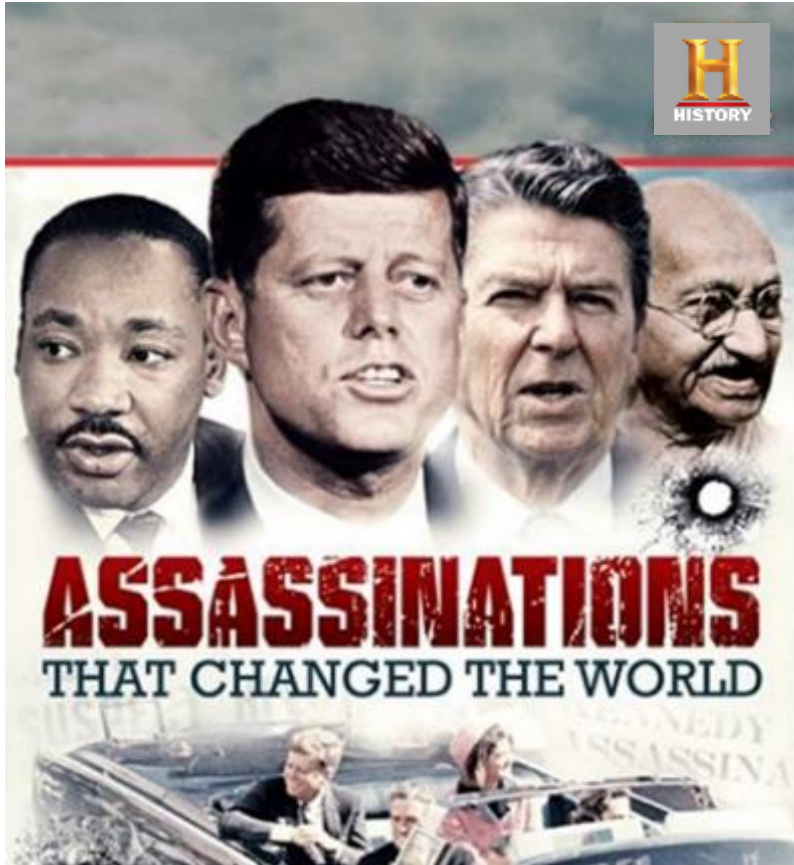
"CURSE" SPINOFFS



S2 (10 X 60) COMING JULY 2021

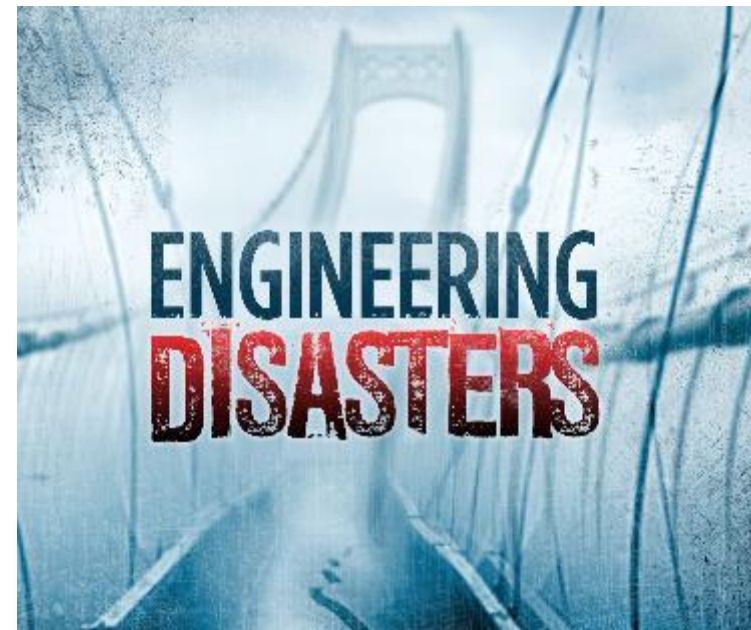
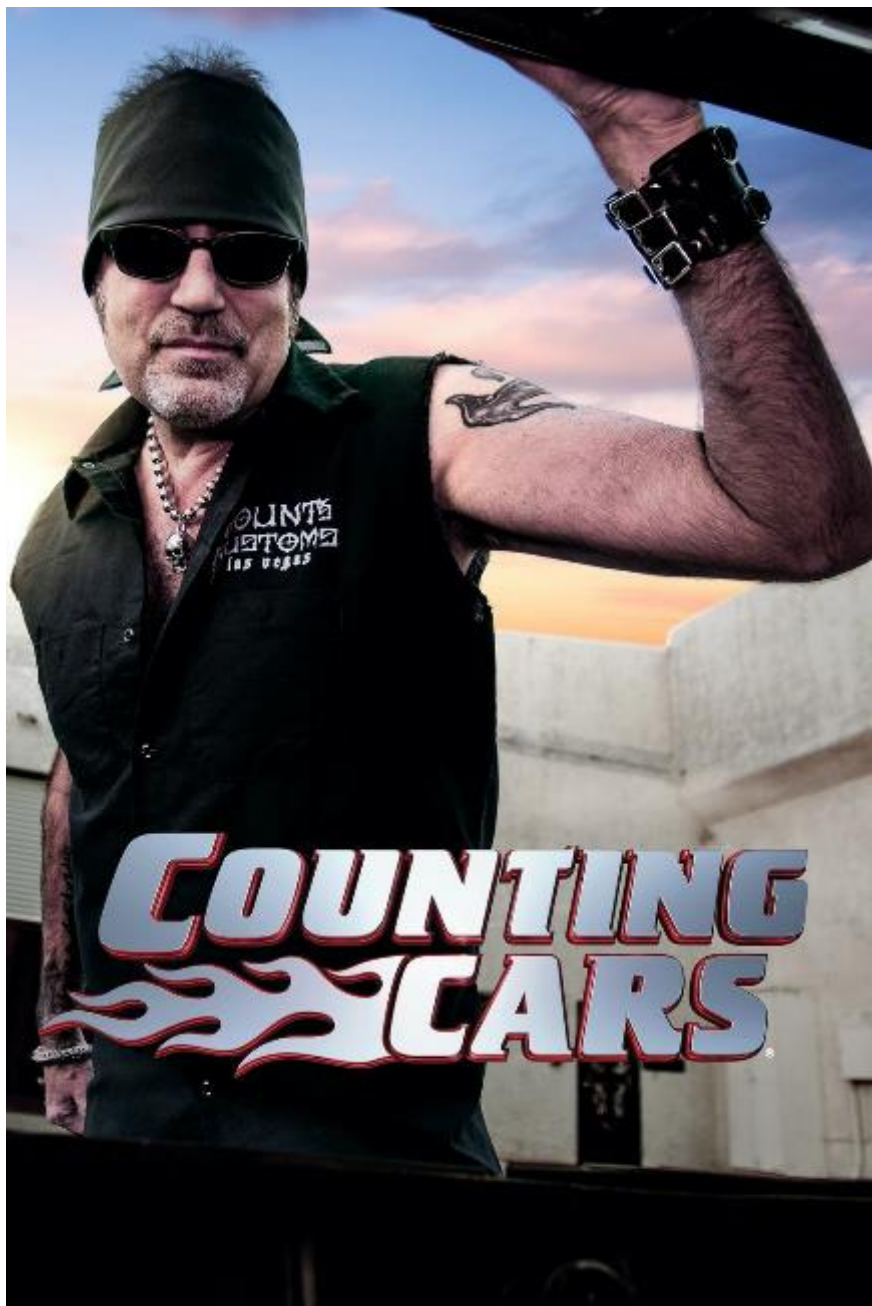


NEW 8 X 60 SERIES LAUNCH FEBRUARY 2021



Days that Shaped the World

SEPTEMBER 2021



MOTORING & ENGINEERING

Sept/Oct 2021



TALENT SPOTLIGHT: TIM ALLEN



TIM ALLEN'S ASSEMBLY REQUIRED

10 x 60 / TX JULY 2020

'Home Improvement' co-stars Tim Allen and Richard Karn will be returning to the small screen together in a new competition series that will see builders from across the country working to fix and upgrade a myriad of household items. The series will not only focus on the competition but will explore the history of the items being built by the competitors.



TALENT SPOTLIGHT: WILLIAM SHATNER

THE UNXPLAINED S2

8 x 60 **TX October 2021**

From the producers of Ancient Aliens and The Curse of Oak Island comes **The UnXplained**, a one-hour, non-fiction series that explores the world's most fascinating, strange and inexplicable mysteries. Hosted and executive produced by Emmy Award-winning actor William Shatner (Star Trek) each episode features compelling contributions from scientists, historians, witnesses and experiencers—each seeking to shed light on how the seemingly impossible actually can happen. From mysterious structures (like Florida's Coral Castle) and so-called "evil" places (like the cursed "White City" of Honduras) to strange creatures and bizarre rituals, The UnXplained will explore subjects that have mystified mankind for centuries.

ANCIENT ALIENS MEETS WILLIAM SHATNER

1 x 120 + 4 x 60 **TX November 2021**

Ancient Aliens Meets William Shatner explores the controversial theory that extraterrestrials have been visiting Earth for millions of years. In each special episode, we will explore the Ancient Aliens phenomenon over the past 12 years. We will examine all the evidence, discuss sacred texts, the closest encounters, the decades of cover-up, and the world after Disclosure. We will incorporate a panel of series experts, moderated by the most inquisitive man in Hollywood - William Shatner.





TALENT SPOTLIGHT: MORGAN FREEMAN

GREAT ESCAPES WITH MORGAN FREEMAN

6 x 60 / TX November 2021

Famous jailbreaks are the stuff of legend as their true stories are often untold. Now, with dramatic recreations, dynamic storytelling and cutting-edge visual effects The Greatest Escapes in History will come to life in graphic detail. The show will reveal in detail history's greatest convict escapes from some of the most notorious prisons in the world.

Each episode will examine famous jailbreaks and historic escapes, unearthing every step of an inmate's meticulous plan, the escape route and the intense manhunt that immediately followed.



BRAND NEW SEASONS OF OUR HIGHEST RATED, LONGEST-RUNNING FRANCHISES!





ADDITIONAL OPPORTUNITIES



PRE-COLONIAL AFRICAN HISTORY



AFRICAN LEADERS



AFRICAN HEROES

LOCAL SHORTFORM INTERSTITIALS



**AFRICAN CULTURAL ICONS
(Music, Film, TV)**



LOCAL VERSIONS OF INTERNATIONAL HITS

CELEBRATING 18 YEARS OF STORYTELLING



Join us as we celebrate 18 years of HISTORY in Africa with engaging behind-the-scenes conversations, exclusive never-before-seen content and exciting events for fans of HISTORY and history alike.

HISTORY Talks is a speaker series of live or pre-recorded events that will explore newsworthy topics and historical milestones through conversations with global leaders, trailblazers, witnesses, historians, authors, entrepreneurs and filmmakers. A chance for fans of history and current affairs to experience first-hand conversations with key luminaries and cultural figures.

The first one held in the US in February 2020 featured an exclusive session with President Bill Clinton and President George W. Bush

DECEMBER & JANUARY HIGHLIGHTS



THE CARS THAT MADE THE WORLD

4 x 60

These specials uncover the stories of the visionaries who built the world's vehicle landscape and chronicles the epic journey of how the biggest names of the automobile industry became the legendary household brands that car enthusiasts have grown to love.

Through gritty, character-driven reenactments and never-before-seen archival footage, the special showcases the career trajectories of seven iconic and revolutionary figures including Henry Ford, Walter Chrysler, the Dodge Brothers, The Toyoda Brothers, William Durant, Louis Chevrolet, Lee Iacocca and John DeLorean.

Broadcast Details (Premiere)

History Channel
SATURDAYS @20:15
Premieres 5 December

Duration

December (4 weeks), as part of "Car Night" on History

Tactical Sponsorship Elements

- 2 x 10" Closing Ad Bumper
- 2 x 30" TVC
- 120 elements in total



HISTORY'S GREATEST MYSTERIES with LAURENCE FISHBURNE

5 x 120

Incredible discoveries are revealed on History's Greatest Mysteries, a series hosted and narrated by Academy Award® nominee and Emmy Award® winner Laurence Fishburne. History's Greatest Mysteries investigates the greatest mysteries of the past, analyzing evidence, following leads, and attempting to make progress that could change history as we know it. These programs provides new clarity to these larger-than-life chapters in history.

Broadcast Details (Premiere)

History Channel
SUNDAYS 19h25-21h55
Premieres 24 January

Duration

January & February (5 weeks)

Tactical Sponsorship Elements

- 2 x 10" Closing Ad Bumper
- 2 x 30" TVC
- 120 elements in total

2021 Highlights at a Glance

Q1: January - March

- *History's Greatest Mysteries
- *The Curse of Oak Island S8
- *The World's Greatest Treasure Mysteries

Secrets in the Ice
History of the Future
Shipwrecks: When History Resurfaces

American Pickers S18

Pawn Stars S22

Q2: April - June

- *Icons of Music stunt
- *WW2 Uncovered stunt
- *When Big Things Go Wrong
- *Freedom Month Black History stunt

Legends of the Pharaohs
River Hunters S2
Forged in Fire S8

Q3: July - September

- *Tim Allen's Assembly Required
- *The Curse of Skinwalker Ranch S2
- *Secret Wars Uncovered
- *Days That Shaped the World stunt
- *History's Greatest Mysteries pt2

Mountain Men S10
Swamp People S12
Salvage Kings S2

Q4: October - December

- *The UnXplained S2
- *Counting Cars S8 + 9
- *Rust Valley Restorers
- *Ancient Aliens Meets William Shatner
- *Great Escapes with Morgan Freeman

Lost Relics S2
The Food that Built America S2
Lost Gold of WW2 S3



MAKE HISTORY

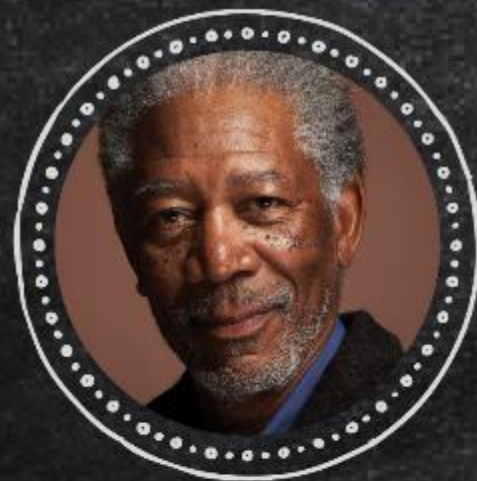
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lunch and learn