



17 January 2017

ATTENTION ALL PRODUCERS, DIRECTORS, PRODUCTION HOUSES AND FILM SCHOOLS:

Afrikaanse Satelliettelevisie (ASTV) is an Afrikaans television channel established in October 2008, aimed at giving Afrikaans viewers affordable, quality programming. We are currently the only Afrikaans channel on StarSat, a division of the giant Chinese company, StarTimes. ASTV has been blessed over the past 8+ years and survived numerous challenges. In 2017 we have been given an opportunity to grow and after a lot of research and planning decided to give back to the industry. We also decided to use this opportunity to revamp ASTV's image which included changing our name to MYtv.

GIVING BACK TO THE INDUSTRY

Being a filmmaker myself and having done numerous productions for several television channels I found it difficult to get my programs on television due to a lot of red tape at the different broadcasters. This is the reason I came up with the following solution.

MYtv decided to make airtime available to all industry players at a minimal cost.

1. There are 30 x 24 minute slots per season (13 episodes) available for the next year.
2. Each 24-minute slot costs R1500 (excluding vat) per episode and R19500 (excluding vat) per 13-episode season (3 months).
3. This includes 15-episode promo's and 3 repeats per week.
4. Each program proposal is subject to approval by MYtv.
5. Production companies can get sponsors for the series and will be allowed to promote these sponsors inside the program as long as it doesn't affect the quality of the series.
6. The IP as well as the content will stay the property of the production company subject to a licence agreement where MYtv will be allowed to broadcast the content for two years not exclusively.
7. Production companies can submit more than one program proposal.

You can send your program proposals to, or contact me at info@mytv.co.za. Terms and conditions apply.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Jaco Ferreira', written over a horizontal line.

Jaco Ferreira
(HEAD OF CHANNEL)

Tel: 079 538 5691 | **Fax:** 086 539 4186 | **E-Mail:** info@mytv.co.za | www.mytv.co.za

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DIRECTORS: J. FERREIRA • J.C. WEYERS

