

Official launch of JoburgToday.tv

Following a nine-month beta phase, Johannesburg now has a dedicated online content channel, JoburgToday.tv, developed and produced by BrandTV Media Network, part of the STME group of companies. It was officially launched at a private function held in Johannesburg last week.

During the beta phase, it recorded a unique viewership of 855,000. The channel format currently presents 13 of its 15 unique viewer-interest segments immediately, including a daily magazine show from Monday to Friday. The content is easily accessible through the www.joburgtoday.tv on any smartphone, tablet or desktop. There are no viewer restrictions to accessing the content offering.

For more, visit: <https://www.bizcommunity.com>