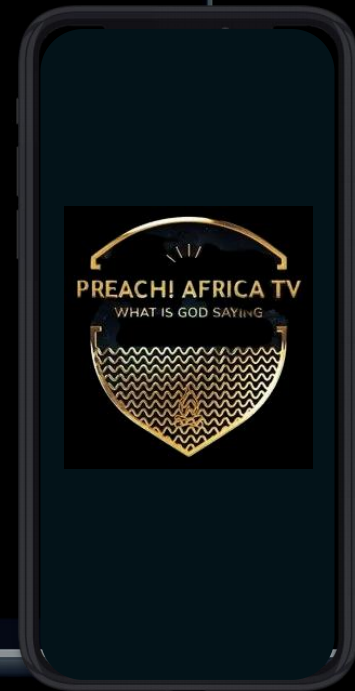


# WELCOME TO PREACH! AFRICA TV



PREACH! AFRICA TV is internet TV channel, geared towards broadcasting live, online over the Internet in Southern Africa and to the world.

PREACH! AFRICA TV is a 24 hour internet streaming TV channel that is a platform for African preachers to preach to Africa and the whole world.

PREACH! AFRICA TV will broadcast through a dedicated website, mobile app and various streaming platforms. Our mandate is to create a secure platform for preachers and churches.

# OVERVIEW

Our aim is to provide professional internet television broadcasting services that will provide platforms for preachers (pastors) and faith based organizations in promoting their brands and reaching out to a wide range of potential customers all over Africa.

PREACH! AFRICA TV sells broadcast licenses to emerging and established African preachers to be on the platform (25 minute slots only). The fee is \$150 (approx. R2300) renewable annually.

PREACH! AFRICA TV is launching in July 2022 and inviting investors to contribute towards the start-up capital outlay of this internet TV venture. We need a start-up capital of R1 250 000 (with an initial investment of R250 000) to successfully set up a small scalable standard internet television station.

The projected annual income before expenditure for this project is R23, 000, 000 with a projected net profit of R12, 180, 000 (based on a single income source) within the first year of operations. The company is looking at entering into a mutually beneficial partnership with an interested shareholder and make available up to 490 points (49%) of PREACH! AFRICA TV share equity to its partners and shareholders.

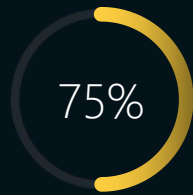


# Sources of Income

The are four main sources of income for PREACH! AFRICA TV , namely: Annual Broadcast License Sales, Donations/Offerings, App Subscriptions, Web/App Advertising and promotions.



One thing is certain, there would always be ministries, religious organisations, corporate organisations, government agencies, non – profits, churches, and individuals who would need to advertise and or buy slots in television stations to help them spread their message, increase sales or promote their brands and corporate image.



**Annual Licence:** PREACH! AFRICA TV will sell licenses to 10000 African preachers to be on our platform (25min slots only). The fee is \$150 (approx. R2300) renewable annually.



**Donations/Offerings:** Contributions and donations to PREACH! AFRICA TV will come entirely from its viewers. PREACH! AFRICA TV is planning to broadcast to 100 000 active devices in its first 3 months of broadcasting.



**App Subscriptions:** PREACH! AFRICA TV App will be accessible though a monthly subscription of up to R69.99 monthly. The channel will be accessible for free on its website and other free streaming platforms.



**Web/App Advertising and promos** on the PREACH! AFRICA TV website and mobile app is another source of income for the channel. It is difficult to estimate the advertising income for PREACH! AFRICA TV at the start-up phase.

# ▶ Launch Timeline

Broadcasting Commitment, Investments and Meeting all stakeholders.

Content Development. Shooting schedules. For effective quality content will train all production teams that will be producing content for Singobile TV.

February 2022

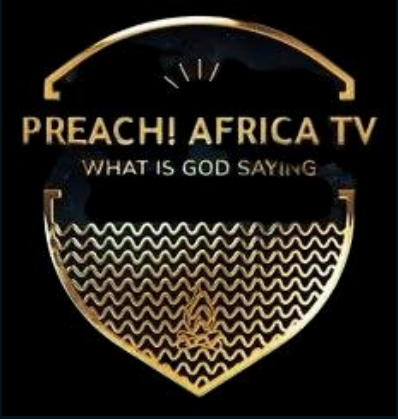
May-June 2022

March-June 2022

July - Dec 2022

Sales and Marketing: African preachers are invited to procure broadcast licenses in order to be included in the channel line-up and Electronic Program Guide (EPG).

1st Test Transmission Broadcasting 6 hrs. a day | 2nd (equidistant) Transmission Broadcasting 12hrs. per day | 3rd (Final-full) Transmission Broadcasting 24hrs. per day



PREACH! AFRICA TV  
Features

# DIGITAL MARKETING



**PRAY! AFRICA** is 24 HOUR prayer feature that will have a 7 minute slot every 3 hours around the clock. **SING! AFRICA** is a permanent music feature that will play every day at planned intervals and TV breaks. African artists will be given an opportunity to showcase their music videos and offerings. **RISE! AFRICA** is a daily morning devotion hosted by K.A.G.O. This feature will focus on prayer for Africa, discussion on the African agenda and look at news and current affairs that affect the Church and communities. **MADE IN AFRICA** will focus on African innovation, tourism business and entrepreneurship.

01

## MARKETING CAMPAIGN

PREACH! AFRICA TV will implement a widespread digital marketing campaign inviting millennial preachers to buy a licence to broadcasting on this platform. It is expected that our emerging preachers network will quickly grow to over 10 000 by the end of Year 1 and up to 100,000 by the end of Year 3.

02

## PROMOTIONS AND MONETIZATION

PREACH! AFRICA TV digital marketing campaign is centered around promoting and monetizing faith-based content such as: talk shows, documentaries, movies, children shows, youth programming, music, shows, and live events. PREACH! AFRICA TV will use mainstream media (newspaper, television, radio) and social media, email marketing, and SEO.

03

## ADVERTISING

PREACH! AFRICA TV will use social media influencers and YouTuber channels such as Solomon's Temple and online adverts targeted to emerging preachers and millennials who are searching for authentic preaching to drive them to PREACH! AFRICA TV online platforms, which inevitably, will also drive them to subscribing and downloading the app.



# Social Media Promotions

Reports show that Social Media and streaming platforms are censoring and removing churches on their platforms. PREACH! AFRICA TV will implement an active blog that is centered around promoting and monetizing kingdom preaching and create a secure platform for preachers and churches.

PREACH! AFRICA TV will be promoted through a variety of Christian influencers, driving traffic back to the website — gaining links that will help promotions rank for related keywords on Google. Promotional articles will include mentions of the PREACH! AFRICA TV website and app, which will quickly increase downloads of the application.

a) AdWords — Today, one of the most popular and widely used advertisement platforms is Google. Through the AdWords platform. Using a PPC (pay—per-click) model. Google's paid search result section when an individual places a search inquiry for a particular keyword.

b) PREACH! AFRICA TV will allocate a specific weekly budget towards ad placements for highly competitive keywords such as: Online Church, Worship Audio Tracks and Broadcast Licensing, on Google AdWords.

c) Facebook Ads — The second most popular platform for online ad placement is Facebook. Ads from the Facebook platform are paid on a per—click basis and can be narrowed and filtered for View by members of a particular demographic region or population type.



Facebook tracks user's search, visit and shopping habits, showcasing certain advertisements to users based upon their previous web and online activity history. A specified weekly budget will be allocated to advertising on Facebook

# ▶ PREACHING SLOTS-BROADCAST LICENSE



## Preaching Slots duration

All PREACH! AFRICA TV slots for preachers will be 25 minutes as a standard contract. Extended slots and live events will be made available at a special rate.



## Advertising Slots

Advertising will be made available at a cost for church promos, events and business. A free advertising platform will be made available through the channel's calendar of events.



## Content, Delivery and Format

Preachers who have their own equipment and production team will submit pre-recorded programs and delivered to the channel on a mastered and broadcast ready format.

**10000**  
targeted licensed  
broadcasters in 2022

PREACH! AFRICA TV quality control team will work tirelessly to ensure that all content from preachers are of high quality and acceptable broadcast standard across the board.



## **INTERNET TV FOR PREACHERS & CHURCHES**

Preach! Africa TV is a 24 hour satellite and internet TV channel that is a platform for African preachers to preach to Africa and the whole world.

**Order your broadcast license today!**

### **Preaching Slots**

**\$150 (R2300) ANNUAL FLAT RATE | \$12.50 (R186,93)  
MONTHLY WITH 25% DEPOSIT**

For individual preachers who are interested in a weekly 25-minute slot on Preach! Africa TV. All Preach! Africa TV slots for preachers are broadcasted once weekly and repeated on our social media. Extended slots and live streaming events will be made available at a special rate. Receive monetization opportunities and free promotion. Launch your secure online ministry. Today!.

Social Media steaming platforms are saturated. Preach! Africa TV broadcasts in a linear format similar to traditional TV, 24/7 in real-time, per program schedules. Our team of professionals will help you manage your own secure internet channel all the way to the top.

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