eMedia Investments launches second news channel: OpenNews and Afrikaans news bulletin

Issued by eMedia

17 May 2018

eMedia Investments, owner of e.tv and eNCA, will launch a second television news channel to be broadcast on its *Openview* platform. *OpenNews* will launch in the last quarter of 2018 and will have its own management, identity and look distinctively different from eNCA.

eMedia Investments Chief Executive Officer, André van der Veen says, "*OpenNews* will be broadcast out of the Cape Town studios, offering viewers an integrated news channel combining short format news, onscreen information and links with selected social media platforms like Twitter and Instagram, and a proprietary app. *Openview* viewers consume news differently from traditional news broadcasts".

"eMedia Investments has the talent, knowledge and experience to launch South Africa's first satellite free-to-air television news channel. *OpenNews* will be an independent news service, but hosts will be encouraged to *'to take a view'* on regional, international, sports, entertainment and financial news."

The line-up will also syndicate the recently launched entertainment programme, *The Spotlight* with Tanya Nefdt and two new current affairs shows – *The Tim Modise Network*, and *The Fix* with Karima Brown.

"Five years ago, eMedia Investments launched *Openview* to provide free satellite television to the South African television market. We have consistently expanded our content offering on the platform and the success of our recently launched channels, *eBella* and *Kwesé Sports*, has demonstrated that our audience is attractive and sought after by advertisers.

"The number of *Openview* set-top box activations has increased to over 1,2 million, and the latest audience research indicates that viewers want a local news channel on the platform. Given this, we decided to launch *OpenNews*," says van der Veen.

The company will also launch a two-hour block of Afrikaans programming on *eExtra* (available on *Openview* channel 105 and DStv channel 195). The block will include entertainment, current affairs programming and a news bulletin. The programme mix is in the final stages of being finalised and the line-up will be announced in the next few weeks.

- **eExtra runs for the try line with new rugby programme** 21 May 2024
- **Young star shone brightly!** 8 May 2024
- **A newly bottled *#KeldersVanGeheime* is ready to be served!** 7 May 2024
- **OUTtv Proud shows its colours on eVOD** 29 Apr 2024
- **The court has decided!** 16 Apr 2024

eMedia

eMedia Investments is a South African-based media group with a number of core assets in the television and radio broadcasting sector.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com