



**African Movies &
Entertainment Television
Sponsorship Package**

African Movies & Entertainment Television



African Movies and Entertainment Television (AMET TV) is set to be the first African cable television channel in Canada, offering unique speciality African derived content programming. Upon being approved for a broadcasting licence by the Canadian Radio-Television and Telecommunications Commission in 2009, AMET TV has been broadcasting their programming across Canada on Channel CJNT Montreal, with assistance of technical partners Channel Zero Inc.

AMET TV will offer viewers 24 hours of high quality, intriguing television programming from Africa, Canada, Europe and America. AMET TV will showcase Africa's mass appealing movies, television series, lifestyle entertainment, documentaries, feature films, music videos, events, biographies, soap operas, cultural and historical programs. Highlighting the music, lives and stories that resonate with Africans and African-Canadians.

AMET TV Program Schedule:

Saturdays: 7:00P.M. – 8:00P.M.

Sundays: 2:00P.M. – 3:00P.M.

CJNT Montreal: Channel 122 (Rogers Cable)

CJNT Montreal: Channel 207 (BELL Cable)

- **Drama Series**
- **Comedy Series**
- **TV Specials**
- **Feature TV Series**
- **Feature films**
- **Music Videos**
- **Education**
- **Sports**
- **Entertainment/Lifestyle**

Over 15% of AMET TV programming is in High Definition (HD).



Afromedia Communications Inc

Afromedia Communications Inc., is a multifaceted media company established in 2008, and headquartered in Toronto, Canada. The company was approved by the Canadian Radio-Television and Telecommunications Commission in November, 2009 for a broadcasting licence to operate the African Movies and Entertainment Television (AMET TV) nationwide, as a general interest ethnic Category 2 speciality programming, targeting people of African ethnic origins.

Mission Statement

To provide the best in African & Afro-Caribbean movies & entertainment programming in Canada.

Executive Team

Kunle Oyegbola: President/Marketing Director

Remi Awojide: Project/Programming Director

Patrick Iluebbey: International Business/Events Director

Bolaji Olojede: Technical Director

Contact Information

Afromedia Communications Inc.
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Brampton, ON L6V 4R5 (Canada)
Email: info@amet.tv

Advertising & Sponsorship Sales

info@amet.tv
(647) 267.9121



PROGRAMMING:



AMET TV was developed to serve the African Diaspora in Canada. The fast growing popularity of AMET TV is redefining African content on Canadian television, which arises from the understanding of African culture, which is depicted in its programming.

AMET TV's programming delivers a variety of choices for its audience, which includes a line up of drama, lifestyle, entertainment, comedy, television series, music videos, and movies from the highly popular movie industries in Africa.

Feature Films:

Watch the best in African popular movies in English, French, and native African languages, produced in Africa's successful film industries. Movies from the popular booming Nigerian "Nollywood" industry, and Ghana's fast rising "Gollywood", movie industry. French movies, from French-speaking regions of Africa are also shown on AMET TV, along with native language movies from various parts of the continent.

Music Videos:

AMET TV is the leader in African music videos on Canadian television. African music videos are produced in Canada, Africa, America and Europe. All music videos are representative of African artists with music in native African languages, French, Portuguese, Arabic and English.

Drama & Comedy Series:

AMET TV brings its audience the best in dramatic and comedy series from Africa. Series are weekly and run for a number of consecutive weeks.

AMET TV Exclusives:

Features entertainment specials, community events, fashion, education and recreational programming, all exclusive to AMET TV

AMET TV (original programming):

Enjoy programming produced and developed by AMET TV's in house production team, exclusively created for our audience.

AMET TV Languages Make Up



70% ENGLISH

20% FRENCH

10% OTHER LANGUAGES

- Yoruba
- Swahili
- Hausa
- Igbo
- Twi
- Fante
- Arabic

The Best of African Music Videos

Hosted by: MC BONDE



Keith T. Kadete, popularly known as **MC BONDE** 'the voice of AFRICA' has been in the entertainment business since 1995, kicking off his career as a DJ in clubs and parties around his home country of Zimbabwe and in Canada, but he later switched to become an MC/Hype man at most African parties/concerts/weddings around North America, the UK and South Africa. **MC Bonde** has hosted events such as the 2010 All African-All White Boat Cruise, Miss Afri-Canada 2009, Miss Afrique-Quebec (Montreal), Miss ZimExpo Canada2009, Miss ZimUSA 2010, the 49th Nigerian Independence Party and Concert featuring 2face Idibia, most of the Zimbabwean independence party celebrations...just to mention a few.

MC Bonde is also the co-founder and radio host of an online radio station called Zimbabwe's Online Entertainment (ZOnEt-Radio). ZOnEt-Radio plays music from Africa 24/7 which boasts of a talented line-up of DJs from around the world. **MC Bonde's** shows are on LIVE every Thursday and Friday 5pm to 7pm eastern standard time and can be listened to via the website, www.zonentradio.com. He is also a co-host on the African Drive on CHRY 105.5fm with Ghana's DJ Hype Green every Tuesday morning 10 am to 12 noon. This show has more than 52 000 listeners every Tuesday and can be heard via 105.5 on the fm dial / Rogers Cable Channel 945 / www.chry.fm **MC Bonde** is also the host of the African Music Video Show on Amet-TV. The show is on every Saturday, 7pm to 8pm (Rogers Channel 122 / Bell Channel 207) www.amet.tv / info@amet.tv for any feedback.

MC Bonde is the go to guy when it comes to Livening-up a party/show/concert/wedding with not only his smooth and clear voice, but with his jokes and crazy costumes during the event and also his entertaining dance moves on the dance floor.

MC Bonde was awarded the 2010 ZimExpo DJ of the Year in Washington DC for his great work as an MC and Radio DJ in the African community during the annual Zimbabwean Business Expo (ZimExpo) that takes place every year in the United States during the Memorial Day long weekend.

With so much work in the African community as an MC in North America, **MC Bonde** has been dubbed 'the voice of AFRICA'

REACH YOUR TARGET AUDIENCE



Africans and Afro-Caribbean currently make up about 2.5%, or 783,795, of Canada's population, according to the 2006 census. By 2017, this demographic is projected to reach four million.

The Black population is growing faster than the Canadian population and is concentrated in Canada's largest cities; Toronto, Montreal, Vancouver and others.

The black population is the third largest visible minority in Canada.

Target Audience

- African Canadians (Canadians of African descent)
- All immigrants of African origin
- Afro-Caribbean (people from the Caribbean of African descent)
- Individuals looking to discover or rediscover African popular culture

AMET TV is the ultimate medium to reach and connect with descendents of Africa, learning and rediscovering their cultures with programs directly from Africa, and the African Diaspora (including Canada).

AMET TV is the leading provider of music videos, entertainment and lifestyle information for the African audience in Canada. What better way for advertisers to expand their reach.



Meet Our Audience

Viewers Comments:

(From AMET TV Facebook Fan Page)

- [Salewa Olawore](#): U guys ROCK!!! y'all just made my evening. pls when is it becoming a separate channel. I'm so excited I can't even believe it. it's been a long time coming in T.O.(March 18, 2010)
- [Akin A. Akinreti](#): This is a well overdue innovation to carry the voice of Africans in Canada beyond minimal representation. Thanks to AMET TV team, may the lord guide your efforts to a meaningful glory in all you share with the world populace Amen. (March 11, 2010)
- [Tolu MiDe](#): I love it!!!! Mad Props to Amet TV. It looks like great current and diverse programming!! (Jan 25, 2010)
- [Ibronke Ovwole-Eletu](#): So Far I think Amet TV IS THE BESSSSSSSSSTTTT!! I was watching it on CJNT Montreal and I was like having a blast.. :) Keep playing videos on CJNT!! I love watching them I was jamming to 2Face, Dbanj, J Martins, Banky W EVERYTHING!! BUTT PLZZZZZ!! play P SQUARE!! THANK U!! Lol (Jan 15, 2010)



“I enjoy watching African movies with my girlfriend. The stories are in depth, and exciting. You’ll never get a boring chick flick from Africa.”

-Kofi A. (Age 34)



“I love seeing African music videos! The videos are so innovative, and the talent are amazing!”

Tiana. (Age 22)

Why Advertise With AMET TV ?



For the first time on Canadian television, Canadian audience can connect with an aspect of Africa that has eluded them until now; which is Urban Africa, visually showcased on a daily basis and presented in a way that Canadian TV viewers will appreciate and understand. AMET TV will transport viewers into a world filled with rich cultures, adventures, emotional human dramas and fascinating entertainment programming. There will also be countless musical representation of Africa and all of its diversity.

Speciality Ethnic Channels Currently Carried by Rogers

Specialty TV Channel	Number of Channels
Arabic	3
Bangla	2
Cantonese	4
English	3
Farsi	1
German	1
Greek	1
Gujarati	1
Hebrew	1
Hindi	10
Italian	2
Japanese	1
Korean	2
Mandarin	6
Polish	3
Portuguese	3
Punjabi	3
Russian	5
Spanish	9
Tagalog	3
Tamil	5
Urdu	4
Vietnamese	1
Black	0

Currently, there are no speciality television channels dedicated to servicing African/Black Canadians. AMET TV will become the first to fill this void.

Advertising Opportunities:

Regular Commercial Advertising Rates:

30 Seconds Slot: \$80

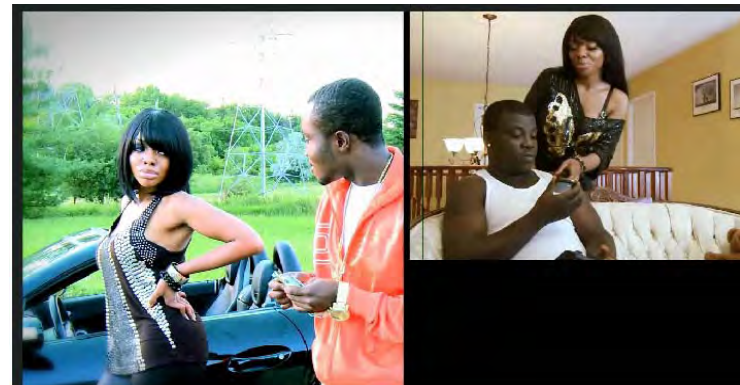
20 Seconds Slot: \$65

15 Seconds Slot: \$55

10 Seconds Slot: \$50

Movies & Series Commercial Rate:

30 second slots \$100



Program Sponsorship (Local & International):

Movies: \$2,000 per movie

Series: \$1,500 per episode (10-13 week series)

Sponsorships include:

- Opening and closing billboards around the programme and modules
- Commercial slots dedicated to sponsors exclusively



For Sponsorship and Advertising with AMET TV:

Contact: Ford Publicity

Email: mediasales@fordpublicity.com // Phone: 647.297.3148