

Catch The Feva!



FEVA TV, Canada's First 24Hr Black TV Network

Bell FIBE Ch.2462 & Rogers Cable Ch. 670





Catch The Feva!

ABOUT

- FEVA is the first 24 hour African Canadian television network in Canada
- Our programming content appeals to a diverse audience that include people of African decent, as well as a majority of the population that appreciate black music and culture
- The programming not only highlights popular aspects of black culture; it also brings to the forefront other contemporary and captivating aspects of the culture that is garnering an enthusiastic following across a diverse demography





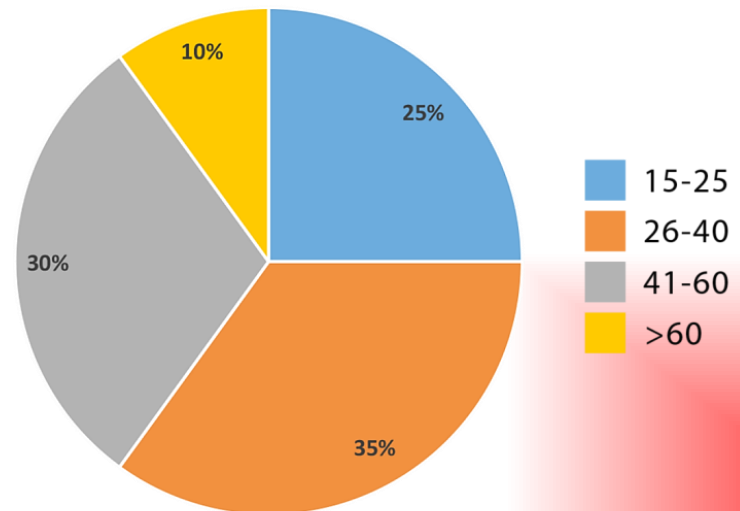
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VIEWER PROFILE

- We straddle the sweet spot between accumulators (26-40) and spenders (41-60)
- The cool factor associated with our epic programming like Top Boy, Mi and Mi Kru, Making of a Mogul, Hip Hop music videos etc., captivates all audiences in the 15-40 age segment



Age Segment





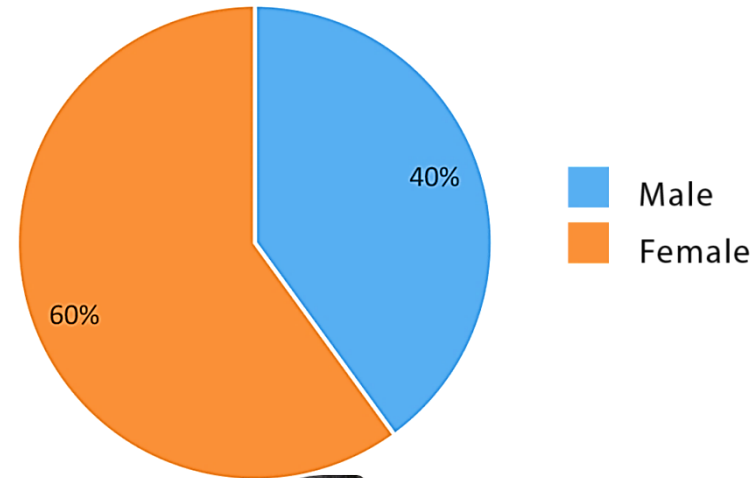
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VIEWER PROFILE



- FEVA's male/female viewership ratio will favor advertisers who target women
- FEVA's daytime programming will cater to and enjoys a large following amongst the female population with such shows as At Home with Michelle Attoh, Reality Court Shows, and our daytime talk shows

Male/Female Split

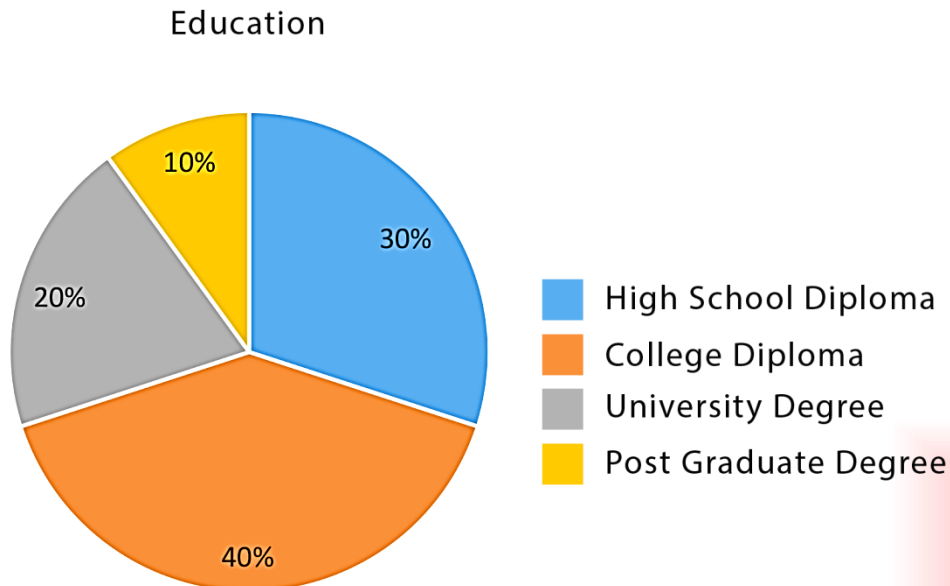




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VIEWER PROFILE

- The educational profile of FEVA's viewers cuts across a wide spectrum, with a majority holding college diplomas
- This group is upwardly mobile



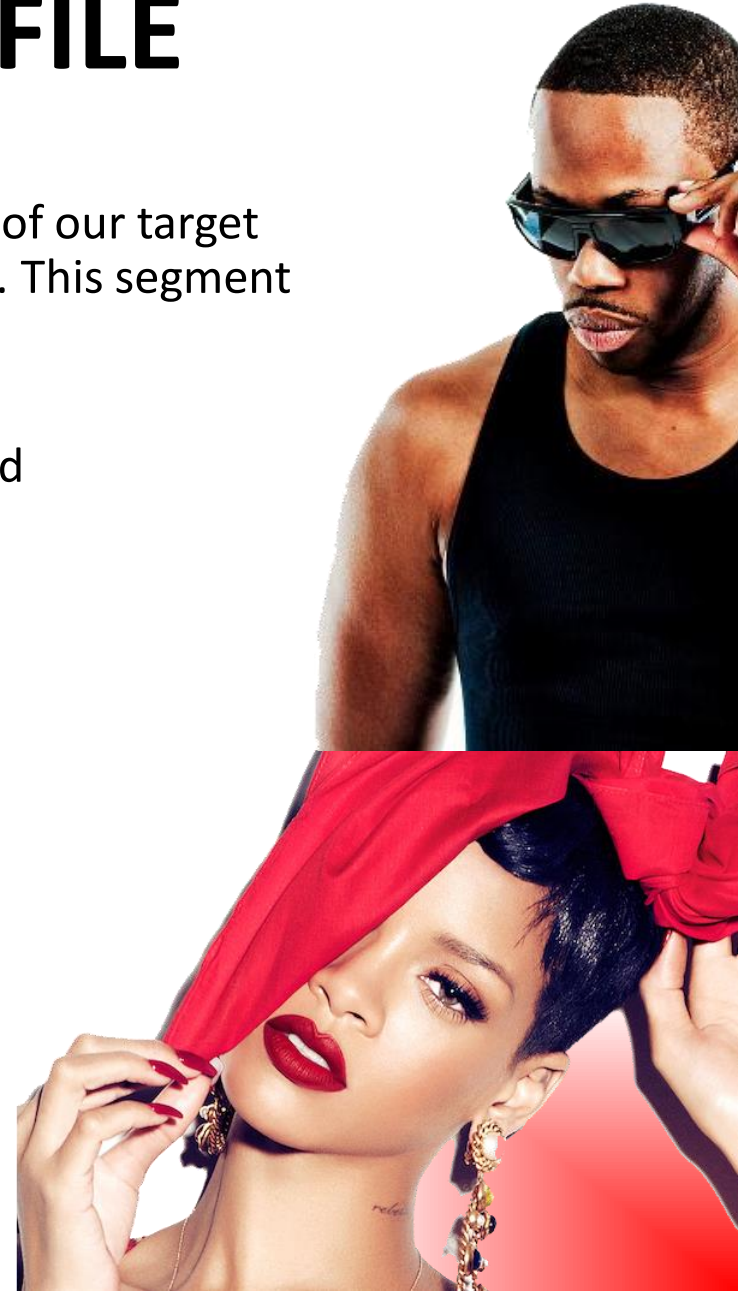
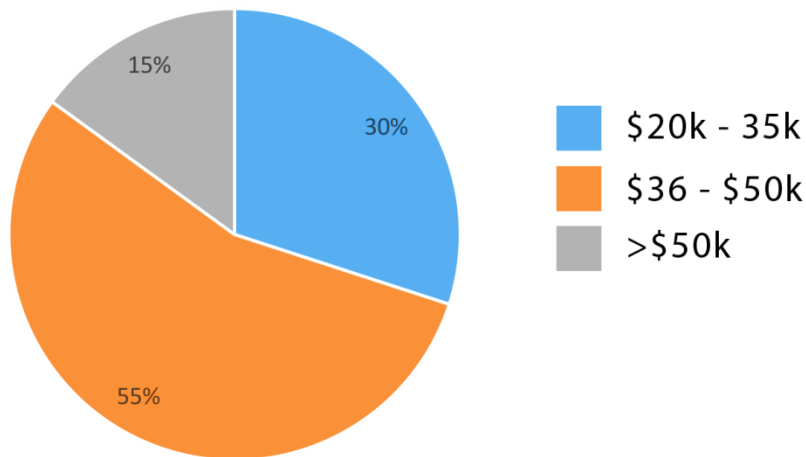


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VIEWER PROFILE

- Represented household income for a larger part of our target audience fall within the 20-50K income segment. This segment is top ranked in the Fast Moving
- Consumer Goods (FMCG) spend category
- Generally acknowledged to be early adopters and
- influencers of popular culture

Household Incomes





DOCUMENTARIES

FEVA



DRAMA

FEVA



CONCERTS

FEVA



MUSIC



LIFESTYLE

FEVA



SERIES

FEVA



TALK SHOWS

FEVA



ASHION

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NOLLYWOOD MOVIES

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INTERVIEWS

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