

## SABC's 3Bee Loyalty Campaign

I was already getting irritated with the distracting banners SABC3 continually run across the screen when programming is running late, and now we also have some little character bouncing around ...

...and then the winner is announced during a programme and not in a break. I don't get to watch much TV but when I do, why do I have to be subjected to more and more of these irritations? I would have also thought that quality programming would be enough increase loyalty amongst viewers (here's a suggestion, dump the continuity presenters and you could free up some cash).

I realise it's a more competitive market these days, but only a small sector of the SA market can afford DSTV, DVDs and movies and even M-Net. And it seems all e-TV can show are endless repeats of cheap b-grade movies, and shows with has-beens (Billy Ray whats-his-name et al). The less said about that show 20-something, the better. At least they've managed to hand onto The West Wing and the Sopranos.

SABC3 - you're already the best of a pretty dismal bunch, but please continue to raise the bar with good programmes instead of cheap stunts.

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