

THE COMPANY

OBE TV was launched on the 5th of November 2003 and is a 24 hour satellite TV Channel that is free to view on Sky. It caters for the African and Caribbean population and people influenced by black culture within its footprint area.

VISION

OBE's Vision is to provide original entertaining and informative programmes, present a platform for the untapped vibrant talent in ethnic minorities in the UK and around the world and provide a voice for the marginalized.

The main objective of OBE's educational programme is designed to promote both critical thinking and problem solving skills, so that viewers can benefit and apply the principles meaningfully in society.

- Early Childhood Development
- African/ Caribbean Folk Tales
- Curriculum Support
- Science and Technology
- Youth Programs
- Health and Environmental Issues
- Civic Education
- Commerce and Finance
- Politics
- Sports
- Culture
- Legal Issues
- Travel and Tourism



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PROGRAM CONTENT

NEWS

OBETV offers comprehensive local and international news. Including Business News, Sports and Weather

CHAT

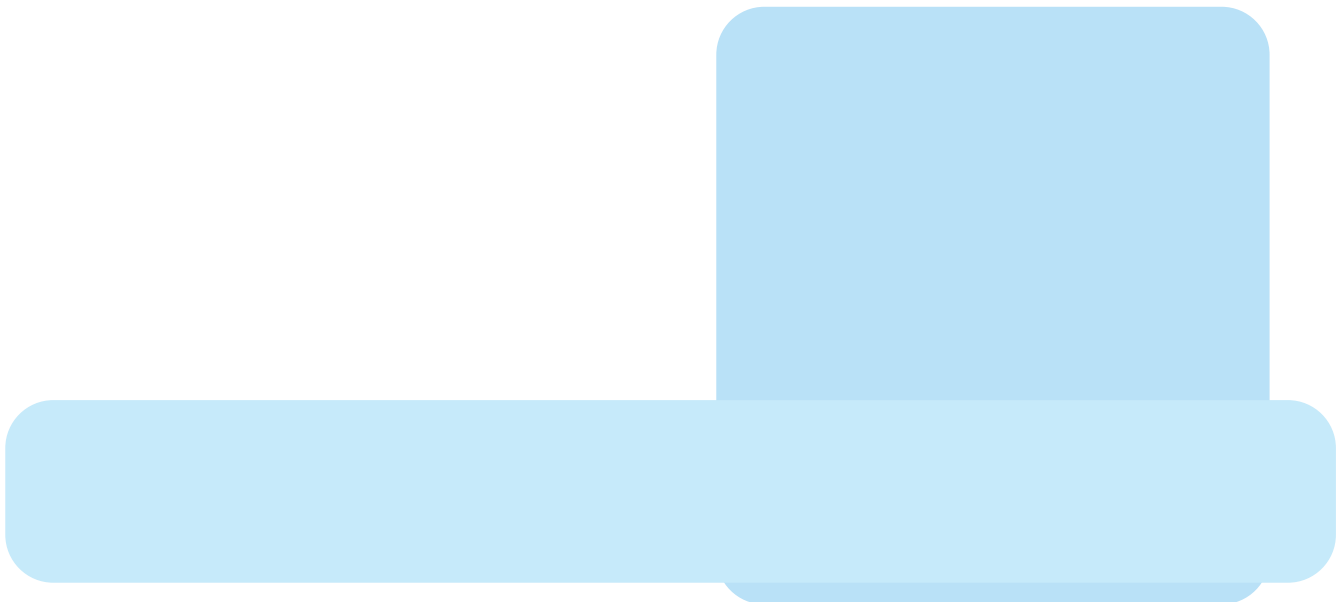
Chat shows featuring famous personalities, public figures from across Africa and the Caribbean.

MUSIC

The channel brings you a wide range of music from Africa and Caribbean.

DOCUMENTARY

A compilation of documentaries from Africa and the Caribbean, Dealing with a range of Political and Racial issues.





BUSINESS

An overview of business trends across Africa and the Caribbean

CURRENT AFFAIRS

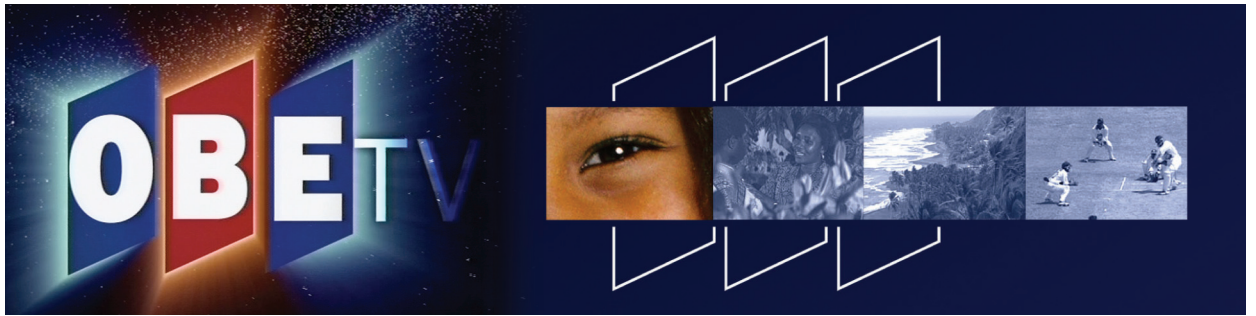
- West Africa Today
- East Africa Today
- Southern Africa Today
- Northern Africa Today

TRAVEL AND TOURISM

Featuring various destinations across Africa and the Caribbean.

SPORTS

A Range of sporting activities around the globe.



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PROGRAM CONTENT (cont'd)

RELIGIOUS/ GOSPEL

OBE broadcasts dedicated religious programmes, which cover various formats of devotional worship, service, religious panel discussion and gospel music.

CULTURAL

We have cultural programs from across Africa and the Caribbean

CHILDREN

Children's programmes featuring different languages and combining fun with an educational content.

MOVIES AND DRAMA

Movies and Drama from Africa and the Caribbean.

MAGAZINE PROGRAMME

A Variety of magazine programs from across the continents.

COOKERY

Sampling of African and Caribbean cuisines



TECHNICAL INFORMATION

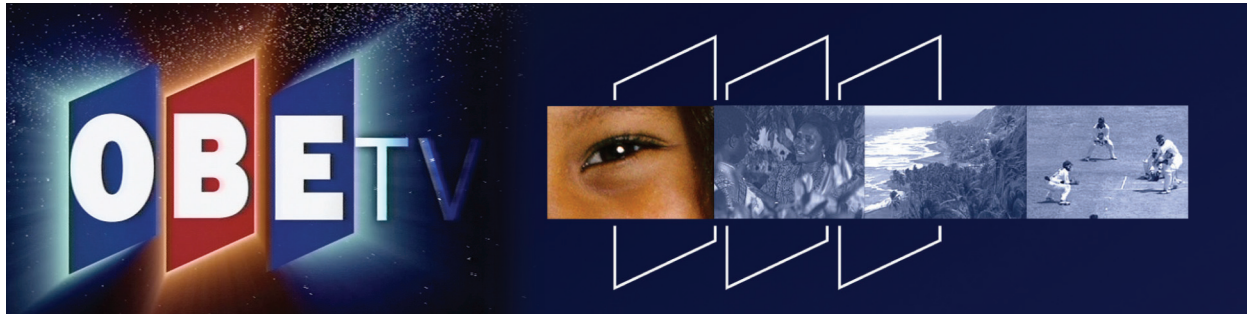
Should you require any technical or production information, please contact our production team on 0870 240 4474

VIEWER DEMOGRAPHICS

- OBE offers a diverse range of programming which appeals not only to the African and
- Caribbean population, but also to a wider populous interested and influenced by black culture.
- OBE is available free of charge to 7.8 million digital satellite subscribers and 17 million individuals in the UK alone, with reception throughout Europe and North Africa.
- Whereas most TV Channels target audiences according to a myriad of classifications including age, sex, income, location and marital status, OBE offers a mix of programmes that attract black and ethnic minority viewers of ALL backgrounds.

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TECHNICAL
INFORMATION





Advertising Opportunities

OBE's exclusive market is available for your marketing purposes through:

- **Basic Advertising package**

The Basic Advertising Commercial Package entitles advertisers to 30-60 seconds advert slot between programs.

- **Sponsorship Packages**

Our Sponsorship package entitles sponsors to sponsor specific programs to create Brand awareness

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