

TRACE

DStv Media Sales
Lunch & Learn Session

STAND UP
N' SHINE

Trace overview





TRACE

Launched in 2003, Trace has grown into an Afro Urban multimedia platform with 350 million fans, including 286 millions in Africa.

+350M

ACTIVE USERS ON TV, RADIO, EVENTS & DIGITAL

#1

EMPOWERMENT BRAND
FOR YOUTH & CREATORS

#1

AFRO-URBAN CULTURE ECOSYSTEM
IN AFRICA, FRANCE, UK, USA, BRAZIL,
CARIBBEAN & INDIAN OCEAN

TRACE





TRACE

A brand with a mission

Our Mission

Entertain & Empower
our People to Stand Up
& Shine

Our Values

Passion, Authenticity
Success, Innovation
Respect & Diversity

Our DNA

Urban, Multicultural, Chic
Aspirational

Our Principles

Purpose Driven
Excellence
Social Inclusion
Customer Focus
Gender Parity

TV & RADIO

Music,
Entertainment &
Youth Expression

PLAYLIST

URBAN
STORIES

TRACE
TRENDS

100%
NGWA
SUMA

YOUR
VOICE

STUDIOS

Music & Audiovisual
Production.
Branded content

KUHLE
M E D I A

TRACE
★
STUDIOS

DIGITAL

Social, Live, Music,
Entertainment



TRACEplay ▶

youTRACE



EVENTS

Concerts, Festivals,
At Home Events

TRACE
Live

TRACE
FEST

TRACE
Party

EDUCATION

E-Learning,
MasterClass

TRACE
ACADEMIA

TRACE
Talent

TRACE

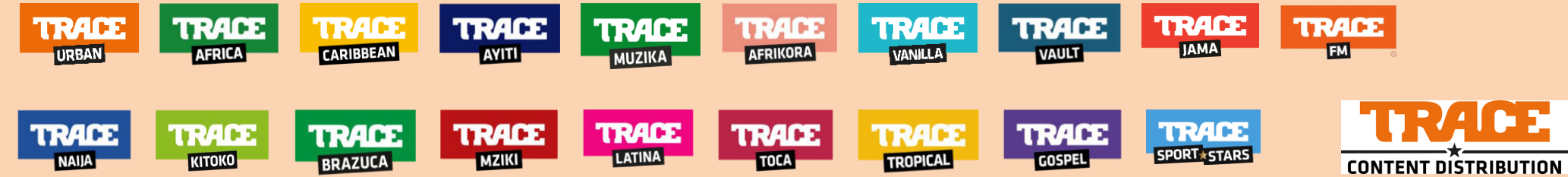
How we do it

CONTENT

Studios



Media & Events



DIGITAL PLATFORMS

Streaming



Music Business



Education



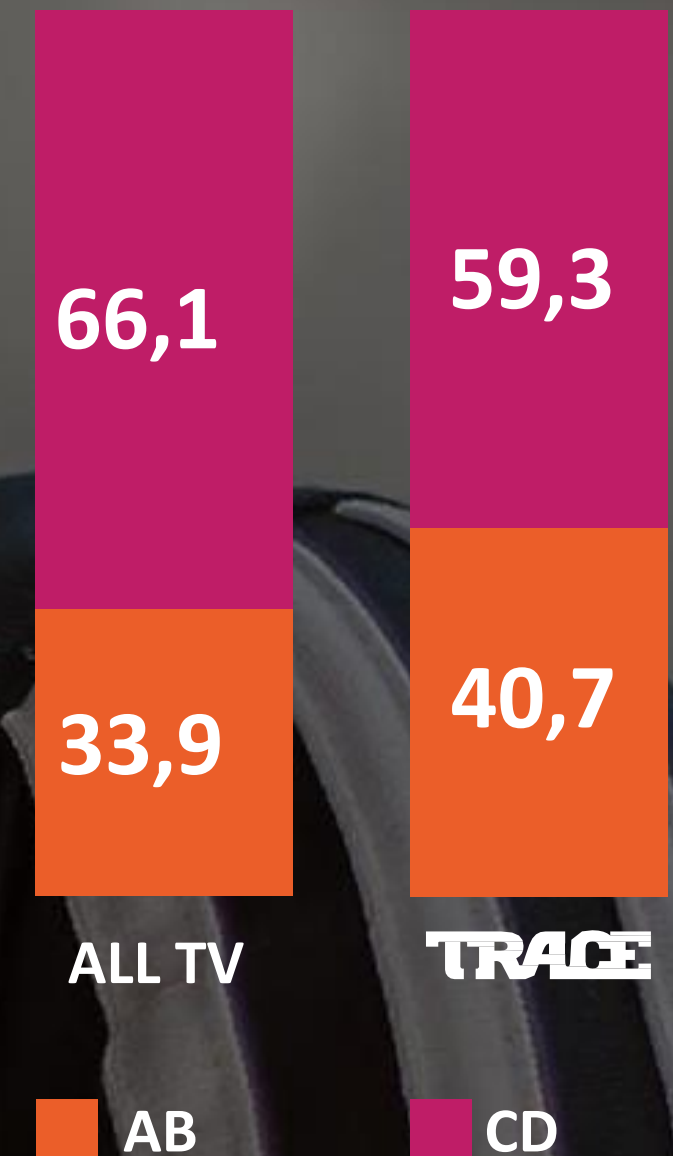
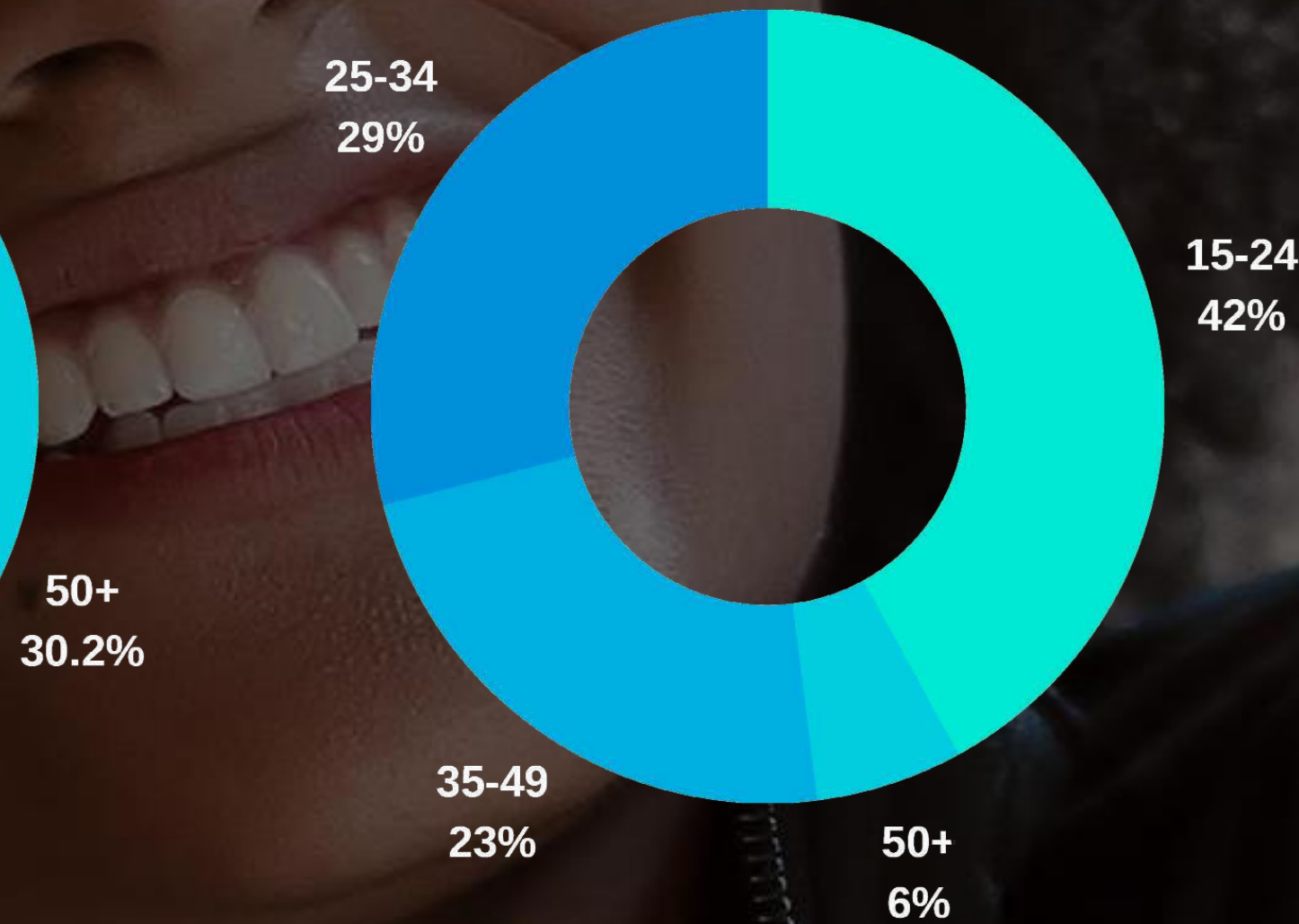
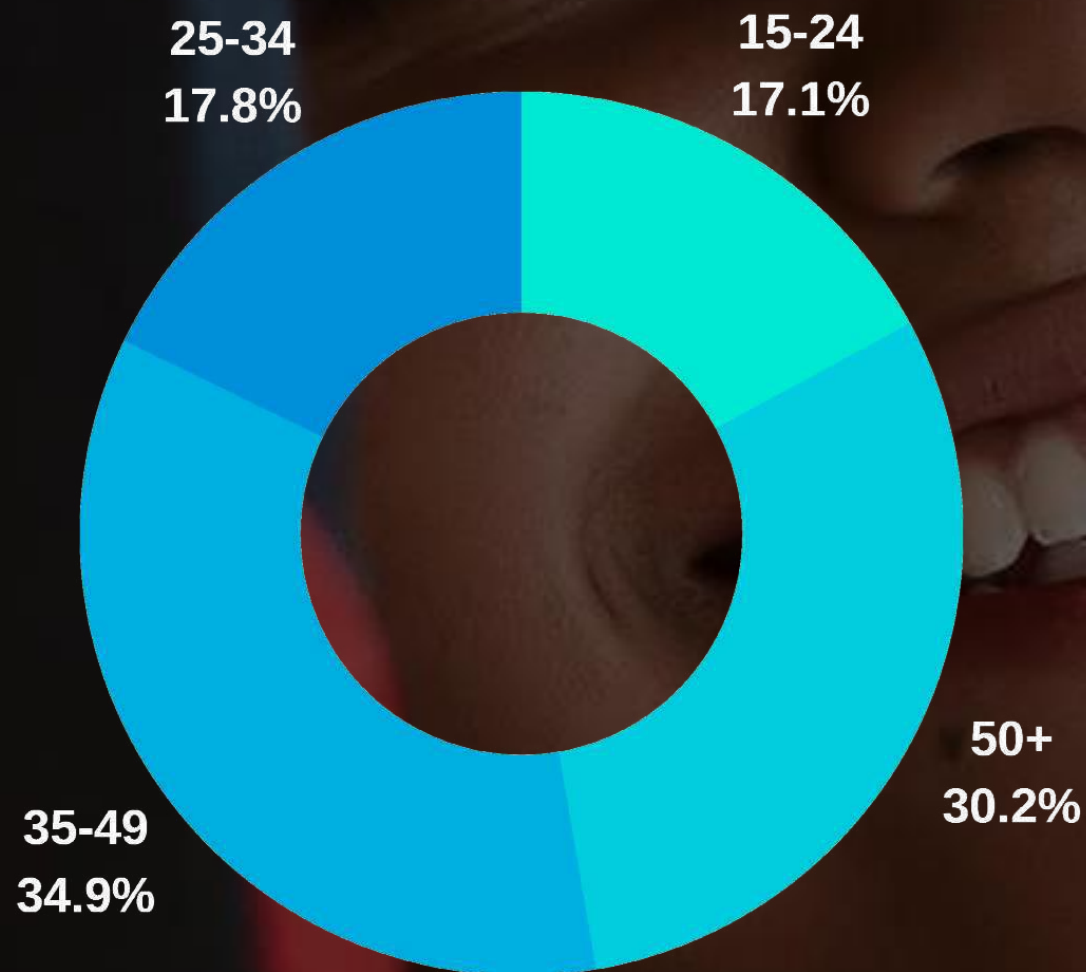
Social Media



Mature Markets*

Emerging Markets*

Emerging Markets Socio-professional categories



50,2%



49,8%



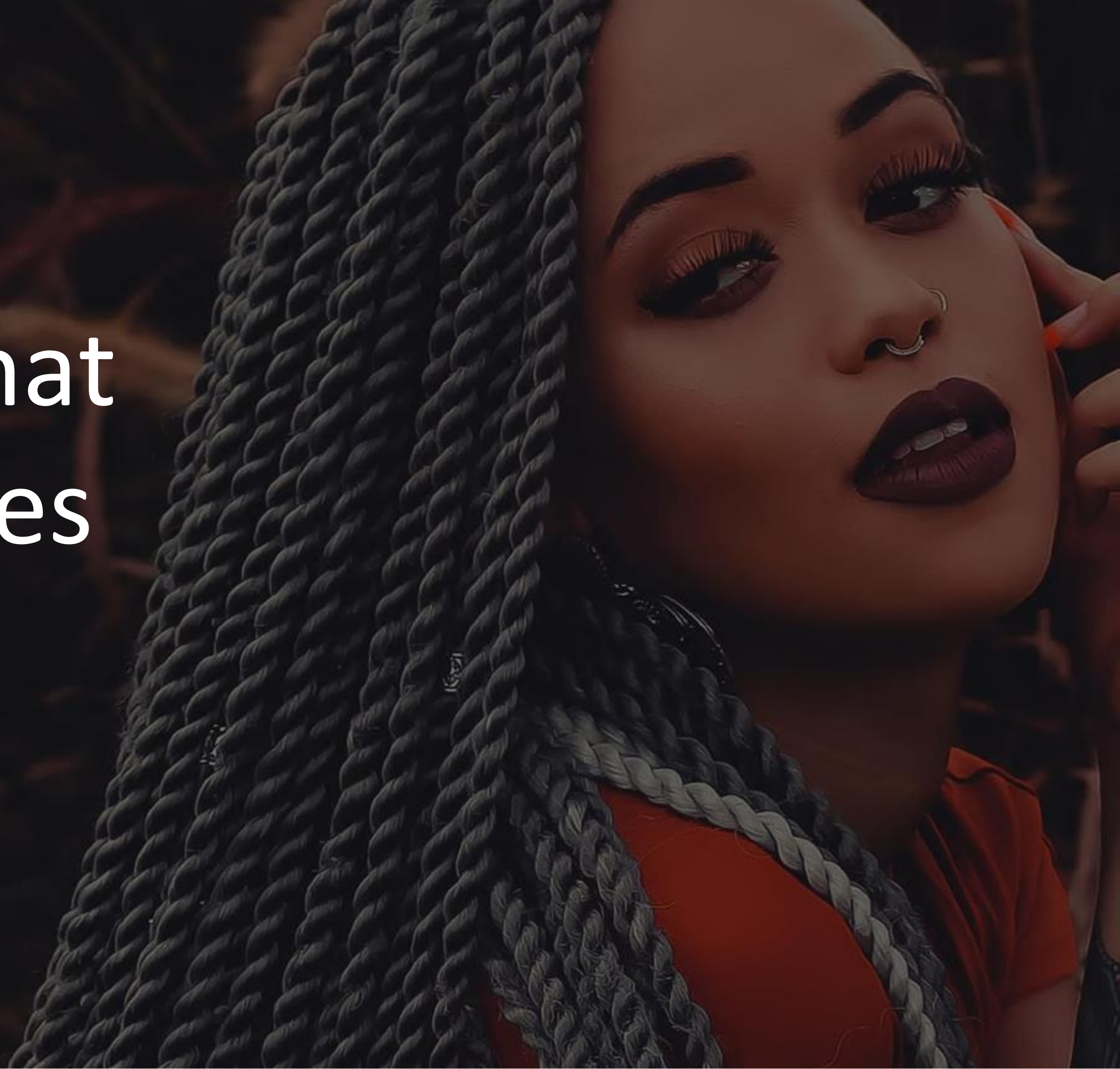
52,3%



47,7%

*Mature : France, UK, Portugal and rest of Europe, Northern America, Caribbean and Indian Ocean
 *Emerging : French and English-speaking Africa, Brazil, Asia

Trace offers what
its audience likes
the most...



TRACE

What Trace audience likes the most



Music

74%



**Education &
Family**

60%



Sport

57%



News

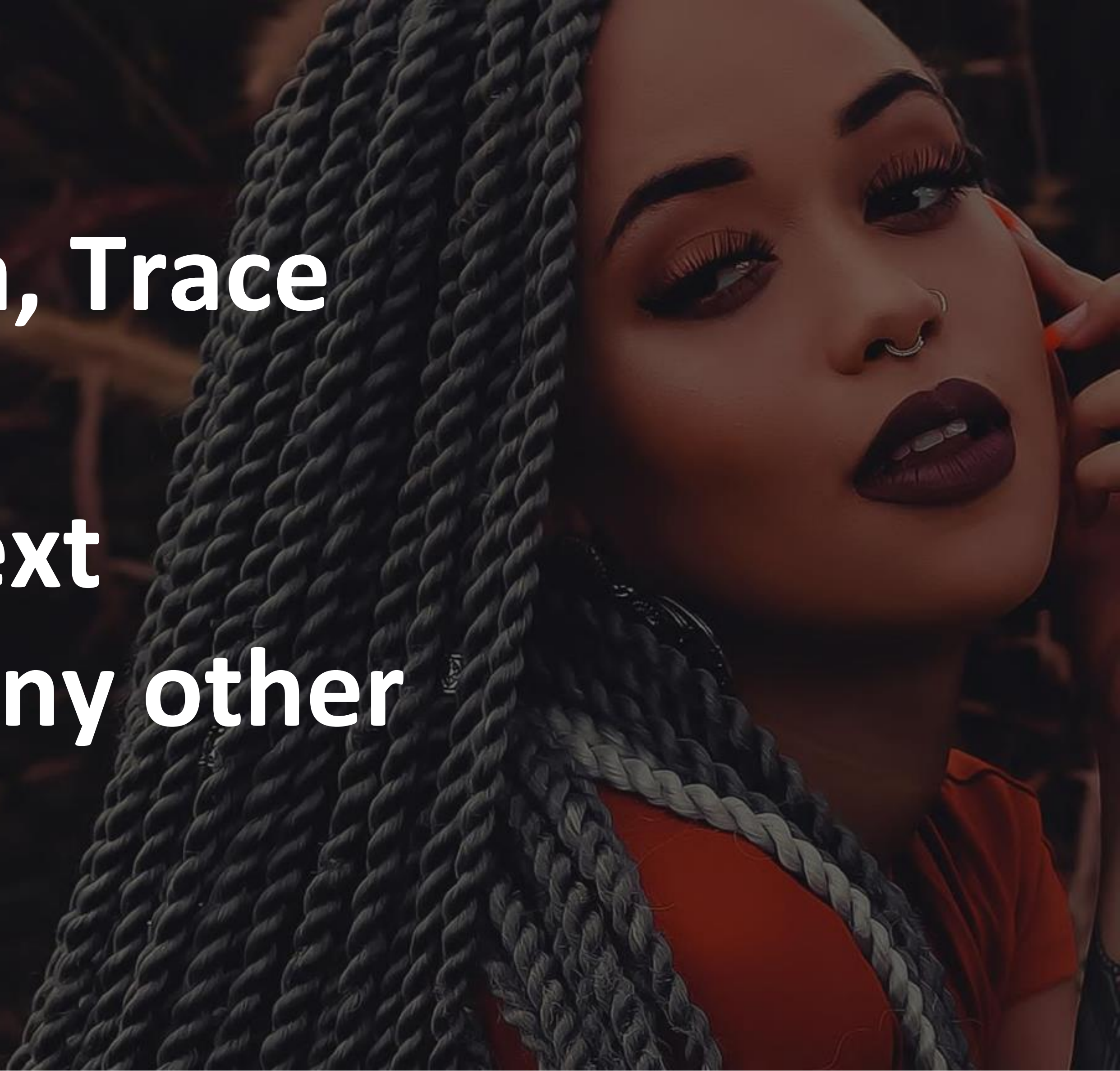
55%



Humor




52%

**In South Africa, Trace
has won more
Generation Next
Awards than any other
TV brands**

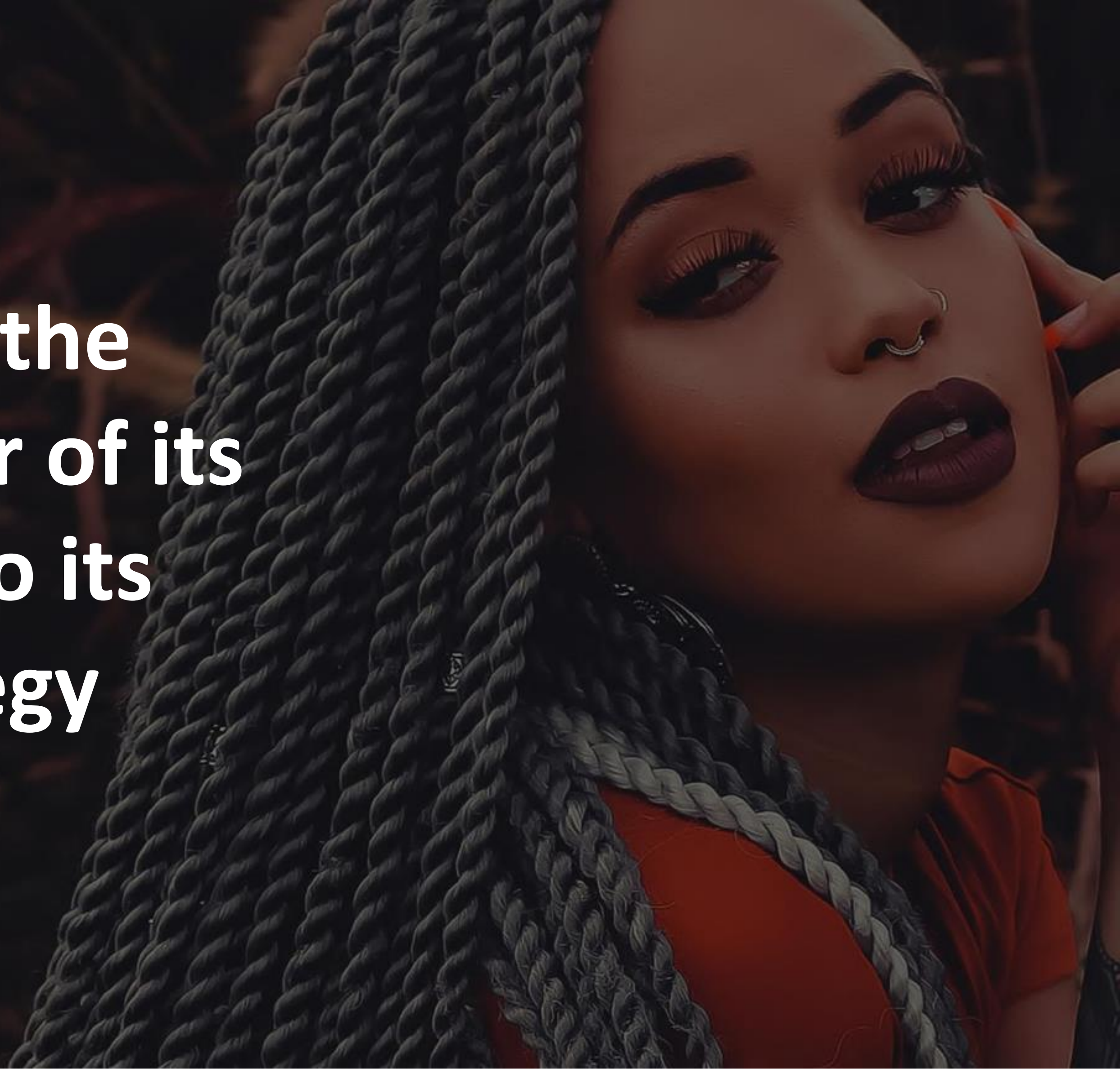


TRACE

South Africa TV channels ratings

CHANNEL	PACKAGE	WEEKLY VIEWERS	WV%	WEEKLY 15-34 VIEWERS	WV 15-34 %
	DStv Compact	3.2 million	34%	1.3 million	40%
	DStv Compact	1.8 million	19%	0.8 million	23%
	DStv Compact	09, 000			36.2%

**In Africa, Trace is the
undisputed leader of its
segment thanks to its
localization strategy**



TRACE

Our localized TV and radio brands* in Africa

Western Africa
Anglo



Eastern
Africa



FM RADIO

Africa Franco



FM RADIO

Africa Luso



*Different channels can share the same brand but have different localized content





Focus Africa: Trace leader of the 15-34 YO segment

Over 286M+ users

15 LOCALIZED TV CHANNELS



Total TV viewers: 263m

4 NATIONAL FM RADIOS



Kenya, DRC, Ivory Coast, Senegal

Total Radio listeners: 12m

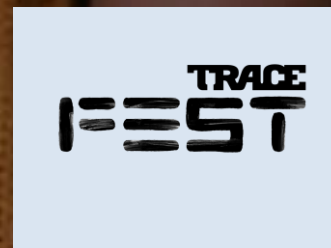
30 LOCALIZED SOCIAL NETWORK PAGES



Total Social fans: 8m

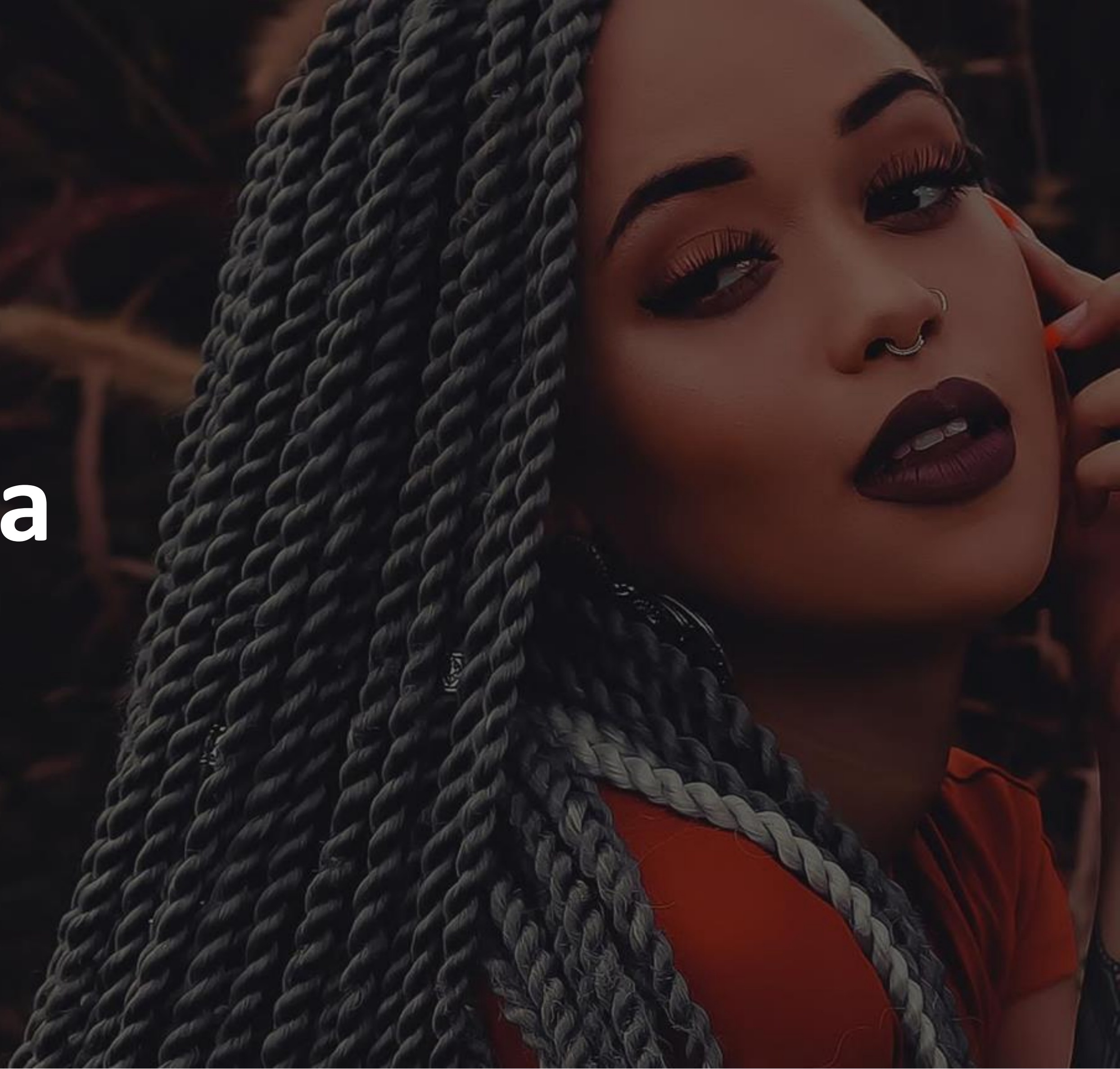
400 EVENTS* EACH YEAR

*Organized by Trace or in partnership with Trace

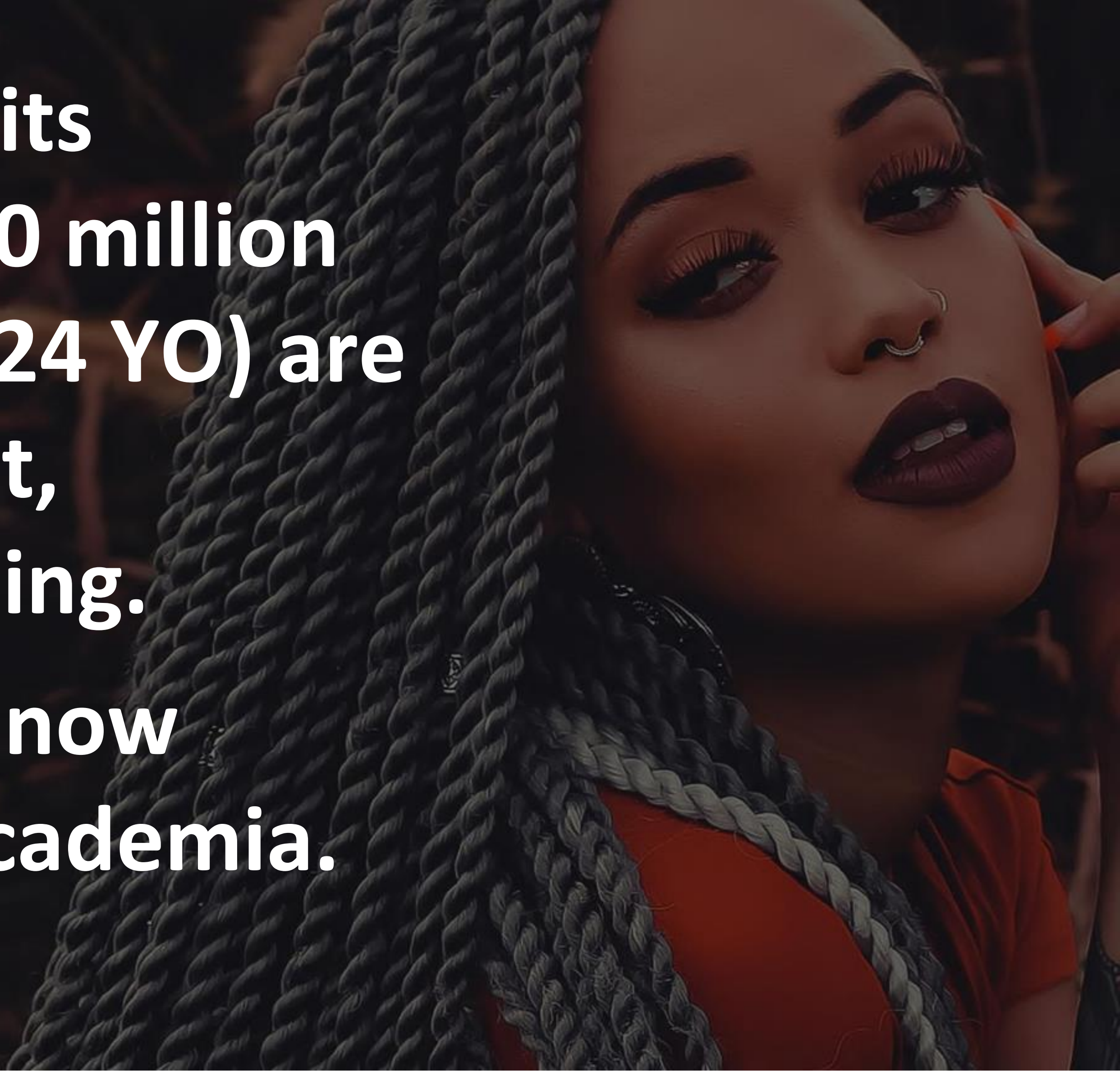


Total Fans @ event: 3m

Trace Academia



Trace cares about its audience. Over 200 million African youth (16-24 YO) are not in Employment, Education or Training. For them, Trace is now launching Trace Academia.





TRACE ACADEMIA

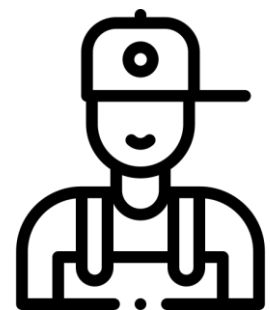
Free education for
real jobs and a better life



EMPOWERMENT THROUGH EDUCATION

Education can help fix the #1 problem of young people in South Africa:
UNEMPLOYMENT.

25% of South Africans are under the age of 25



Africa has the fastest growing and most youthful population in the world

33% of South African youth are neither in employment, education or training



Youth unemployment in Africa is a time bomb for Africa and Europe

96% of Trace users think it is a good idea to launch a Trace branded online education platform*



Trace has a responsibility towards its youth audience and its empowerment mission



TRACE ACADEMIA IS AN ECOSYSTEM BUILT AROUND A LEARNING APP

LEARNING CONTRIBUTORS



Corporate Brands



Multimedia Content Producers



Education Institutions



Global Institutions



NGOs & Community Centers



Industry Mentors, Experts & Learners



LEARNERS

EMPLOYMENT ENABLERS

Incubators & Job Boards



Venture Capital



Job Fairs & Events



Corporate Employers



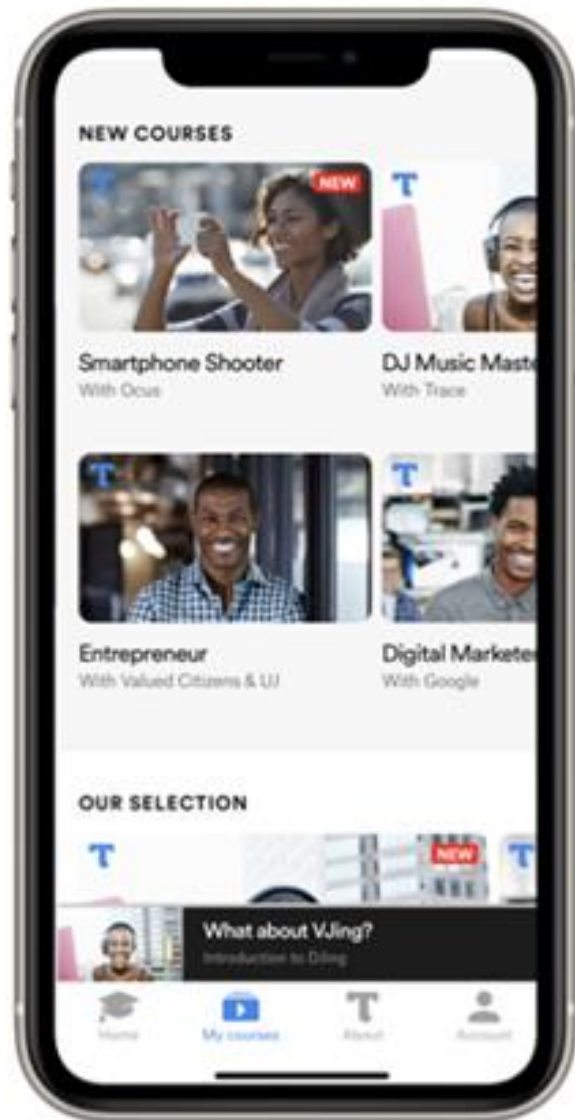
Institutions & NGOs



Entrepreneurs & Mentors



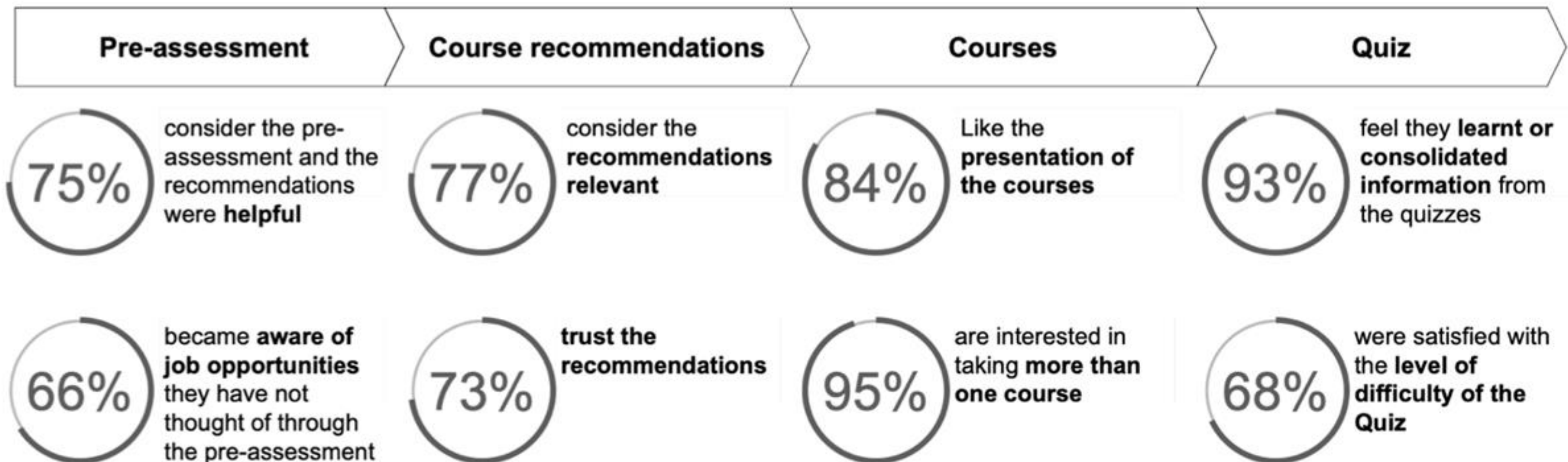
MVP AND HYPOTHESES TESTED WITH YOUNG SOUTH AFRICANS



We put the MVP (Minimum Viable Product) of Trace Academia app in the hands of 44 young South Africans, without higher education, to test our hypotheses.

This MVP included a pre-assessment test and 5 vocational training courses developed with Trace edutainment approach (education + industry expertise + entertainment + digital features).

The research was conducted by Instant Grass International and the data was analysed by Bain & Co.



INSTANT GRASS INTERNATIONAL



WE'RE LOOKING FOR PARTNERS WHO SHARE OUR VISION TO JOIN US ON THIS IMPORTANT MISSION

JOIN US AS A FOUNDING PARTNER

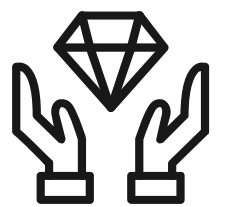
In order to lower the barriers to entry we are making Trace Academia course FREE to all learners. Course content production is covered by Trace and our partners.



Trace covers all the technical, development and marketing costs as well as 50% of the course production costs.



Partners are encouraged to fund up to 100% of the course costs. Depending on the course complexity this ranges from \$50k to \$80k.

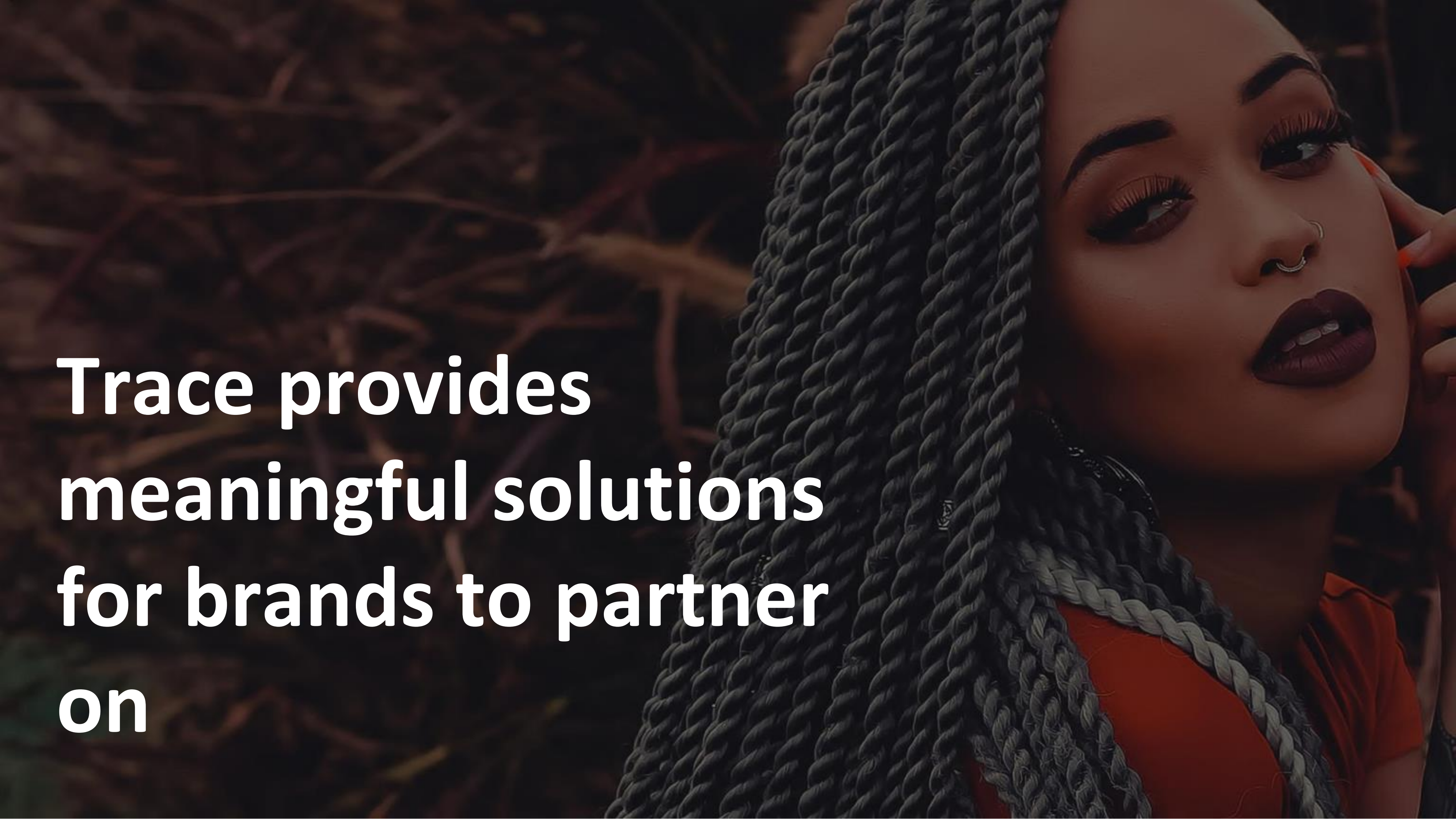


Founding Partners are also requested to provide access to content and/or relevant experts during course production


Founding Partners receive a number of benefits the most important of which is the positive impact on the lives of 25 million young people around the world.

Other benefits

- Co-ownership of the course and unlimited rights to use it internally
- Branding of the course in perpetuity on Trace Academia
- Presentation of company brand on Trace Academia
- Up to 100% credit of airtime on Trace media to promote the company's social development initiatives
- Access to data regarding usage of the course developed with the partner
- Official status of Founding Partner of Trace Academia

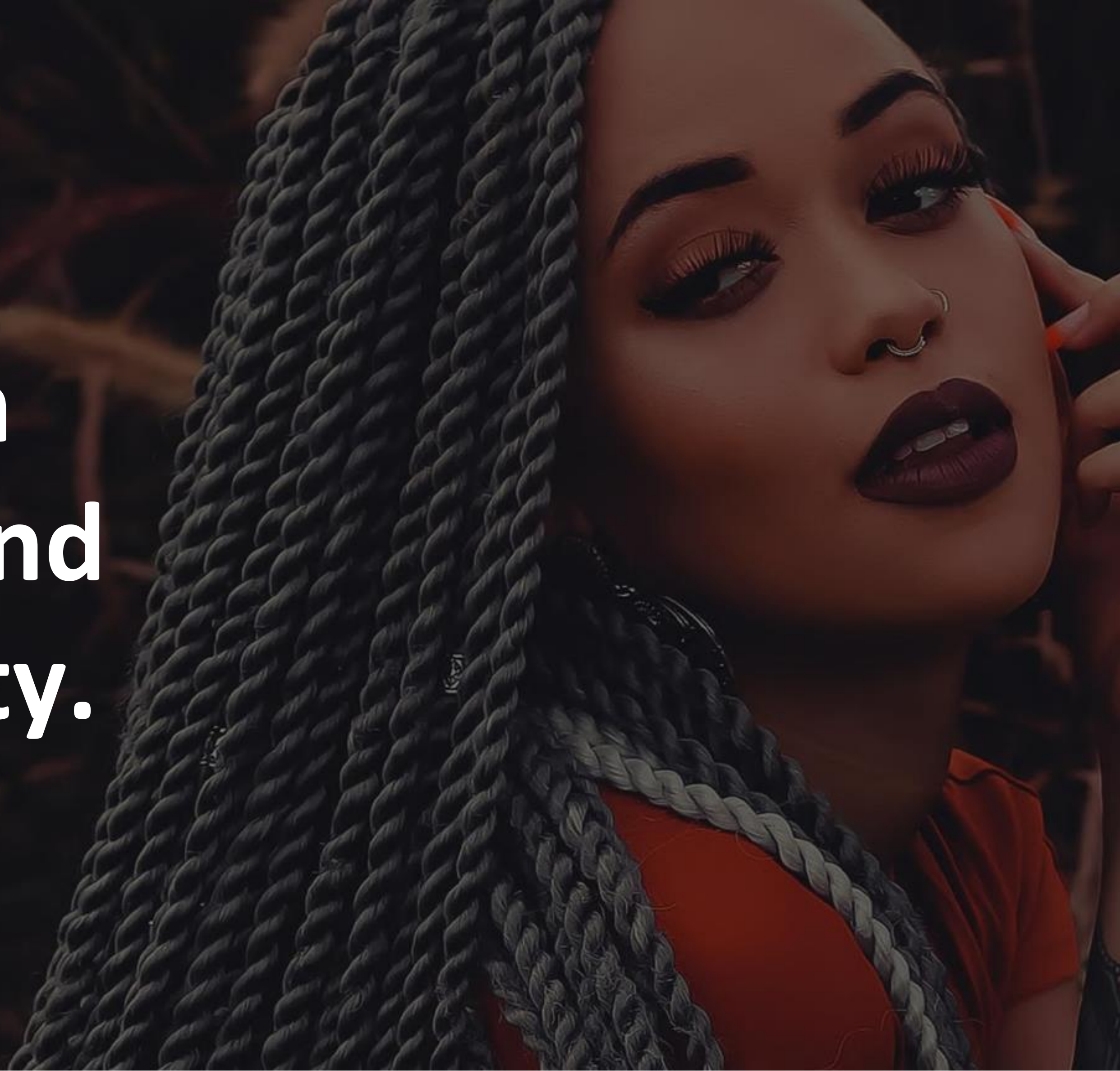



**Trace provides
meaningful solutions
for brands to partner
on**

A young woman with dark skin and braided hair is shown in profile, looking upwards and to the right. She has a nose ring and is wearing a red top. The background is dark and out of focus. Overlaid on the left side of the image is white text.

**In addition to this innovative
e-learning platform, Trace
offers purpose-drive
solutions to engage locally or
globally with African youth**

**Let's start with
solutions around
Gender Equality.**



A close-up portrait of a woman with thick, grey braids. She has a nose ring and is looking upwards and to the right. The background is dark and textured, possibly a wall of roots or a similar natural structure. The lighting is dramatic, highlighting her features.

“Trace 50_50”

**5 City Tour Events
in South Africa**

Context

- Trace has changed its programming to play 50% womxn content
- Gender equality is important to drive growth and balance amongst society and the entertainment industry
- We believe that actions to elevate womxn are necessary and not only talk
- With South Africa now in Level 1 Lockdown, we will promote safe and respectful enjoyment of a good time with friends, womxn safety and enforce the message that COVID-19 safety measures are still critical to practice.
- Ending Gender-based violence needs a collective decisive approach to achieve. Trace is supporting organisations working to end Gender-based violence on our channels.

Objectives

- Provide womxn entertainers an equal share of airtime and event presence
- Support the movement against gender-based violence



Trace 50_50 concept and promotion

#TRACE 50_50 is an event that will tour five cities in South Africa including Johannesburg, Durban and Cape Town. It will feature a **50% womxn line up** in support of gender equality and ending gender-based violence.

Event Pillars:

- Promote gender equity with a 50% womxn entertainers line up
- Promote COVID-19 safety measures
- Support the movement against gender-based violence

Event Promotion:

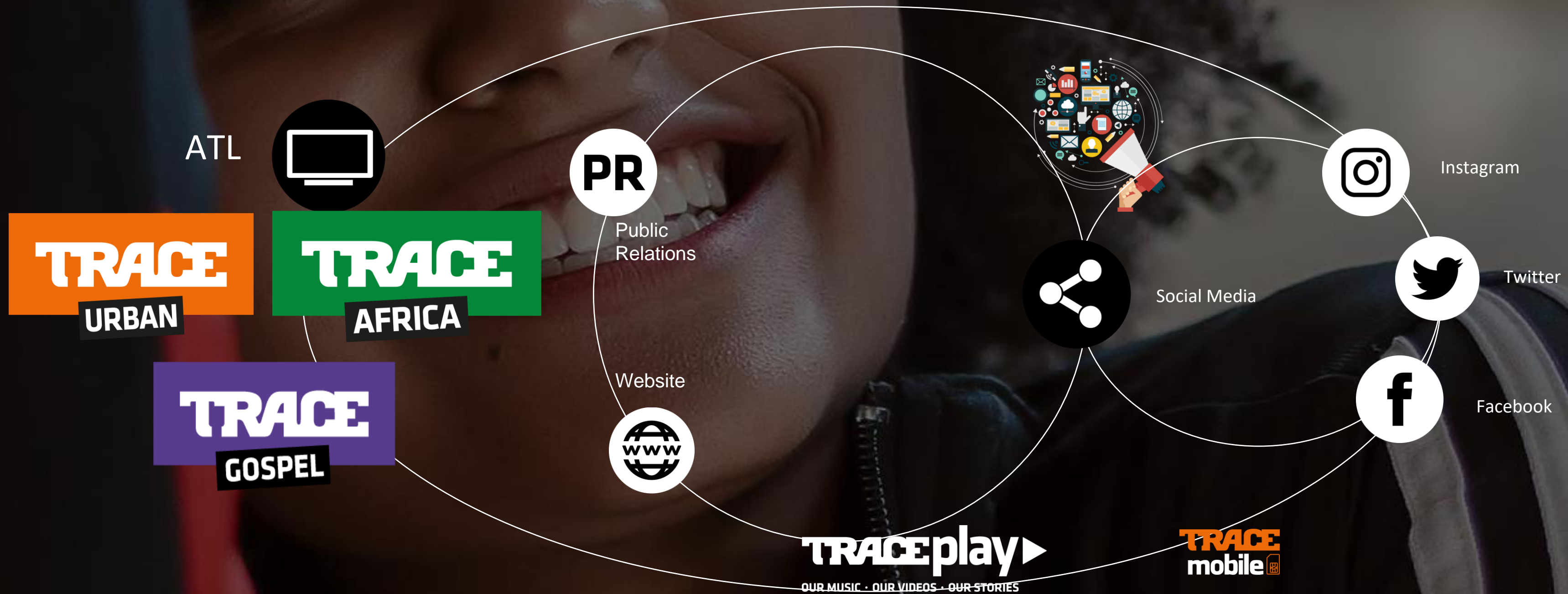
- On Air on 3 Trace TV channels – Trace Urban, Trace Africa, Trace Gospel – Expected Reach 1 552 626
- On social media across Trace Facebook, Instagram, Twitter accounts – **1 552 626** reach a month
- On website – **68 069** reach across Trace Urban, Trace Africa & Trace Gospel
- On Trace Play – **38 059** reach



TRACE

Events go to market plan: 360° communication

#TRACE 50_50 will reach our audience at all possible points of contact and engage them in a wide variety of ways. This will maximize sponsor brand impact to entrench your brand message and attributes amongst our youth audience.





TRACE

Trace 50_50 events sponsorship value

TV Airtime Value

- 10 spots a day x 8 weeks
- Trace Urban: R 1 800 000
- Trace Africa: R 600 000
- Trace Gospel: R 1 800 000

Digital

- Facebook, Instagram, Twitter: R180 000 (3 posts per week x 3 platforms x 8 weeks)
- Website: R43 200 (1 article per week)
- Newsletter: R10 800 (1 newsletter per month)

P.R.

- Earned media: R200 000

Total sponsorship value: **R 4 634 000.00**

Headline Sponsorship Cost: 1 700 000

**We will also launch
the Gender Equality
Song Competition**





TRACE

Trace Gender Equality Song Competition

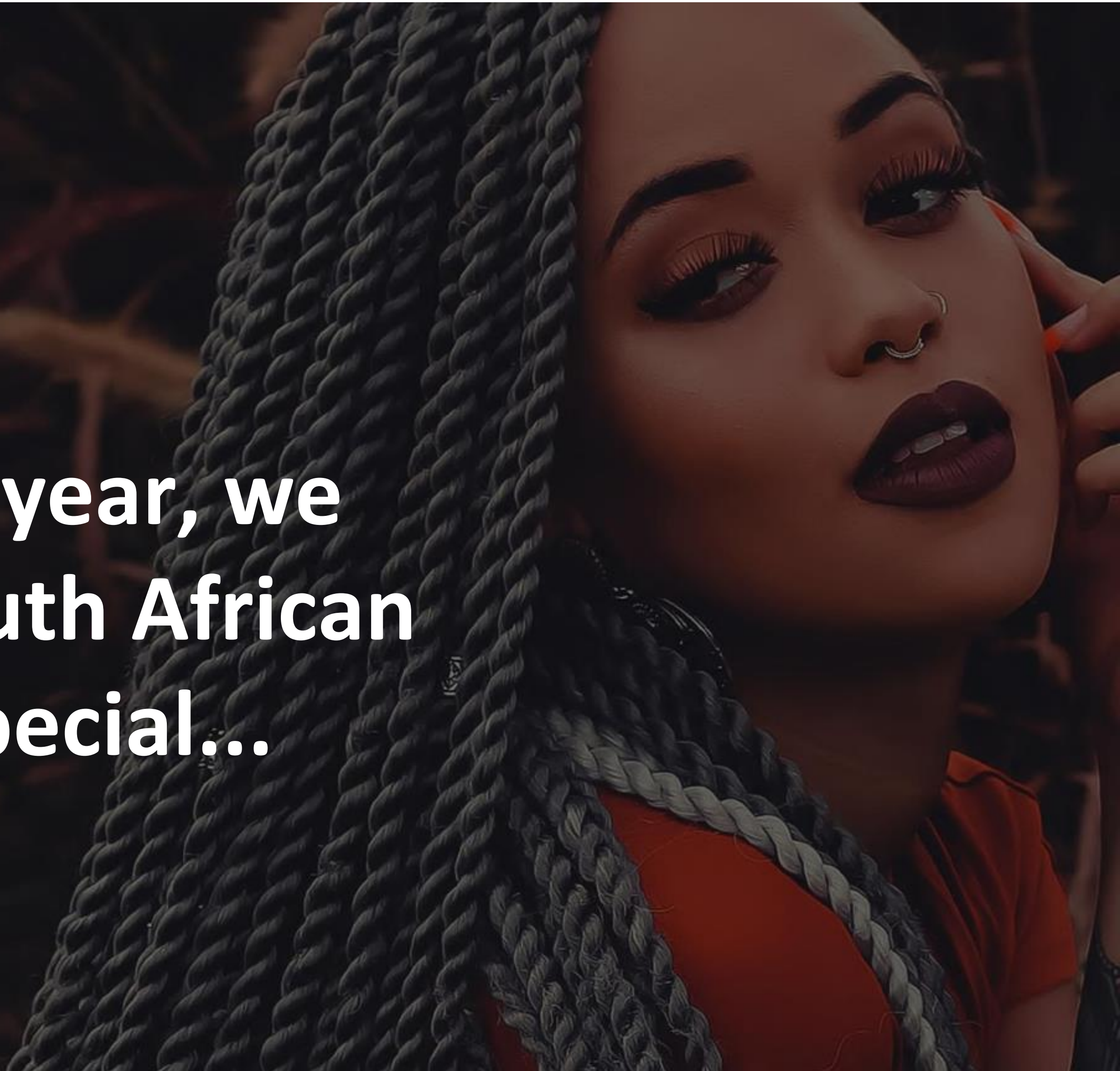
In addition to the Trace 50_50 campaign that is creating gender equality by playing 50% womxn content on our channels, we will be giving artists across the continent the opportunity to be part of a virtual band that will produce a new song that promotes gender equality.

Any artist on the continent will be able to enter using our Pan-African digital platforms by submitting a 30 second video of themselves showcasing their talent.

The top artists who entered will be placed into a band and will have their journey to producing the song documented. The final song will be promoted across our channels.

Trace seeks to empower men and womxn to make an impact on gender equality. Brands can partner on this initiative and uplift local talent.

**And to finish this
challenging 2020 year, we
will make our South African
Christmas very special...**





A Trace Christmas

In Southern Africa, Trace will be celebrating the festive season and Christmas as only we can!

Our 3 channels will feature a Merry Christmas stamp on screen and will play 1 to 2 Christmas songs per hour. Our shows will be Christmas themed as follows:

- Channel takeovers by artists Christmas special
- Hits & Lyrics Christmas special
- Focus Christmas special
- Video mix Christmas special
- Christmas karaoke with artists

Some of the featured music will be:

Trace Urban:

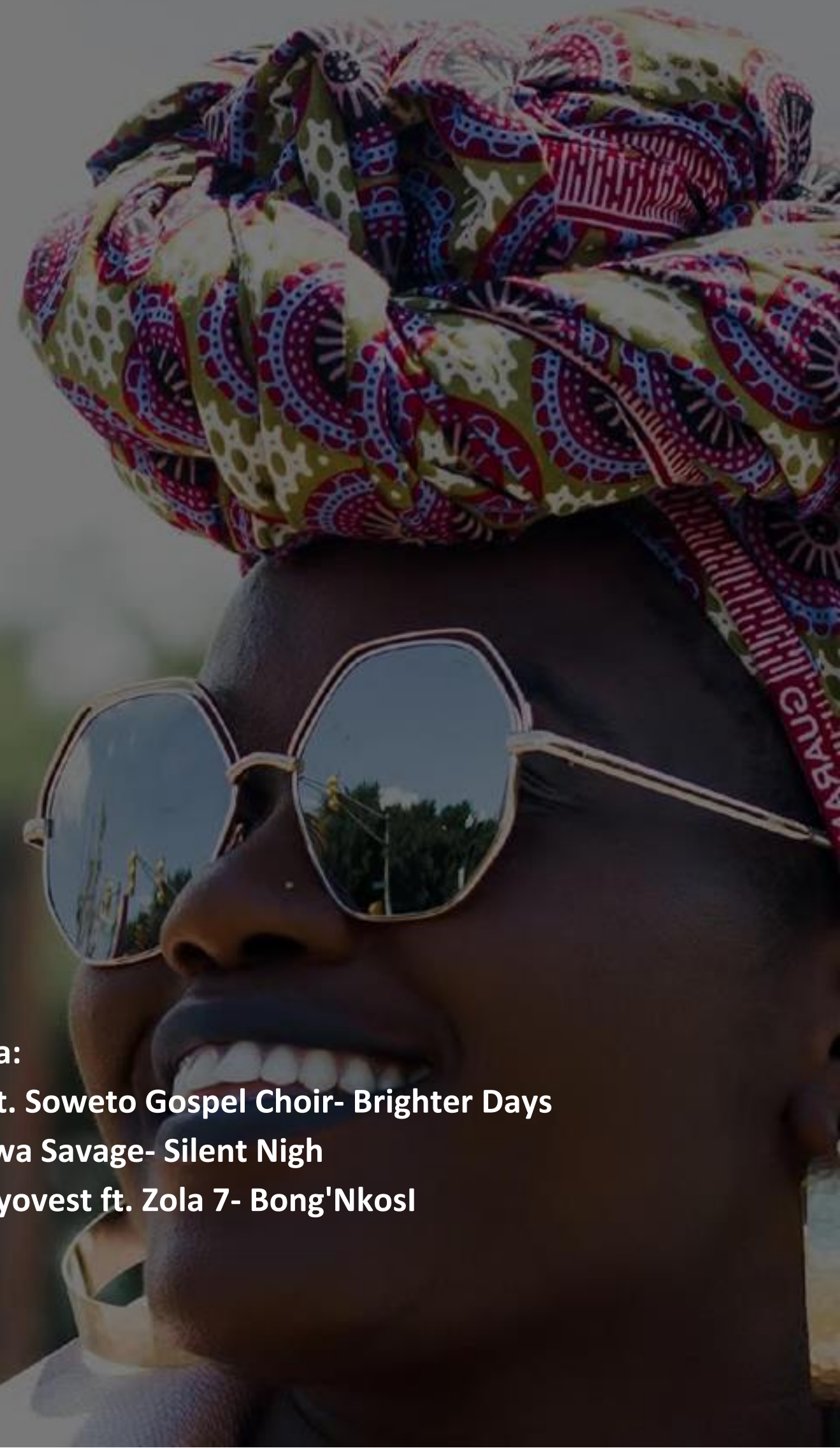
- Gwen Stefani - You Make It Feel Like Christmas
- Ariana Grande - Santa Tell Me
- Sam Smith - Have Yourself A Merry Little Christmas

Trace Gospel:

- Koryn Hawthorne - This Christmas
- Vusi Nova Ft Bongani Radebe - Nkosi Sihlangene
- Rebecca Malope - Christmas Special

Trace Africa:

- Sauti Sol ft. Soweto Gospel Choir- Brighter Days
- Tolu ft. Tiwa Savage- Silent Nigh
- Cassper Nyovest ft. Zola 7- Bong'Nkosi



**For Southern Africa, we
have a Q1 2021 plan
ready to make the New
Year better than 2020!**



A DJ with glasses and headphones is smiling and performing at a rooftop event. The background shows a city skyline with buildings and a red structure. The DJ is wearing a colorful, patterned shirt and is positioned behind a DJ mixer and turntable.

TRACE

2021 New Year, New Normal, New Beginnings

We celebrate all things new about 2021 and the new normal and invite brands to explore campaigns within these themes.

January Focus:

- We will engage Trace fans about their new experiences or skills from 2020 that they will be keeping or trying to forget in 2021
- What parts of the new normal are they most excited or anxious about for the new year
- Trace Gospel will feature a Motivational Corner with inspiring Playlists to keep people going and focused on their new goals

February Focus:

- We made it through hard times as one, with love for each other. We learned to connect in new ways.
- In the month of love, Trace will be exploring the love that binds us.
- As the Golden Globes draw nearer, we will be focusing on a celebration of movie music scores

March Focus:

- For Human Rights month, we will be honoring music's contribution to the global movement for human rights
- We will celebrate the icons and heroes in music - artists who trailblazed the fight for human rights

A close-up photograph of a woman with her hair styled in thick, dark braids. She is wearing a red top and has a nose ring. Her eyes are closed or looking upwards, and she has a serene expression. The background is dark and out of focus. Overlaid on the left side of the image is white text.

**And we are preparing our
2021 Southern Africa line up
of original content to exceed
viewers expectations**


TRACE

The Originators by Khuli Chana

Trace Original

Join the Motswako originator, Khuli Chana on his new show: The Originators, as he takes you on an inspirational journey with some of the biggest names in the music industry who innovated and changed the game.

"No idea is original. There's nothing new under the sun. It's never WHAT you do but HOW it's done." Trace Original presents The Originators by Khuli Chana.



**THE
ORIGINATORS**



TRACE

My Top 10 for the Decade

A Top 10 Countdown Music Show from your favorite South African artists, taking us through their journey of the freshest music videos over the last DECADE!

Show Format Details:

24 minutes X 14 Episodes

Episodic Details of Artists:

Ep1: Ayanda MVP

Ep 2: Kings of the Weekend

Ep 3: Smash Africa

Ep 4: Dj Capital

Ep 5: Nadia Nakai

Ep 6: Ms Cosmo

Ep7:DjNjelic

Ep 8: Dj Speedsta

Ep 9: Reason

Ep10: Anele Zondo

Ep11: Gigi Lamanye

Ep12: Stopnonsons

Ep13: Dj Kyotic

Ep14:DjPH



TRACE

Specials

Just think about it! A whole day dedicated to music and artists that bring all generations together in our spotlight. Trace Specials showcases music on a particular theme or artist.

Join us for one clip per hour special, **TRACE Urban** is ready to make you dance and sing all day long!

SPECIAL

TRACE
URBAN

#SPECIAL DAY

BEYONCÉ

04 SEPTEMBER 2020

TRACE

Hits & Lyrics

Hits & Lyrics is perfect for any Karaoke mood, bringing you the lyrics to all your favorite jams for you to sing along. From Pop to Hip-Hop, sing along to the greatest hits of all time, it's Hits & Lyrics right here on Trace Urban

Catch the show Mon, Tue, Thurs & Fri at 11am and 5pm.

WATCH

TRACE
URBAN

HITS & LYRICS

LADY GAGA

THURSDAY 28/03 - 5PM

TRACE

Top 10 SA Hip Hop

TOP 10 SA Hip Hop - showcasing 10 of the best South African MC's in the music scene.

Top 10 SA Hip Hop brings you only the best tracks blowing up now.

Every Tuesday & Thursday at 2pm CAT & Saturday at 1pm.

10 HIP HOP



TRACE

Rewind

Press REWIND to your favorite jams and relive the musical experience of it all. Catch Trace Rewind for your dose of flashbacks, throwbacks and playbacks.

We all love taking that walk back in time and celebrating the sound tracks that will always be classic jams.

WATCH

TRACE
GOSPEL



REWIND

WEDNESDAY AT 09:00 & 15:00 CAT

TRACE

Focus

Trace Focus takes you on a musical journey with your favorite artist and the best of their craft, right here on Trace Urban

Catch your favs on Focus Saturday, 1pm, and on Sunday at 10, and check your screens for more repeats on weekdays only on Trace Urban channel

325

WATCH

TRACE
URBAN

FOCUS

TRAVIS SCOTT

SATURDAY 05/1PM CAT
REPEAT ON SUNDAY 06/10AM CAT

TRACE

TV show sponsorship packages

About Show Sponsorship

Sponsors will get the opportunity to own the prime-time slots on the content through a channel association and digital integration.

First Run Exclusive

This content is exclusive to TRACE - the #1 Hip-Hop, R&B and Rhythmic Top 40 music channel.

Headline Sponsorships

- 10" OBB & CBB
- 30" Co-branded Promo
- 60" Brand Integration & on screen Logo
- Digital and social media elements

Tactical Sponsorships

- 30" Co-branded Prom
- 60" Brand Integration & on screen Logo
- Digital and social media elements





TV show sponsorship package value

List of possible campaign elements and example of rotations for a weekly show of 13 episodes

Flighting and promotion on Trace Urban only channel and without repeats

Nu	Branded Elements	Rotation	Total Quantity	Value
1.	Opening and Closing Billboards 15"	4 Weekly	52	R109 200
2.	Show Tune-In Promo 30"	35 Weekly	455	R1 365 000
3.	Brand TV Commercial Package 30"	35 Weekly	455	R1 365 000
4.	On-Screen Logo Brand Integration 60"	4 Weekly	52	R312 000
5.	Social Media FB, TW, IG Posts	3 Per Week	117	R97 500
6.	Website Article	1 Every 2 Weeks	6	R32 400
7.	Newsletter	1 Every 4 Weeks	3	R16 200
8.	Press Release	1	1	R200 000
	Total Package Value			R3 497 300

**You can also
engage with Trace
audience in the
Rest of Africa**





**Our successful West
African (Nigeria &
Ghana) programs
engage with millions of
young people**

TRACE

We are Afrobeats

Listen to the best sounds from Africa as Nigeria showcases the best musical talents from NAIJA.

This show features the best top ten Nigerian superstars and upcoming artist drawn from online streaming and dj platforms weekly.

Tune in to view your favourite naija artists drop songs just off the editors cut on WE ARE AFROBEATS.

WE ARE
AFRO
BEATS

TRACE

Sweet 16

Sweet 16 features top Nigerian hip hop artistes as they drop 16 bars off their project or a simple freestyle on a 5 Minutes show on Trace.

The show will feature top acts like Vector, MI, Ladipoe in an interview style as they share their journey so far in the Nigerian music industry.

Each episode of SWEET 16 airs 14 times weekly on TRACE Naija Everyday 16h30 – 16h35 and again 19h30-19h35



TRACE

Trace in the City Campus Events

In each city we kickoff with a concert at universities.

The concert starts off with performances from popular talent in hosting schools/cities.

We take the energy up a notch with a celebrity DJ set that climaxes in a celebrity music performance.

Proceedings are orchestrated by a celebrity hype-man.

Also interspersed all through the day are Yoga games, career fair & movies, and brand engagement activities.

Engage over 3,000 students per campus



TRACE

Twitter Yarns

We catch your favourite artistes off guard as they react on camera to questions and comments off twitter

Each episode of Twitter Yarns airs 14 times weekly on TRACE Naija Monday-Sunday 17h00-18h00



LYRICS

TRACE

AMAKA

"I see you for twitter,
Retweeting your Mister
I enter your matter
but you don't want to answer".

PERUZZI

**East Africa is our new
frontier for original
programming**



TRACE

Takeover

Trace Takeover is a hot segment that allows artists to share their favourite top 3 songs of the moment with fans in collaboration with Trace Mziki. We feature the best East-African artists such as Rosa Ree, King Kaka, Bebe Cool, Bruce Melodie and so many more.

The show airs every Tuesday at 09h00 / 14h00 / 19h00 EAT.

**DON'T
MISS**

TRACE
MZIKI

TAKEOVER

WITH ROSA REE

TUE 11/08 AT 9AM/2PM/7PM EAT

DStv CHANNEL 323

TRACE

Best Kenya 10

BEST KENYA 10 is the official countdown of all hits from Kenya featuring the hottest & latest jams by the likes of Khaligraph, Nadia Mukami, Octopizzo and so many more.

Don't miss your weekly dose of Kenyan hits every Tuesday at 8PM EAT.

**DON'T
MISS**

TRACE
MZIKI

BEST KENYA 10

WITH KHALIGRAPH

TUE 11/08 AT 8PM EAT

DStv CHANNEL 323

TRACE

Trace Videomix

VJ VocalTeknix mixes urban videos just as a DJ would mix the sounds in a club, giving viewers a unique visual and musical experience every Friday & Saturday at 10PM EAT on DSTV Channel 323

WATCH

TRACE
MZYKI

TRACE VIDEOMIX

BY VOCALTEKNIX

FRI & SAT AT 10PM EAT

DSTV CHANNEL 323

TRACE

Uganda 10

Best Uganda 10 brings the hottest music from Uganda featuring Eddy Kenzo, Bebe Cool, Winnie Nwagi and so many more

Watch it every Friday at 8PM EAT on DSTV Channel 323.

**DON'T
MISS**

TRACE
MZYKI

BEST UGANDA 10

WITH EDDY KENZO

FRI 14/08 AT 8PM EAT

DSTV CHANNEL 323

TRACE

Top 10 Bongo

Top 10 Bongo is home to all your favourite jams from Tanzania featuring the best artists like Roma, Vanessa Mdee, Diamond Platnumz, Rayvanny and so many more.

Watch it every Thursday at 8PM EAT on DSTV Channel 323.

**DON'T
MISS**

TRACE
MZIKI

TOP 10 BONGO

WITH ROMA

THUR 13/08 AT 8PM EAT

DSTV CHANNEL 323

A close-up photograph of a young woman with dark skin and her hair styled in braids. She is smiling broadly, showing her teeth. The background is slightly out of focus, showing what appears to be a patterned fabric or wall. The overall tone is warm and positive.

**And closer to us, we are
investing in innovative
Portuguese-Speaking
content for Angola and
Mozambique**

TRACE

Angola 10

This Chart show gives you the hottest Top 10 videos in Angola, from Kizomba to Kuduro don't dare to miss the best from Angola every week only on Trace Toca!

Every Monday at 12:00 am local time.



TRACE

Lembra Tempo

'Lembra Tempo' means "to remember" this show is perfect for viewers with the age of 25 and above that grew up listening to music legends: The likes of Bonga, Stewart Sukuma and many more, Trace Toca surely takes you back in time.

Every Sunday: 20:00 local time.



**LEMBRA
TEMPO**

TRACE

Mocambique 10

This Chart show gives you the hottest Top 10 videos in Mozambique, from the Traditional Marrabenta on your feet and Timbila sounds you can expect the best of Mozambique on this Chart Show.

Every Tuesday at 11:00 am Local Time



TRACE

E Karga

E Karga is our upbeat show that “lifts your mood to the groove” from Kuduro to Afro House this show will make sure you stand on your feet!

Every Saturday from 22:00 to 23:45 Local Time.



Let us know if you need a campaign in a Sub-Saharan francophone country (Ivory Coast, Senegal, Cameroon, Gabon, DRC etc.). We have great content to offer.



TRACE

And to conclude...

TRACE

One last look at what we can offer you!

TV & RADIO

Music,
Entertainment &
Youth Expression

PLAYLIST

URBAN
STORIES

TRACE
TRENDS

100%
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M E D I A

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Concerts, Festivals,
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EDUCATION

E-Learning,
MasterClass

TRACE
ACADEMIA

TRACE
Talent

TRACE



Thank you very much DStv
Media Sales and to all for
joining us.

Contact Anna-Marie Marks

ammarks@trace.tv

084 505 0084

STAND UP
N' SHINE

WWW.TRACE.COMPANY