

The logo for Mina TV Africa is centered within a large, purple speech bubble. The speech bubble has a tail pointing towards the bottom right. The background of the entire image is white with a network of thin, purple lines forming a geometric pattern.

# **Mina TV**

**Africa**

**MEDIA KIT**



## MINA TV AFRICA

Mina TV Africa is the gateway to Africa's news, entertainment and lifestyle programming. Our aim is to alter the narrative and perception of the African experience, by creating original TV programs, including talk shows, documentaries, feature films and more.

## MISSION STATEMENT

To Inspire, Educate and Entertain by creating, streaming and distributing original content by Africans for Africans.

## STATISTICS

2MIL

Total Youtube  
views

19K

Youtube  
Subscribers

34.3K

Combined IG  
following

## OUR INSTAGRAM



@MINATVAFRICA

@THEAFRICANMILLENNIALS

@THEABSSHOW

# OUR SHOWS



## THE AFRICAN MILLENNIALS

The African Millennials, also dubbed "The AM's", is a Reality TV meet Talk Show with a cast of about 16 millennials from various African backgrounds. The unscripted program will shock viewers with its raw perspective on social issues that plague both the Black and African communities.

## THE ABS SHOW

The ABS Show ( African Blogs Say ) is a news broadcasting segment with a focus on world news, as well as the latest trends in African pop culture and lifestyle. Dubbed "News with strong opinions" and presented by four dogmatic hosts, viewers enjoy tuning into The ABS show for their witty and unconventional delivery style.

## STYLISH AFRICANS

Stylish Africans is a show that invites you to get an up close and personal view into the style choices of African celebrities, influencers and high profile individuals throughout the diaspora.

## INSPIRE AFRICA

Inspire Africa is a program that showcases the works and ideas of successful and inspiring Africans from all walks of life. The show explores the personal and professional influences of their inspirational figures.

## THE BEST AFRICAN FOODS

The Best African Foods show is a lifestyle program showcasing the best of African cuisine. The mouthwatering dishes prepared by Africans within the Diaspora, will bring out your inner chef and give you ideas for your next holiday gathering.





## The ABS Show

Talk show

## RELATABLE CONTENT

Mina TV is the platform that connects Africans from all over the world through colorful debates, news, politics, comedy and more.

With the use of social media and well curated content, the company takes advantage of this connected generation who's lives are more and more documented on and influenced by the internet. The biggest benefit of this surge in the use of digital and social platforms is that varying views and lifestyles are publicly showcased. This allows for anyone, at any given time across global lines to have the opportunity to find something that resonates with them.

Mina TV produces content that Millennials of color around the world can relate to through shows they love and characters they can relate to.

## OUR AUDIENCE

Millennials make up more than a third of Africa's population. In America, 14% of the Millennial population are Black.

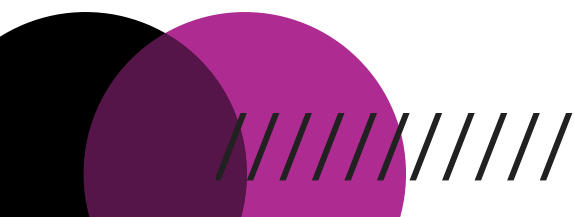
Mina TV is bridging the international culture gap and targeting Millennials of color both in America and abroad. Our audience is made up of men and women ages 25-34 from all over the world.

Our audience continues to grow exponentially as our content expands in reach and impact.



## The African Millennials

Reality/Debate



# VIRAL CONTENT



MinaTV's innovative team has been able to create viral content by producing powerful images, videos and campaigns. Our diverse content line up and ability to collaborate with relevant influencers and celebrities allows us to connect with our viewers more affectively and meaningfully.



We are able to engage with new audiences everyday through our viral images and video clips and convert them into subscribers and long term followers of the Mina TV brand.

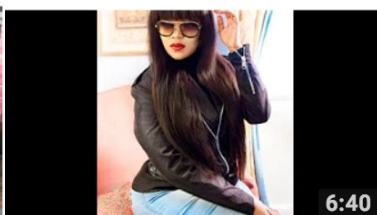
## FOOD



**The Best African Foods - The McClures (Chin Chin)**

237K views • 1 year ago

## FASHION



**Vera Sidika - Stylish Africans ( full episode )**

45K views • 11 months ago

## TRENDING TOPICS



**The ABS Show - Epi 1 - Bobrisky, teckno, Rotimi,**

MinaTV Africa  
4.9K views • 7 months ago

## DEBATE



**The African Millennials - S1, epi 4 – Domestic Abuse -**

6.8K views • 7 months ago

# DIVERSE CONTENT

Our content ranges from cooking shows showcasing dishes from all over the African continent, to debate shows addressing serious issues like domestic abuse.

We pride ourselves on a diverse lineup of shows and mini series tackling issues and topics as diverse as our audiences.



# THANK YOU

**CONTACT US!**

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