



JUNE 2011

engage
ENTERTAINMENT
INSPIRE|CONNECT|TRANSACTION

ORIGINAL BRAND CONTENT OPPORTUNITY

Giving teens some of the things they want the most, teen-magazine Music Moves Me appeals to Mzansi's millenials through a jam-packed offering of music videos, studio chat, live performance and dance. Having honed its format during its first two seasons, the 3rd season of Music Moves Me is poised to grow its already-significant fan base, when it returns in the summer of 2012.

BROADCAST: Summer 2012

SERIES: 26X24 minutes

ONLINE: Web/Mobile



MUSIC MOVES ME

26 x 24 min shows broadcast every Friday at 16h30 on SABC 2

M³ is a thrilling teen-magazine that taps into one of the most important things in a teenager's life: music. Weave in an inspirational life lesson from celebrity guests, plus a bit of dance, and you've got a music show that truly moves it's audience! Now into its second season, M³ has a captive audience of millenials ever-eager to consume a countdown of the trendiest music videos, along with exclusive interviews & live performances from the best bands in Mzansi.

Hosted by teen heart-throb Raphael Griffiths, the show has a built a loyal following of opinionated & tech-savvy fans that provide constant chatter on the show's popular facebook site.

ENGAGE ENTERTAINMENT OBC OFFERS

An investment of R 450 000 is required, with the brand being offered a combination of benefits:

1. Headline Sponsorship of Music Moves Me
2. Sponsorship banners around the series and within on-air promos
3. Product placement opportunities
4. Online, Mobile & Social-networking activations
5. Licence rights to activate a brand's alignment with the programming ("as seen on")
6. Access to presenter for external events for a negotiated appearance fee

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