

MTV base goes live in Africa with Nokia

Nokia and MTV base, MTV's new pan-African music television service have signed a major integrated marketing deal designed to build connections between Nokia and African youth. Rolling out from February 2005, the multi-pronged marketing campaign encompasses on-air sponsorship of MTV's youth culture magazine programme, MTV base Live, together with an exclusive pan-African party tour - MTV base Live - the hottest party tour in Africa!



The deal was announced this week by Alex Okosi, General Manager, MTV Networks Africa and Mika Niemi, Senior Marketing Manager, Nokia SA. Nokia will be among the first brands to associate with the MTV base brand as part of its on-going commitment to connecting youth in Africa through entertainment. MTV base Live will leverage the positive brand values and strong music heritage of MTV to create a compelling connection between Nokia and African youth.

MTV base Live is a weekly one hour show designed to showcase the hottest trends, gossip and celebrity news from across Africa. The programme will keep African viewers in tune with the very latest news, gossip and trends in music, dance and youth culture from around the Continent. Footage from the MTV base Live! party events will be a regular feature on the programme, including live performances from new and cutting-edge African artists and superstar DJs. MTV cameras will follow all the action of the multi-city tour, as MTV base Live selects venues from around the Continent to transform into the hottest party spot in Africa!

Commented Okosi: "Music is one of the most powerful ways to target adults and young-minded people so this sponsorship offers the perfect synergy between MTV and Nokia. In partnership with MTV base, Nokia will deliver an impactful through-the-line marketing strategy, positioning the Nokia brand to appeal to adults and style leaders across Africa."

Niemi agrees, "Music has always been an essential part of the African culture. Music, entertainment and mobile lifestyle connect young adults across the borders. This co-operation between Nokia and MTV base offers a new platform to enhance awareness of new local and international talent, trends and lifestyles among the music oriented communities."

MTV base, MTV's pan-African music television channel launched 22 February 2005, offering a powerful and unparalleled promotional platform for connecting with African youth, via a range of flexible, attractive, added-value marketing solutions ranging from 30-second spots to sponsorship and on-the-ground events. The channel is distributed via an African-wide network of cable, satellite and MMDS (Multichannel, Multipoint Distribution System) distribution systems. The channel will also aim to reach a broader mass African audience via branded programming blocks on third party terrestrial across Africa. At launch, MTV base will reach approximately 1.3 million households in 48 countries in sub-Saharan Africa via multi-

channel operators DStv, Trend TV, CTL and FSTV.

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