



 **1ST VIEW** 

...changing the narrative

ABOUT US

Welcome to 1st View TV, your online Business and Lifestyle TV station with a distinctive focus to promote Africa and its huge potential globally. We cover a wide range of interesting and inspiring programmes whilst our corporate governing policies are benchmarked on excellence and customer satisfaction. As a viewer, you are most valued and we welcome you to send your comments, suggestions and input by email via our contact section.



TARGET AUDIENCE

With over 50 million Africans living in the Diaspora, there is a growing interest for well researched and authentic information on the continent, this is also supported by a healthy curiosity about Africa from the global perspective. At 1st View TV, we are robustly positioned to change the current narrative as we present Africa to the world in the most inspiring manner.



PROGRAMMES

1st View TV programmes have been carefully researched and the outcome is based on market demands. Our programmes are listed as follows; The Conversation, Classiques and Your Favourite Shows. These programmes can be accessed directly from our website and YouTube channel whilst live programmes can also be viewed on Facebook and Instagram live.



FAVOURITE SHOWS

We have a wide selection of exciting shows designed for viewers under the favourite shows, these programmes include; Corporate Insight, Sports, Tourism, Fashion & Lifestyle, Inspirational Impact, Youth Zone and Global Voice. The highlighted shows are by no means exhaustive bearing in mind that our aim is to constantly meet market trends and demands.



STUDIOS

1st View TV Studios are located within the AIH Corporate Centre in Oyo State, Nigeria. Our studios are fitted with cutting edge broadcast equipment supported by a wide range of other features such as live streaming, virtual interview capabilities etc. Within the studios, we also have facilities for onsite interactive sessions.



SPONSORSHIP

Prospective sponsors can take advantage of our variety of programmes by either becoming title or seasonal sponsors. Sponsors will benefit from brand awareness and focus promotions on programmes. More information is available upon request.

ADVERTISING

A great opportunity to position your brand globally. Our advertising tariff at 1st View TV provides an excellent opportunity for advertisers to showcase their products or services in the most impactful manner. You can within hours be seen by prospective clients in a completely new geographical terrain simply by advertising on the 1st View TV network.

1ST VIEW TV-RATE CARD

B2B: TOP PREMIUM SCREEN SPONSORSHIP
FULL & SHARED RATES UPON REQUEST

ADVERTISING RATES

SME 3 MONTHS - £250
 6 MONTHS - £400
 12 MONTHS - £600

START UPS 3 MONTHS - £150
 6 MONTHS - £250
 12 MONTHS - £450

CORPORATE INSIGHT
EXCLUSIVE SPOTLIGHT – £1,500

DOCUMENTARY PROJECTS
RATES UPON REQUEST

DOCUMENTARIES: TOP PREMIUM SCREEN SPONSORSHIP
FULL & SHARED RATES UPON REQUEST

PROPERTY SHOW: TOP PREMIUM SCREEN SPONSORSHIP
FULL & SHARED RATES UPON REQUEST

CITY PROPERTIES

3MTHS	6MTHS	12MTHS
£500	£900	£1,200

EVENTS
TOP PREMIUM SCREEN SPONSORSHIP
FULL & SHARED RATES UPON REQUEST

FAVOURITE SHOW-SPONSORSHIP
SPONSORSHIP – PRICE ON REQUEST

* All rates are benchmarked in pounds sterling and can be converted to respective country rates. These prices represents the rateable value of advertising slots on 1st View TV.



CONTACT US

For more information on 1st View TV or a request for sponsorship & advertising,
please contact us via info@1stviewtv.tv

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