

Mpumalanga TV (Pty) Ltd – Company Profile

1. Company Overview

Company Name: Mpumalanga TV (Pty) Ltd
Business Type: Private Company (Proprietary Limited)
Industry: Television Broadcasting & Media Production
Location: Mpumalanga Province, South Africa

Mpumalanga TV (Pty) Ltd is a regional television broadcasting company established to deliver informative, educational, and entertaining content that reflects the voices, cultures, and aspirations of the people of Mpumalanga. The company operates with a strong community focus while maintaining commercial viability and professional broadcast standards.

2. Vision

To become Mpumalanga’s leading regional television broadcaster, empowering communities through credible information, local storytelling, and inclusive media representation.

3. Mission

- To provide high-quality, locally relevant television content
 - To promote social, cultural, and economic development
 - To support local talent, businesses, and institutions
 - To operate a sustainable and ethically governed media enterprise
-

4. Core Values

- **Integrity:** Ethical and responsible broadcasting
 - **Community:** People-centered programming
 - **Diversity:** Inclusive languages, cultures, and perspectives
 - **Excellence:** Professional production and journalism standards
 - **Innovation:** Embracing digital and modern media platforms
-

5. Services & Products

Mpumalanga TV (Pty) Ltd offers the following services: - Regional television broadcasting - News and current affairs production - Advertising and sponsorship opportunities - Branded content and corporate video production - Event coverage and live broadcasting - Digital media content for online platforms

6. Target Market

- Residents of Mpumalanga Province
 - Local and regional businesses
 - Government departments and municipalities
 - NGOs, educational institutions, and community organisations
 - National brands seeking regional exposure
-

7. Programming Focus

- Local and regional news
 - Community development programming
 - Youth, women, and cultural shows
 - Sports, lifestyle, and entertainment
 - Educational and public interest content
-

8. Competitive Advantage

- Strong local relevance and community trust
 - Affordable advertising for SMMEs
 - Multi-language programming
 - Integrated TV and digital media presence
 - Lean, scalable operational model
-

9. Business Model

Mpumalanga TV (Pty) Ltd operates on a diversified revenue model including: - Advertising sales - Program sponsorships - Branded content production - Partnerships and campaigns - Digital monetisation

This diversified approach ensures financial sustainability and reduced dependency on a single income source.

10. Management & Governance

The company is governed by a professional management structure ensuring accountability, transparency, and regulatory compliance. Editorial independence is maintained through clear separation between management, commercial operations, and content decisions.

11. Regulatory Compliance

Mpumalanga TV (Pty) Ltd is committed to full compliance with: - ICASA broadcasting regulations - Broadcasting Complaints Commission of South Africa (BCCSA) Code - South African company and labour laws

12. Growth Strategy

- Phase 1: Launch and brand establishment
 - Phase 2: Audience growth and advertiser expansion
 - Phase 3: Regional partnerships and content syndication
 - Phase 4: Digital and multi-platform expansion
-

13. Investment Opportunity

Mpumalanga TV (Pty) Ltd presents an attractive opportunity for investors seeking exposure to regional media growth. Investment will support: - Studio and broadcast equipment acquisition - Content development and talent recruitment - Marketing and distribution expansion

The company offers scalable growth potential aligned with community impact.

14. Conclusion

Mpumalanga TV (Pty) Ltd is positioned to become a trusted and influential regional broadcaster, combining commercial strength with community service. The company invites strategic partners and investors to be part of its growth journey.

Mpumalanga TV – Giving the Province a Voice