

## ANNEX 3 MEDIA PROFILE - TANZANIA

Interim Document for "Community Television - a scoping Study"

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Partner DEVELOPMENT ASSOCIATES LIMITED Tanzania



### RADIO ONE

#### Commentary

Radio One is a privately owned radio station linked to ITV. It began its operations in June 1994.

Radio one now has 3 channels. What is normally referred to as Radio One is the original channel and broadcasts using FM and AM frequencies from Dar-es-salaam, Mwanza, Dodoma, Moshi and Arusha. It is predominantly Kiswahili and there are no plans to introduce English.

**101.4 FM** is broadcasting BBC in the Dar-es-Salaam area only and most of the programmes are in English.

**East Africa 87.8 FM** broadcasts music only on 87.8 MHz. Some English Programming is planned for this station.

**Radio One (Stereo) 89.5 FM** has an effective radiated power of 50 kW (ERP). The AM has an effective radiated power of 100 kW (ERP) from their transmitter located at Makongo, the highest point in Dar es Salaam .The Station's effective radius includes coverage of Zanzibar.

On November 2<sup>nd</sup> 1995, Radio One introduced a new digital link facility at Mikocheni. This enabled the station to transmit through digital compression by way of satellite. The signals are then up-linked to a transponder on Intelsat 804 and digitally down linked to in Tanzania and Africa.

The transmission details for Mwanza, Dodoma, Arusha and Moshi are as indicated on the table on the next page.

## RADIO ONE TRANSMITTERS

STATION	EQUIPMENT RADIO	FREQUENCY OF OPERATION	
		FM	AM
MWANZA	BE FM 5KW SN	102.70 MHz CH.9	1188 KHZ
DODOMA	BE FM 2KW SN	100.80 0 MHZ	891 KHZ
MOSHI	BE FM 5KW SN	97.200 MHz	1323 KHZ
ARUSHA	BE FM 2KW SN	05.300 MHZ	1413 KHZ

### **Mechanical Data**

- DATs (Digital Audio Tapes)
- Normal Audio Tapes
- CDs (Compact Discs)
- Audio Vault (Computer)

### **Contacts:**

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**P.O. Box 4374**  
**Mikocheni.**  
**DAR ES SALAAM.**  
**Fax: 2775915**

**Joyce Luhanga**  
**Marketing Director**  
**ITV/Radio One**  
**Tel: 2775916/2775914**  
**P.O. Box 4374**  
**Mikocheni.**  
**DAR ES SALAAM.**

## RADIO ONE PROFILE:

12% of Total Ad. Expenditure 2003	Reach - Most areas of economic activity in Tanzania
Average No. of spots per day: 71	

### **Media Characteristics:**

1. Language - Kiswahili
2. Open 24 hours
3. Programming - mainly music throughout with news announcements and greetings but has also some educational programming
4. Commercials accepted in both Kiswahili and English; local and foreign commercials accepted.
5. Media character is mainly entertainment
6. Inexpensive-low rates.
7. Flexible
8. Low production cost
9. **Sponsored programmes available**
10. **Peak listenership during News times.**

### **Disadvantages:**

1. Not suitable for products that requires visual demonstration or long and complicated stories.
2. Need for a campaign - an isolated spot has little or no effect

## 5. RADIO TANZANIA DAR ES SALAAM (RTD)- THE GOVERNMENT STATION

### **Commentary:**

Radio Tanzania Dar es Salaam or RTD as it is popularly known, is the Government owned radio station, under the Prime Minister's Office.

The station uses AM, FM and SW bands. Most of the transmitters were refurbished in 1990 giving the station nation-wide reach. Coverage of the MW stands at 61% of the total population. There are three main stations transmitting in Dar es Salaam (Pugu, Kunduchi & Mabibo stations) which have low and high power transmitters. The transmission network for R.T.D is given in table on the next page. Together with S.W this enables R.T.D to reach audiences within Tanzania and its neighbors with clarity.

The main language for broadcasting is Kiswahili. The station accepts sponsorship of programmes and has hourly news bulletins.

RTD has a subsidiary City Radio whose reach is confined to the Dar-es-Salaam region. Its transmitter has an effected radiated power of 45Km radius (1Kw power transmitter) from Dar es Salaam and broadcasts on Stereo FM 94.6 Mhz. Other towns, which are able to receive the City radio signal, are:

Mbeya (bordering Zambia): FM 92.3Mhz  
Transmitter power 200Kw  
Propagation - Directional

Lindi (South of Tanzania): FM 107.1Mhz  
Transmitter power 1Kw  
Propagation - Omni directional

### **Contacts:**

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**Head of Commercial Department**  
**Radio Tanzania Dar es Salaam**  
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**Mr. Salim Mbonde**  
**Director of Broadcasting**  
**Radio Tanzania Dar es Salaam**  
**P.O. Box 9191**  
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## RADIO TANZANIA TRANSMISSION NETWORK (MW, SW & FM):

STATION	MODE OF TRANSMISSION	FREQUENCY	POWER	ANTENNA
PUGU RD (MAIN)	A.M & M.W	837Khz	Neutral	T-Antenna
		1035Khz	(Ampfet)10Kw	Omni-directional
KUNDUCHI	M.W & A.M	637Khz	50Kw	Directional
MABIBO	M.W & A.M	531Khz	10Kw	Omni-directional
MBEYA	M.W & A.M	621Khz	NEC 50Kw & 10Kw	Omni-directional
MWANZA	M.W & A.M	721Khz	NEC 50Kw & 10Kw	Omni-directional
ARUSHA	M.W & A.M	1215Khz	NEC 50Kw & 10Kw	Omni-directional
DODOMA	M.W & A.M	600Khz	100Kw & 10Kw	Omni-directional
KIGOMA	M.W & A.M	711Khz	100Kw & 10Kw	Directional
NACHINGWEA	M.W & A.M	648Khz	100Kw & 10Kw	Omni-directional
SONGEA	M.W & A.M	990Khz	100Kw & 10Kw	Omni-directional
BROADCASTING HSE (DAR)	VHF - FM	92.7Mhz 89.9Mhz 94.6Mhz	50W 1Kw	Non-directional
DODOMA	FM	84.4Mhz	1Kw	Uni-directional
KIGOMA	FM	94.7Mhz	1Kw	Uni-directional
MASASI	FM	105.9Mhz	1Kw	Uni-directional
MASASI (NACHINGWEA)	FM TRANSPONDER	92.3Mhz	1Kw	Uni-directional
SONGEA	FM	92.5Mhz	1Kw	Uni-directional
LINDI	FM	107.5Mhz	1Kw	Uni-directional

**Post News** : 7:15 hrs, 10:15hrs, 13:15hrs  
16:15hrs, 19:15hrs, 20:15hrs & 22:15hrs

**Time Check Slots** : 6:30hrs, 11:00hrs, 12:00hrs  
18:00hrs and 19:45hrs

## **RTD PROFILE:**

1% of Ad. Expenditure 2003 Average No. of spots perday: 23	Reach: National
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### **Media Characteristics:**

1. Language - Kiswahili
2. Opens 5:00 a.m. - closes 24:00
3. Programming - Kiswahili
4. There are hourly news broadcasts; Headline and Bulletins are both in Kiswahili
5. Segment spots can be rescheduled for any other time or day during the same time segment without notice
6. Inexpensive - low rates
7. National reach but mainly rural as new stations have gained their popularity in urban areas
8. Media character information, education and entertainment.
9. Low production cost
10. Sponsored programmes available
11. Peak listenership during News times.

### **Disadvantages:**

1. Not suitable for products that require visual demonstration or long and complicated stories.
2. Need for a campaign - an isolated spot has little or no effect
3. No English commercials accepted.

## 6. RADIO FREE AFRICA

### Commentary

Radio Free Africa is owned by Radio Free Africa Ltd. This company was established in 1992 with offices located at Ilamela about 7 Kms from Mwanza along Airport Road. This company was established with the principal objectives of publishing and broadcasting. August 28<sup>th</sup>, 1995 was the day Radio Free Africa went on air on 89.8 Mhz FM (Stereo) Covering Lake Victoria area. The full programming started in January 1996 with entertainment programs covering about 90% of its air. Radio Free Africa claims that there is no FM/AM Radio Station in the lake zone area that offers the same reach and coverage for 24hours.

### PROGRAMMES

Radio Free Africa offers to listeners and various demographic groups programs as stated below:

#### ◆ **News:**

International News from Voice of America (VOA)

British Broadcasting Corporation (BBC)

Local News - RFA - from Lake Zone regions i.e. Mara, Kagera, Shinyanga and Mwanza

National News - RTD (Radio Tanzania Dar es salaam)

#### ◆ **Sports:**

Daily Local sports, National / International Sports News i.e. Football, Netball, Basketball, Darts etc.

Live Broadcast of events - using OB Van.

#### ◆ **Women and Children:**

Women development projects programs

Street children welfare program

Education about Aids program

#### ◆ **Entertainment**

All kinds of music, including African Jazz, International and Pop music.

### COVERAGE AREA

Radio Free Africa is on air 24 hours every day throughout the week.

Geographically, it reaches some densely populated areas of the country where about 12 million people live. With the completion of Dar es salaam installation another 3 - 4million people are expected to gain access to the station. It has transmitters in Mwanza, Dar-es-salaam, Shinyanga, Kagera and Arusha.

#### **Contact:**

**Mr. Samuel Nyalla**

**254008/2503262/2530075**

**Managing Director**

**P.O Box 1732**

**Tel: 255 028**

**Fax: 255 - 028 - 2500713**

**Mob: 0742-782237**

Dsm Office: Tel: 2116375/0742-785203

## **RADIO FREE AFRICA PROFILE:**

14% of Total Ad. Expenditure 2003 Ave. No of spots: 153	Reach: Most areas of economic activities in Tanzania.
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### **Media characteristics**

1. Language - Kiswahili
2. Open 24 hours
3. Programming - Kiswahili
4. They merge with R.T.D for news once a day at 20:00hrs. They have two news bulletins of their own at 13:40 hrs and 20:45hrs.
5. Broadcast V.O.A news at 19:30hrs and Deutsche Welle news between 6:00 -6:30, 13:00 - 13:20 and 18:00 - 18:30.
6. Inexpensive - low rates.
7. Flexible.
8. Low production cost.
9. Sponsored programmes available.
10. Peak listenership during News times.
11. Enables specific targeting of Lake Region.

### **Disadvantages:**

1. Not suitable for products that require visual demonstration or long and complicated stories
2. Need for a campaign - an isolated spot has little or no effect.



## 7. RADIO TUMAINI

### Commentary

Radio Tumaini was the first private Radio in Tanzania. It began its operation in February, 1994. It is the property of Catholic Church, Archdiocese of Dar es salaam, and as such is a non profit organization.

It started broadcasting 24 hours in February 1997. The main language used is Kiswahili.

Airtime is shared as follows:

- ◆ 36 % - dedicated to News in Swahili and English ( rebroadcasting of Deutsche Welle, Voice of America, Radio France International and special news programmes and press review prepared by Radio Tumaini)
- ◆ 30 % of Airtime is dedication to religious programmes.
- ◆ 34 % of air time is dedicated to music , entertainment, magazines e.t.c

Radio Tumaini is received in Dar es Salaam, Zanzibar, Morogoro, Tanga and Mafia

It uses 2 Kilowatts broadcasting system.

Both Swahili and English commercials are accepted.

Sponsored programmes are available. Frequency - Dar es Salaam 96.30,  
Kibaha 91.60

### **Contact:**

**Director - Esther Chilambo**

**P.O Box 9916**

**Tel: 022 2117307**

**Fax: 022 2112594**

**E-mail: tumaini@cats-net.com**

**Dar es salaam.**

## 7. RADIO TUMAINI - PROFILE:

Average No. of spots per day: 25	Reach: Dare Es salaam - Zanzibar Morogoro, Tanga, Mafia
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### Media characteristics

1. Language - mainly Kiswahili

2. Open 24 hours (VOA from 22:00 to 05:00)
3. Programming media character - Kiswahili Christian broadcasts
4. There are some news items-News analysis, News paper analysis summary ( They merge with R10 for news 2 times per day, at 7:00 and 10:00hrs)
5. Have more listeners on Sundays than Weekdays
6. Inexpensive - very low rates
7. Flexible
8. Low production cost
9. Sponsored programmes available
10. Broadcasts D.W news between 06:00 to 06:20, end 18:00 to 19:00, also Radio Tumaini 2 between 9:00 to 9:15 and 19:00 to 19:15.

**Disadvantages:**

1. Not suitable for products that require visual demonstration or long and complicated stories
2. Need for a campaign - an isolated spot has little or no effect
3. Limited reach - Dar-Es-Salaam, Zanzibar, Tanga, Morogoro and Mafia.

## **8. 92.9 MAGIC FM**

### **Commentary**

Magic FM is a privately owned radio station belonging to africa media group of companies.

It's a 24 hours open music station, which is predominantly English and accepts English & Kiswahili commercials

92.9 Magic FM caters the young professional adults, with locally and internationally produced entertaining programs.

92.9 Magic FM offer the latest international, continental and local music in combination with information on current local issues in the interesting 'Good Morning Dar es salaam', 'Morning Magic' and 'Sundowner'show.

### **Contacts**

**Marketing Dept. of Classic 103.1 Fm**

**Cablevision (Africa) Ltd.**

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**Fax: +255 022 2185354**

**Email: 103.1 classicfm@cats-net.com**

**Managing director: Mr. Mahmood Mauji**

## 9. 88.4 CLOUDS FM PROFILE:

6% of Total Ad. Expenditure 2003	<b>Reach:</b> Dar Es salaam and the neighboring coastal regions including the islands of Zanzibar, Arusha and Mwanza which are linked with a satellite, with a youthful and up market profile, Mbeya/Dodoma - June.
Average No. of spots per day: 141	

### Media characteristics

1. Language - Kiswahili and English (Bilingual)
2. Opens 24hrs
3. Programming - mainly local and international music - locally produced talk news.
4. Commercials are accepted in both Kiswahili and English; local and foreign commercials are also accepted.
5. Media Character - They have new broadcasting style, which they call **Infertainment**, Meaning information plus entertainment, some announcements and greetings, they also have some educational programs. News brief every one hour.
6. Inexpensive - low rates.
7. Flexible
8. Low production cost - Independent top of the line productions have low cost.
9. Sponsored programmes available

### Disadvantages:

1. Not suitable for products that require visual demonstration or long and complicated stories
2. Need for a campaign - an isolated spot has little or no effect.
3. Gives bonus of unlimited mention for anyone advertising considerably number of spots.

### Contacts:

**Managing Director: Mr. Joseph Kusaga**  
**Clouds Entertainment Co. Ltd.**  
**P. O. Box 31513 Dar Es Salaam**  
**Tel/Fax: 2123919/ 0744-000884**  
**E-Mail: [cloudsfm@clouds.com](mailto:cloudsfm@clouds.com)**

## 9. KISS FM PROFILE:

3% of Total Ad. Expenditure 2003	Reach : Lake zone: Mwanza, Shinyanga, Mara, Kagera. Coastal zone: Dar Es Salaam, Morogoro, Zanzibar, Tanga and Pemba.
Average No. of spots per day: 42	Northern zone: Arusha, Kilimanjaro, Dodoma. Southern Highlands: Mbeya, Iringa and Rukwa.

### Media characteristics

- Language - English
- Opens 24hrs
- Programming - mainly international music.
- Commercials are accepted in English; local and foreign commercials are also accepted.
- Media Character - Entertainment with news from VOA. Some announcements and greetings, they also have some educational programs.
- Inexpensive - low rates.
- Flexible
- Sponsored programmes available

### Disadvantages:

- Not suitable for products that require visual demonstration or long and complicated stories
- Need for a campaign - an isolated spot has little or no effect.

### Contacts:

The Director,

Sahara Communication & Packaging Co. Ltd

P. O. Box 1732, Mwanza

Tel: 028-2503262/405338, Fax: 028-2500713

E-Mail: [marketing@radiofreeafrica.co.tz](mailto:marketing@radiofreeafrica.co.tz)

## **10. 100.5 TIMES FM**

### **Commentary**

TIMES FM is a tentacle of the Business Times Ltd. Their objectives are:

- To identify and promote artists, musicians, sportsmen, entertainers and professionals in different fields.
- To engage in production of program for radios, recording of music and later on, for television, shooting of video pictures and films and theater program.
- To distribute audio-visual cassettes, sports gear, books periodicals and journals.

#### **Contacts:**

**Marketing Dept.**

**100.5 TIMES FM,**

**P. O Box 71439**

**Tel: +255 022 2122303/0741-231347/0741-238877**

**Fax: +255 022 2119430/2122999,**

**Email: timesfm@hotmail.com**

**Marketing Manager: Edna Semiti**

## **100.5 TIMES FM PROFILE**

### **Media Characteristics**

1. Open from 17:00hrs to midnight.
2. Language - English and Swahili.
3. Programming - mainly music related shows, with local news segments and interactive programs.
4. Commercials are accepted in both English & Kiswahili:
5. Flexible
6. Inexpensive and cost effective advertising rates
7. Sponsored Programmes available.
8. Programming is targeted to a wide market group such as youths, teenagers, adults and elderly age groups.

### **Disadvantages**

1. Not suitable for products that requires visual demonstration or long and complicated stories.
2. Need for a campaign - an isolated spot has little or no effect.
3. Limited reach.

## **11. RADIO UHURU (95.2, 99.7 and 92.9 MHz FM)**

### **COMMENTARY**

Radio Uhuru limited is a commercial radio station initiated by Uhuru publications limited (UPL), headquartered in Dar-es-salaam, it's always operates from 5:00am to midnight through out the week on 95.2 ,99.7 and 92.9 fm.

The signal is well received in Dar-es-salaam, Zanzibar, Coast region, Morogoro and part of Tanga Expansion programmes is underway to cover other areas which will include Kigoma and Lindi regions.

For most part commercial radio broadcasting in Tanzania as aimed at creating an image the juvenile programming is what commercial radio station is all about. Radio Uhuru thinks differently and that is why they are splitting the waves with commercial maturity by producing mature programmes which none-the-less have nothing to do with age.

#### **Contacts:**

**Advertising Manager**

**CCM Regional Building, Kariakoo/Ukami street (off Lumumba street)**

**P. O Box 9112**

**DAR-ES-SALAAM.**

**Tel: +255 022 2182555/2181700**

**Business Manager: Mr. Leopold Bulondo**

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**[Ibulondo@hotmail.com](mailto:Ibulondo@hotmail.com)**



## RADIO UHURU (95.2 MHz FM)

1% of Total Ad. Expenditure: 2003	Reach: Dar es salaam, Morogoro, part of Tanga, Coast region, Unguja, & Pemba (Zanzibar to be heard in Mwanza, Arusha, Dodoma, Mbeya& Kigoma
Ave No. Of spots: 38	

### **Media Characteristics**

1. Open from 5:00am to midnight.
2. Language - English and Swahili.
3. Programming - mainly music related shows, with local news segments and interactive programs.
4. Commercials are accepted in both English & Kiswahili:
5. Flexible
6. Inexpensive and cost effective advertising rates
7. Sponsored Programmes available.
8. Programming is targeted to a wide market group such as youths, teenagers, adults and elderly age groups.

### **Disadvantages**

9. Not suitable for products that requires visual demonstration or long and complicated stories.

## **Need for a campaign - an isolated spot has little or no effect.** **1. STATION AVAILABILITY**

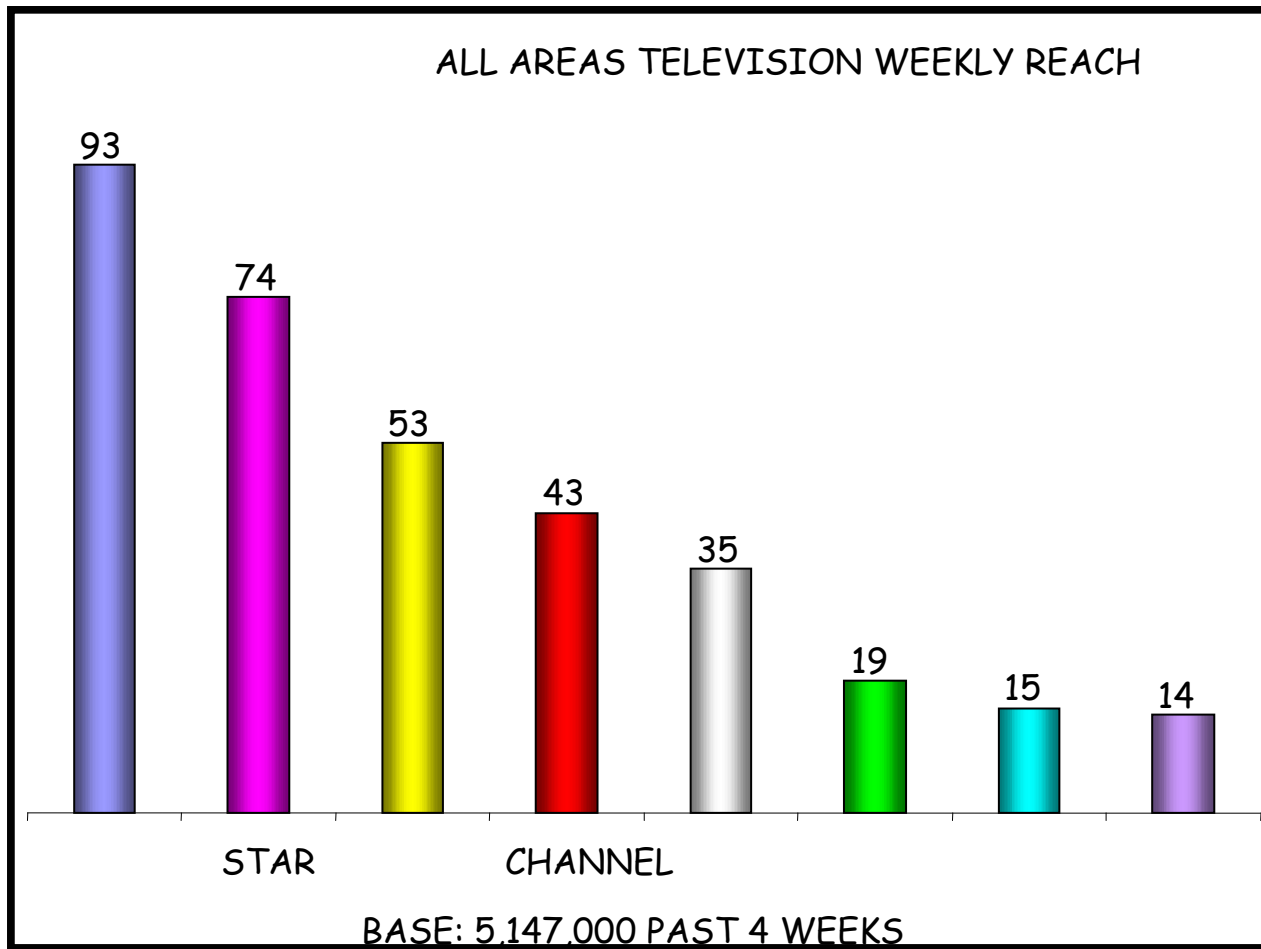
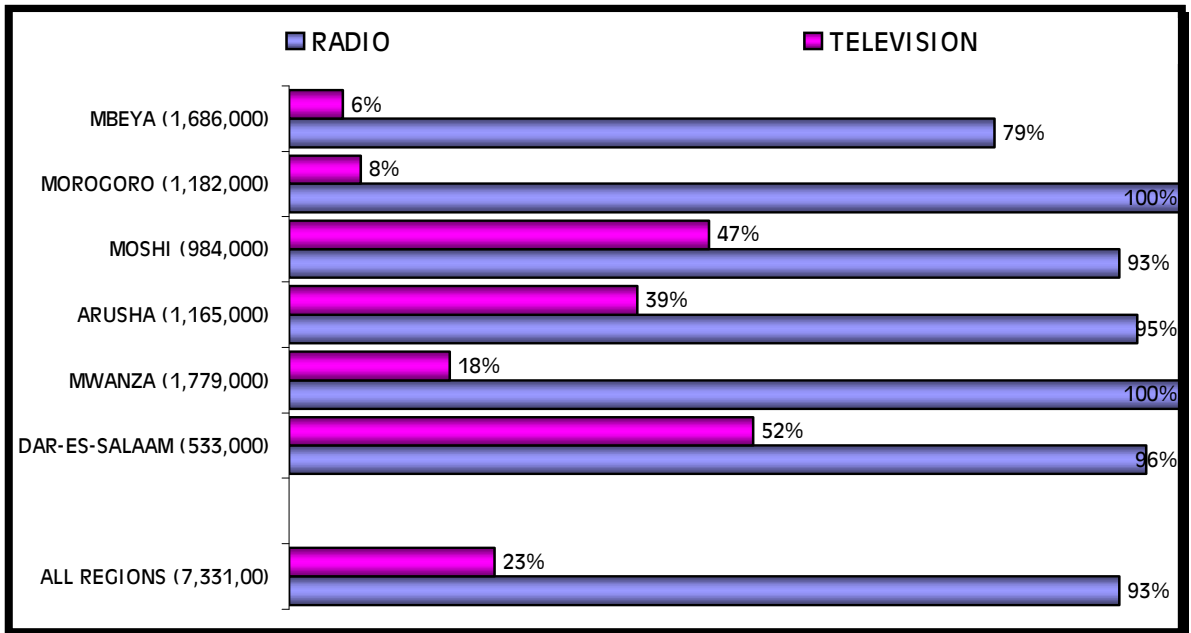
### **Station Summary**

STATION	LAUNCH DATE	REACH
Independent Television (ITV)	June 1994	100 Km radius from Dar Es Salaam 60 Km radius from Mwanza 30 Km radius from Arusha Dodoma and Moshi

Coastal Television Network (CTN)	March 1994	100 Km radius from Dar es Salaam
Dar-Es -Salaam Television (DTV)	Dec 1994	Dar Es salaam and Coastal regions
TVT	March 2000	Dar, Coast, Tanga, Zanzibar, Pemba, Mtwara, Morogoro and Lindi
Channel Ten	February 2000	Dar Es Salaam, Arusha & Coastal regions
Star Television	June 2000	Lake zone, Dar, Morogoro, Arusha & Moshi.

**ACTIVITIES OVERVIEW**

**a. TELEVISION AND RADIO AND OWNERSHIP**



10.

## **12. RADIO UKWELI (92.8 MHz FM)**

### **COMMENTARY**

Radio Ukweli is the first Radio Station in Morogoro region; it's broadcasting started in August 2000. It is owned by the Catholic Diocese of Morogoro. Broadcasts starts at 5:00a.m end up to 0:00 mid-night. The main language is Swahili.

Airtime is shared as follows:

- ◆ 23% dedicated to news in Swahili (rebroadcasting of DW,BBC, Radio Vatican, Radio Tanzania and Radio Ukweli)
- ◆ 26% if airtime is dedicated to entertainment.
- ◆ 20% if airtime is dedicated to education.
- ◆ 31% of the airtime is dedicated to religious programmes.

Radio Ukweli is heard in Morogoro and some parts of Iringa, Mbeya, Arusha (at Namanga) and part of Dar-es-salaam (at Kiwalani & Segerea). At present it is using 0.5 kilowatts broadcasting system. They expect to have 2 kilowatts broadcasting system early April 2000. They accept all any kind of advertisements and sponsored programmes.

### **Contacts:**

**The Director**

**Sr. Gasper Shirima**

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**MOROGORO**

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**Email: [radioukweli@hotmail.com](mailto:radioukweli@hotmail.com)**

## **RADIO UKWELI (92.8 MHz FM) - PROFILE**

### **Media Characteristics**

1. Open from 5:00am to midnight.
2. Language -Swahili.
3. Programming - mainly news, educational, entertainment and Christian broadcasts.
4. Flexible
5. Inexpensive and cost effective advertising rates
6. Sponsored Programmes available.
7. Programming is targeted to a wide market group such as youths, teenagers, adults and elderly age groups.

### **Disadvantages**

1. Not suitable for products that require visual demonstration or long and complicated stories.
2. Need for a campaign - an isolated spot has little or no effect.

## **T.V VIEWERSHIP AND OWNERSHIP**

The following statistics were obtained from a media survey carried out by Grey

Consultants Limited between December 1995 and January 1996. *we may need to get*

*2004 data.*

<b>POPULATION WHERE TV IS AVAILABLE</b>	<b>21,989,685</b>
<b>AVERAGE NO. OF PEOPLE PER HOUSEHOLD</b>	<b>5</b>
<b>TOTAL NO. OF HOUSEHOLDS WHERE TV IS AVAILABLE</b>	<b>4,397,937</b>
<b>AVERAGE NO OF TV SETS IN TANZANIA</b>	<b>400,000</b>
<b>TV HOUSEHOLDS AS % OF TOTAL HOUSEHOLDS</b>	<b>9.1%</b>
<b>TV VIEWERS WHO WATCH TV IN OTHER HOUSEHOLDS</b>	<b>400,000</b>
<b>TV VIEWERS WHO WATCH TV ELSEWHERE</b>	<b>100,000</b>

**(Source: Grey Report 1996)**

## **5. INDEPENDENT TELEVISION (ITV)**

### **Commentary**

ITV is a privately owned TV station linked to Radio One. It began its operations in June, 1994.

ITV is the main commercial channel broadcasting mostly in Kiswahili, English Programmes and News are also available.

ITV transmits using local **UHF 495.25 MHz CH 24** in Dar es Salaam. The Station claims an effective radius of 100Km from the transmission point at their Mikocheni Studio in Dar es Salaam.

ITV introduced a digital up-link facility at Mikocheni. This facilitates the station's broadcasts throughout Tanzania and Africa potentially as well as a further field for those interested. The signal is up-linked to Intelstat 804,64 degrees east, which has a total footprint that cover the whole of Africa and part of Europe. There are VHF-television transmitters in Moshi, Arusha, Mwanza and Dodoma.

Each of these transmitters receives the ITV signal through satellite dishes. Arusha, Dodoma and Moshi transmitters have an effective radius of 30Kms each, while Mwanza has an effective radius of 60Kms.

### **Contact**

**Sales & Marketing Department  
ITV Independent Television Ltd.  
Mikocheni Light Industrial Area  
PO Box 4374 Dar es Salaam  
Tanzania.  
Tel: 2773998/2773980/2774732  
Fax: 2775915**

## ITV - PROFILE:

17% of Total Ad. Expenditure 2003  
Tanzania

Reach: Most areas of economic activity in

Average No. Of spots per day: 56

### **Media Characteristics:**

1. Operates 24 hours
2. Language - mostly Kiswahili and some English
3. Programming mainly in Kiswahili. The current service has a wide mix of entertainment programmes suitable for the whole family, including films, comedy, drama series, documentaries, local news supplemented by BBC News, DWTN News & Africa Journal.
4. Reception is now available in most areas of economic activity in Tanzania. The transmission in Dar es Salaam covers coastal area and Zanzibar. There are ITV owned transmitters in Mwanza, Moshi, Arusha and Dodoma. The ITV signal is also distributed through partners. These are both terrestrial transmitters and cable operators.
5. Community viewing units are situated in 14 centres countrywide.
6. Transmission - Full colour
7. Commercials - are accepted in English & Kiswahili; Local & Foreign ads are accepted
8. Sponsored Programmes available
9. **Types of programmes, frequency of broadcast, target audience**
10. Creatively excellent - movement, sound, colour (mostly), immediacy, capable of demonstrating products, showing them in use and showing the pack-all within the home environment.

Disadvantages:



1. High production costs and consequent lack of flexibility
2. Need for a campaign - one spot has little effect

The equipment and frequency of operation of these terrestrial transmitters are as below:

ITV (one)	EQUIPMENT	FREQUENCY OF OPERATION
DAR ES SALAAM	Acrodyne 2KW	CH 24 495.25 MHz
MWANZA	Acrodyne 1KW	215.25 MHz CH.10
DODOMA	Acrodyne 500W	223.25 MHz CH. 11
MOSHI	Acrodyne 500W	207.25 MHz CH. 9
ARUSHA	Acrodyne 500W	183.25 MHz CH. 6

Broadcasting Licensing rules in Tanzania stipulate that coverage for any contractor should not cover more than 25% of the Tanzania landmass and ITV has been able to comply with the regulation by limiting its transmission as indicated above.

However, the technology enables the satellite signal to be picked from anywhere within the footprint so that those with decoders can pick the signal in neighboring countries as for example, in Mauritius. However, ITV whilst complying with the rules is able to extend its signal to additional valuable Tanzanian audiences by the use of commercial viewing units and through partnerships.

### Partners

ITV provides their signal to what they term as partners. These partners have their own licenses for either cable T.V or terrestrial transmitters. The ITV signal provides them with economical programming to which they can add more local advertising and programming their own as they wish.

This does not normally interfere with the advertising breaks of ITV. The locations of partners are indicated on the map as "PC" for cable operators and "Pt" for terrestrial transmitters.

### Community Viewing Units

ITV therefore also down links via dishes to community viewing units. This consist of dishes to collect the signal, decoders, colour projectors and large screens. Large audiences view the programmes from dusk to midnight free of charge. These 14 locations are indicated on the map by the letter "C".

(This information is on the map on the previous page 1-4 below)

**Terrestrial Transmitters (T)**

Dar es Salaam  
Arusha  
Mwanza  
Dodoma  
Moshi

**Community Viewing Units (C)**

Ziwa (Lake Region  
Mara

Kigoma  
Tabora  
Nzega  
Mbeya  
Iringa  
Songea  
Mtwara  
Lindi  
Morogoro  
Tanga  
Singida  
Rukwa  
Morogoro

**Mechanical data:**

Betacam SP  
PAL I System " Umatic high /low band"

**Ms. Joyce Mhaville**  
**Managing Director**  
**ITV/Radio One**  
**Tel: 022-2775916/2775914**  
**P.O. Box 4374**  
**Mikocheni**  
**DAR ES SALAAM**

**ITV Partners. Cable operation PC**

Tanga  
Mbeya  
Bukoba  
Musoma  
Iringa  
Tabora  
Shinyang

**ITV Partners. (Terrestrial transmitters) Pt**

Tanga  
Mbeya  
Rungwe (soon)  
Rukwa  
Same (Kilimanjaro)  
Morogoro  
Shinyanga  
Tabora  
Lindi

**Ms. Joyce Luhanga**  
**Marketing Director**  
**ITV/Radio One**  
**Tel:022-2775916**  
**P.O. Box 4374**  
**Mikocheni**  
**DAR ES SALAAM**

## **6. COASTAL TELEVISION NETWORK (CTN)**

### **Commentary**

Coastal Television Network (CTN) is a privately owned radio station belonging to Cablevision (Africa) Ltd, Media Group of Companies. CTN is primarily an entertainment television Station offering, Cartoon Network, TNT Movie Channel and Round the clock CNN International News.

CTN is also affiliated with MCM Africa Music Channel, Columbia Tristar and Deutsh Welle.

The 1KW VHF Signal is transmitted via channel 7 from Co-op Building on Lumumba Street reaching homes within a radius of 100 kilometres.

### **Censorship & Restrictions**

The company policy is not to air any commercial or sponsored programme, which can cause breach of peace and tranquility. The guidelines for acceptance of any material for broadcasting is with particular relevance to truth, maintaining a sense of decency compatible with Tanzania culture and maintenance of political and religious harmony.

### **Mechanical Data**

PAL I 3/4 OR 1 " umatic high/low band

Betacam SP

SVHS

Frequency Ch 7 PAL 1

Vision 191.25 MHz

Band 197.25 Mhz

### **Contacts**

**Marketing Dept of Coastal Television Network**

**Cablevision (Africa) Ltd, Media Group of Companies.**

**Tel: +255 022 2180534/2185240-1/2185167**

**Fax: +255 022 2185354**

**P.O Box 8983**

**Dar-es-salaam.**

**Tanzania.**

**Email: [ctn@cats-net.com](mailto:ctn@cats-net.com)**

## CTN (COASTAL TELEVISION NETWORK) - PROFILE

9% of Total Ad. Expenditure 2003  
Average No. of spots per day: 33

Reach: -  
Coastal region 100-Km radius from Dar es  
Salaam  
Plans to reach Mwanza via satellite

### **Media Characteristics:**

1. Open 24 hours
2. Language - Kiswahili and English
3. Programming mainly in English. The current service has a wide mix of entertainment programmes suitable for the whole family, including films, comedy, drama series documentaries and local news between 16:30 and 24:00 CNN the rest of the time.
4. Reception is currently concentrated in the Coastal area including Zanzibar.
5. Transmission- Full colour
6. Commercials - are accepted in English and Kiswahili; Local and Foreign ads are accepted
7. Sponsored programmes available
8. Creatively excellent - movement, sound, colour, immediacy, capable of demonstrating products, showing them in use and showing the pack-all within the home environment.

### Disadvantages:

1. High production costs and consequent lack of flexibility
2. Need for a campaign - one spot has little effect
3. Limited reach - 100Km radius from Dar es Salaam

## **7. DAR-ES-SALAAM TELEVISION (DTV)**

### **Commentary**

DTV is a Dar-es-salaam based private sector television station.

It was launched on December 2<sup>nd</sup> 1994.

It transmits via UHF Channel 40. The broadcasts reach areas around Dar-es-salaam and the coastal regions.

It is a 24hr TV channel, which has local broadcasting from-1600hrs - 2400hrs, and live transmission of Sky News before and after these times. It is primarily an entertainment channel, airing sports programmes like Sportsline daily. The programming mix also includes programmes on education, current affairs, drama and entertaining movies.

### **Advertising**

Booking and trade enquiries should be made to the Marketing Department.

Tel: 022 - 2116341/7

Mechanical Data

PAL I 3/4 OR 1 " umatic high/low band

Betacam SP

SVHS

Frequency Ch 7 PAL 1

**Vision 191.25 MHz**

Band 197.25 Mhz

### **Contacts**

**Mr. Franco Tramantano**

**Managing Director**

**Dar es Salaam T.V**

**P.O. Box 21122**

**Dar es Salaam**

**Tel: 022-2116350/349**

**Transmission: 022-2116350**

**Fax: 022-2118648**

**E-mail: [dtv@raha.com](mailto:dtv@raha.com)**

## **DAR-ES-SALAAM TELEVISION - PROFILE**

4% of Total Ad. Expenditure 2003

Reach:- Coastal region

Average No. of spots per day: 21

Dar Es Salaam

### **Media Characteristics:**

1. 24 hours service
2. Language - Kiswahili and English
3. Programming mainly in English, Swahili and Hindi. The current service has a wide mix of entertainment programmes suitable for the whole family, including films, comedy, drama series, documentaries, local news, sports supplemented by live transmissions of SKY News. Asian programmes aired on Sundays.
4. Reception is currently concentrated in the Coastal area. DTV signal is via UHF Channel 40 wavelength.
5. Transmissions - Full colour
6. Commercials - alcoholic drinks not accepted.
7. Commercials - are accepted in English & Kiswahili; Local & Foreign ads are accepted
8. Sponsored Programmes available
9. Creatively excellent - movement, sound, colour (mostly), immediacy, capable of demonstrating products, showing them in use and showing the pack-all within the home environment.
10. Offer very substantial volume discounts - large number of spots/day.

### **Disadvantages:**

1. High production costs and consequent lack of flexibility
2. Need for a campaign - one spot has little effect
3. Limited reach

## 8. CHANNEL TEN

### **Commentary**

Dar-es-salaam Television launched a second television channel, Channel Ten, in collaboration with TV Africa in February, 2000.

### **CHANNEL TEN- PROFILE**

9% of Total Ad. Expenditure 2003	Reach:- Coastal region
Average No. of spots per day:130	Dar Es Salaam

<b>Signal Data</b>	:	<b>UHF, Channel 58</b>
<b>Coverage</b>	:	<b>Dar-es-salaam, Mbeya, Morogoro, Tabora, Mwanza &amp; Tanga</b>
<b>Expansion plans</b>	:	<b>Arusha, Dodoma</b>
<b>Affiliations</b>	:	<b>BBC World, Deutsche Welle &amp; Sky News</b>

### **Contact.**

**Marketing Dept of Channel 2 Coast  
Cablevision (Africa) Ltd. Media Group of Companies  
Tel: +255 022 2180534/2185240-1/2185167  
Fax: +255 022 2185354  
P.O Box 8983  
Dar-es-salaam.  
Tanzania.  
Email: [ctn@cats-net.com](mailto:ctn@cats-net.com)**



## 9. STAR TELEVISION

### Commentary

Star television is primarily an entertainment television covering News, Sports, Movie, Music and Soap operas. Currently working with DTV, Channel Ten, DW, BBC, Sky news and world net. Star television is owned by Sahara communication & publishing co. Ltd (Sahara Communication & Publishing Co. Ltd). It has a national reach and it is on UHF.

### STAR TELEVISION- PROFILE

6% of Total Ad. Expenditure 2003
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Average No. of spots per day: 39
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### Media Characteristics

1. Operates 24 hours
2. Language - English and Kiswahili
3. Currently have mixed programs such as comedies, sports, drama, educational programmes, local news, international news which are suitable for the whole family.
4. Transmission - full colour UHF.
5. They accept commercials in English and Kiswahili, local and other foreign languages are accepted.

### Contact:

The Director

Sahara Communication & Publishing Co. Ltd

P.O Box 1732

MWANZA.

TEL: 028 - 2503262/40538

FAX: 028 -2500713

Email: [rfa@africaonline.co.tz](mailto:rfa@africaonline.co.tz)

[www.radiofreeafrica.co.tz](http://www.radiofreeafrica.co.tz)

## **10. TVT - TELEVISION YA TAIFA**

### **Commentary**

Television Tanzania is a government owned television station which has been officially launched on the 15<sup>th</sup> March,2000. On the first phase, TVT transmission is covering Dar-es-salaam region, coast -Tanga region, Zanzibar, Pemba, Lindi, Mtwara and part of Morogoro region.

The second phase of TVT, which is expected to be completed by the end of this year, will ensure national wide coverage of TVT signals. This means TVT will be the only Television station to be viewed by all Tanzanians having television set at their home places.

### **TVT (TELEVISION YA TAIFA)- PROFILE**

3% of Total Ad. Expenditure 2003

Average No. of spots per day: 31

#### **Media Characteristics**

1. Operates from 16:00hrs to midnight everyday.
2. Language - English and Kiswahili
3. Programmes are scheduled to satisfy the needs of all viewers i.e. all age groups and classes. Programmes are classified into the following categories:- Educational, Social, Economical and Entertainment.
4. Transmission - full colour VHF.
5. They accept commercials in English and Kiswahili.
6. They are claiming that their future is bright and their expansion is obvious, this makes it (TVT) a great opportunity on hands to Business Community, Public and Government Institutions to utilise the services of the national television for the development of the business activities and educate the mass on one side and the nation at the other side.

#### **Contact:**

**The Director**

**Television Ya Taifa**

**P.O. Box 31519**

**DAR-ES-SALAAM**. TEL: 022-2700011/2700062/2700063

## 11. CHANNEL 5

### Commentary

1. Channel 5 is a privately owned Tv station.
2. Channel 5 is the main commercial channel broadcasting mostly in English and Kiswahili.
3. Channel 5 transmitting site: Makongo ,Altitude 40m above sea level.Transmitter Power: 1 KW CH1 VHF.
4. It is the first station in East Africa to use proper lighting, sets and animated backgrounds. The shows are of exceptional quality and have Tanzanian, Kenyan, and Ugandan hosts, producers and editors.

### CHANNEL 5 - PROFILE

#### 4% of Total Ad. Expenditure 2003

Average No. of spots per day:

Reach:-Dar es salaam ,  
Bagamoyo,Zanzibar.  
Reach via Satellite:  
Africa,Mediterranean Countries,Gulf  
area and Western Europe.  
Channel Identity:C5  
Satellite position: 64  
Satellite name 15906

**NOTE:** You can receive channel 5 by using a digital decoder cause the signal is not encrypted.

### Media Characteristics

- 1.Operates 24 Hrs
- 2.Language - English & Kiswahili
3. All of its content and shows are entertainment based with music as a major focus but also accompanied by movies, talk shows news and sports.

### CONTACT:

[Rodney@channel5.co.tz](mailto:Rodney@channel5.co.tz)

Cell:+255 744 764443

Fax:+255 22 2775915

## 12. TVT (TELEVISION YA TAIFA) ADVERTISING RATE CARD

SEGMENT	TIME(HRS)	60 SEC	45 SEC	30 SEC	15 SEC
		Tshs.	Tshs.	Tshs.	Tshs.
B	16:00-18:00	114,000/=	85,500/=	57,000/=	28,500/=
A	18:00-19:30	187,200/=	140,000/=	93,600/=	46,800/=
SUPER A	19:30-20:30	207,600/=	155,700/=	103,800/=	51,900/=
B	20:30-22:00	114,000/=	85,500/=	57,000/=	28,500/=
C	22:00-24:00	68,400/=	51,300/=	32,200/=	17,100/=

### Adjacencies

	Tshs.	Tshs.	Tshs.	Tshs.	PREMIUM
PRE - HABARI	280,260/=	210,195/=	140,130/=	70,065/=	35%
MID - HABARI	352,920/=	264,690/=	176,460/=	88,230/=	70%
POST - HABARI	249,120/=	186,840/=	124,560/=	62,280/=	20%

### Programme Sponsorship:

- ◆ 30 minutes programmes Tshs. 360,000/=
- ◆ 60 minutes programmes Tshs. 720,000/=

Graphic Spot: Tshs. 108,000/ per ste of 4 spots

- ◆ The above rates include 20% VAT

## **1. MOBILE CINEMA**

### **COMMENTARY**

This is a new medium of communication in Tanzania. There are two operators at present covering Tanzania. Touchline is now operating circuits 1, 2 & 3 and plans to start more circuits soon. There are also some mobile cinemas that are run by church organisations and some government ministries e.g ministry of Agriculture. This medium consists of vans carrying a videonic projector and screen. The operators vans travel on fixed monthly itineraries from location giving out-door shows in the evenings with no entrance charges.

They provide a unique opportunity of reaching a more rural and down-market audience with this powerful medium. The adult audience is predominantly male but half the audience consists of children of both sexes and therefore provides a unique opportunity of establishing brands with the future generation.

Each circuit operates for 25 or 26 nights a month, the remaining days used for maintenance. Shows consists of a combination of documentaries, cartoons and feature films interspersed with advertising breaks. The audience gathers round the screen when the show starts at about 7.00-p.m. Mobile cinema penetrate into rural areas where most often the only other form of entertainment is the radio.

The operators target densely populated areas and new areas of cash crop development. At most locations they are awaited eagerly and the once monthly chance of seeing a film is a great event.

In addition to screening of movies and commercials, the operators are amenable to perform other marketing tasks such as distribution of leaflets and samples as well as playing jingles over the speaker system prior to the show and during intervals.

## **TOUCHLINE MOBILE CINEMA**

### **BACKGROUND:**

Media is poorly developed in Africa. The little that is available is concentrated in the urban centers. The poor development of

infrastructure in Africa results in vast areas having no access to electricity visual media is unavailable.

#### **OBJECTIVES:**

To build brand equity, to penetrate the market, to increase sales of your products, to instill a custom of brand loyalty among current consumers.

#### **MARKET REQUIREMENTS:**

The rural population needs access to information to enable them make choices in their purchases, but this is hard due to lack of appropriate media to reach them. The bulk of East Africa (+70%) lives in the rural areas hence there is a commercial need to communicate with this vast market.

#### **MEETING THE NEEDS:**

Entertainment in an African setting is usually used as a good and acceptable form of imparting information.

Touchline mobile cinema will provide entertaining programmes that will draw crowds, Mr. Bean, Wrestling, Soccer, Vitimbi and Local programmes.

#### **COVERAGE:**

Touchline mobile cinema will cover Dar Es Salaam, Morogoro, Arusha, Moshi, Tanga, Mwanza, Shinyanga with three vehicles in January 2002 and move to 4 mobile cinemas by April 2002.

## **TOUCHLINE MOBILE PROFILE**

### **Media Characteristics**

1. To ensure superior picture and sound every vehicle has been fitted with state of the art video projection equipment and a large screen (13m x 9m)
2. The units use back projection technology.

3. The sound is provided by 600watt amplifier with up to 180 degrees coverage.
4. Each unit also has a Hi fidelity playback machine and a sound mixer to ensure excellent sound production.
5. To ensure that all the equipment in the vehicle operates at optimum condition each vehicle has 3.0 KVA generator.
6. Format: Umatic or Beta cam s.m (PAL)

### **Disadvantages**

- i. Can be affected by the weather and alternative local attractions.
- ii. No admission fee - people with no spending power can attend.

## **IPL MOBILE ADVERTISING CINEMA**

(Unique way opportunity to reach urban & rural market audience)

IPL Mobile Advertising Cinema is the latest Mobile Cinema, and it is the brainchild of Internal Printers Limited that is located in Moshi.

This service enables advertisers to channel audio visual message, programmes and consumer product knowledge to Tanzanians. This is a single and unique advertising in Tanzania, which covers about ten regions in the country. The distribution of the circuits is as follows:

Circuit No. 1 (TEMBO) - Dar es Salaam & Pwani

Circuit No. 2 (SIMBA) - Dodoma, Morogoro & Tanga

Circuit No. 3 (NYATI) - Kilimanjaro, Arusha & Tanga

Circuit No. 4 (CHUI) - Mbeya, Iringa & Songea

Contact

Mr. Christopher E. Mshana,

Marketing Officer

IPL Mobile Advertising Cinema

P. O Box 389, Moshi, Tanzania.

Tel : 255 27 2750190/2750914

Fax: 255 27 2750519



## **OTHER MEDIA**

### **a. OUTDOOR MEDIA**

The use of out door media as an Advertising tool is advancing rapidly in Tanzania. There is a growing awareness of the power and impact of this form of communication and consequently an increase in its use. The industry is fragmented and not yet organised.

#### **i) Monier International**

Monier International is one of the leading company dealing in outdoor advertising in Tanzania. They specialize in the setting up of billboards and promotion posters. They were the first company to introduce the full colour photograph posters for billboards.

Monier are also involved in the installation of shop name signs across the country, putting up advertisements on the national stadium and full colour banners at Dar es salaam International Airport.

Monier has also introduced advertising on public transport.

To advertise Contact:

The General Manager

Monier international ltd.

P.O Box 78337

Tel: 022-2668142/5, 26677259

Fax: 022-2668200

Dar-es-salaam. HOTLINE 0744-742000.

#### **ii) Corpcom**

Corpcom Outdoor through its wholly owned subsidiary - Inter Africa Outdoor Advertising is the other major out door holding in Tanzania.

They have dynamic billboard opportunities including 16,48,96 sheet billboards and illuminated 3 x 12m Super 96 sheet billboards located on major arterial routes and high traffic areas including the international airport.

To Advertise:

**Inter Africa Outdoor Advertising**

**Tel: 022 2843963**

**Fax: 022 2843963/4**

**Dar-es Salaam**

iii) AI OUT DOOR - ADVERT INTERNATIONAL

AI OUT DOOR

P.O BOX 71035

DAR-ES-SALAAM.

TEL: 2861889/28661802/2184181/0741-700600

FAX: 2861803

Email: sales@aioutdoor.com

iv) **CLEAR CHANNEL INDEPENDENT (T) LTD**

**P.O BOX 23076**

**DAR-ES-SALAAM**

**TEL: +255-222-843963**

**CEL: 0748-210194**

**FAX: +255-222-842796**

**Email: okothw@ccitanzania.com**

**b. OUTDOOR MARKETING AND PROMOTION**

Outdoors Promotional Marketing is used to focus on a person-to-person basis, it is therefore also known as direct marketing. In Tanzania, its use has been limited in the past, this is now changing with the emergence of promotional companies and the realisation of benefits of the method of the advertising clients. The benefits of direct marketing include introduction of a brand to a consumer, and are also designed to build and maintain long-term brand growth. The method is also appropriate because of the feedback generated through dealing directly with the consumer.

Direct Marketing Tanzania (DMT) are one of the leading companies involved in promotion. They have a range of services designed to suit individual requirements. Their services include:

i) **Roadshows**

The vehicle covers all key areas of the country of operation. Roadshows are aimed at reaching mass mixed audiences of all income and age groups. The Roadshows offers communities that are starved of entertainment an opportunity to participate in and enjoy a live, fun and interesting show. Each participating product receives thirty minutes of dedicated promotional time, educational about the products uses and benefits, sampling and distribution of a product related literature.

ii) **Jammi Yako**

This program has been designed with the specific intention of reaching ladies. The key advantages of this promotion include a dedicated promotional opportunity aimed at decision-makers in respect of household products. Each brand receives 20 minutes of hands-on product promotion and education. The audience is able to ask questions and understand a product that they may have previously seen advertised but had not understood it. Jamii yako include a specialist food program called Mapishi Bora. An exclusive quality magazine is given away free of charge to all ladies who attend the meeting.

iii) **Clinics Programmes**

This program is named Tunakujali, each product receives 15 minutes of exposure at both public and private clinics in Tanzania. The relevant authorities have endorsed the program, which will provide a very targeted medium for medically oriented products, or related categories of products.

Contact:

EXP Marketing 2773064

## **BREAKDOWN IN ADVERTISING EXPENDITURE**

**1996 Total Product Display Advertising TShs. 6.6 Billion**

**1997 Total Product Display Advertising TShs. 17.2 Billion**

**1998 Total Product Display Advertising TShs. 22 Billion**

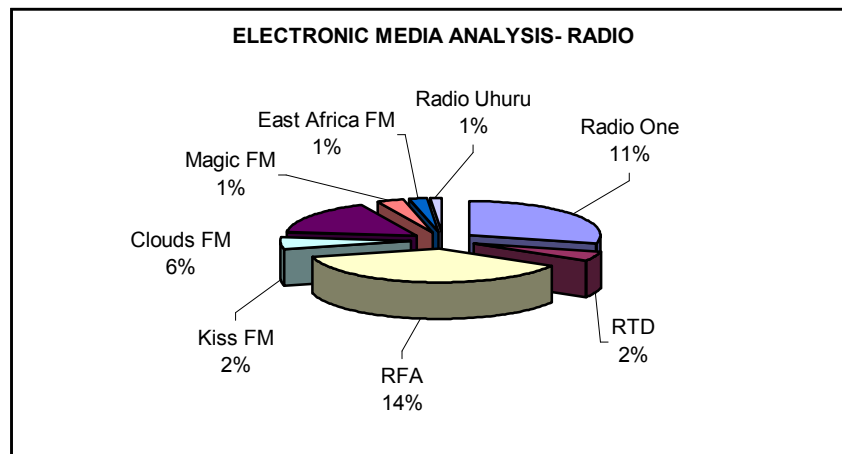
**1999 Total Product Display Advertising TShs. 22.067 Billion**

2000 Total Product Display Advertising TShs. 22.526 Billion

2001 Total Product Display Advertising TShs. 23.856 Billion

**2 Total Product Disply Advertising 23,484 Billion**

**Source:** Steadman & Associates



**2003 Total Display Advertising Tshs. 26,635,552**

