



African Renaissance Television Services



**Transforming Broadcast Media into
the ultimate Marketing Powerhouse**



At Arts TV, we are proud to stand at the forefront of media innovation, where creativity meets strategic insight. As a leading media house with a commanding market share and a vast audience reach, our mission transcends traditional broadcasting—we aim to redefine the shopping and advertising experience for our viewers and clients alike.



Our Vision: A Dynamic Marketing Platform

With our robust corporate aim, we have positioned ourselves as a premier marketing platform, seamlessly integrating content marketing strategies that captivate and engage. Our original showbiz programs are not just entertainment; they are designed to enhance the overall economy, investment opportunities, and shopping experiences of our diverse audience

Finance & Banking

Abyssinia Bank Dashen Bank
 Ahadu Bank
 Hibret Bank
 Zemen Bank
 Abay Bank
 Sinqee Bank
 Oromiya Bank
 CBE
 Chapa
 ArifPay
 Oromia Bank
 Berhan Bank
 Bunna Bank
 Global Bank
 Development Bank of Ethiopia
 Goh Betcoh Bank
 Enat Bank
 EthSwitch
 Santim Pay
 Primer Switch

Fashion & Beauty

Partnerships with Sunsilk
 Shampoo/conditioner
 LUX , Lifeboy, OMO
 Jordan Beauty Academy

Telecom

Ethio Telecom & Safaricom.

Construction & Real Estate

OVID Real Estate
 Palm Real state
 Reality Real state
 Ayat Real estate
 DMC Real State
 Hosea Real Estate

Healthcare

TekleHaimanot Hospital
 Viva Diagnostic
 Washington Hospital
 P2P

Media Collaborations

Multichoice Ethiopia, Canal+
 BBC Media Action.

Entertainment

Jorka Events
 251 Communication
 Abraham Giza Entertainment

Hospitality

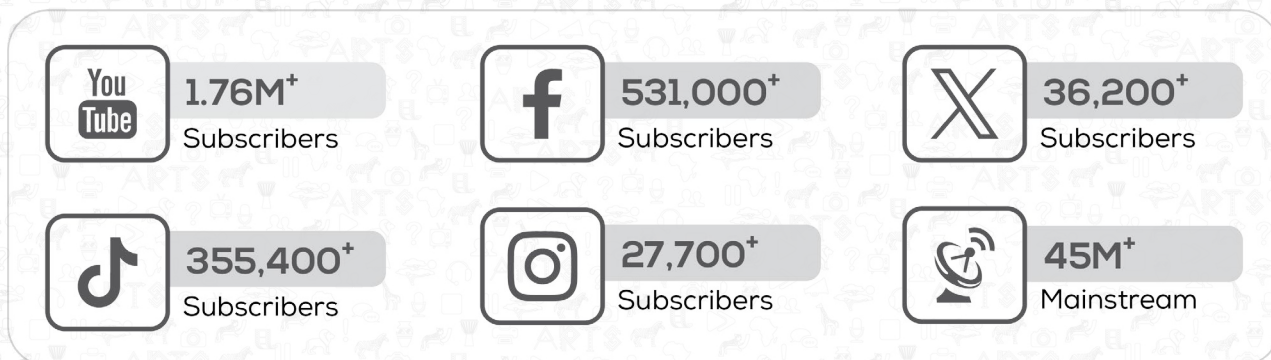
Haile Resort
 Sheraton Hotel
 Bellevue Hotel
 Bela Pasta
 Soranba Hotel
 Eliana Hotel
 Diamond Hotel

Manufacturing

Unilever
 Maleda Foam & Plastic
 Rainbow Foam & Plastic
 Five star Manufacturing

Mainstream and Digital Presence

Boasting an impressive reach of over 45 million in mainstream media, our digital footprint is equally compelling. Our presence spans every platform, ensuring that our content is accessible and engaging across all demographics. Here's a glimpse of our digital reach



Audience Demographics: Tailored Engagement

Understanding our audience is the cornerstone of our success. We have meticulously identified our audience demographics, allowing us to craft content that resonates deeply with each segment. Our strategic market segmentation enables us to cater to the unique desires and challenges of our viewers, fostering loyalty and enhancing engagement.

75%

Of our audience is
Over 21 Years

90%

are working professionals

70%

possess
purchasing power.

75%

are repeat attendees for
subsequent episodes.

Content Originality: The Heart of Our Strategy

In a landscape where content is king, we have implemented a market-centered programming strategy that prioritizes originality. Our commitment to creating unique content is essential for capturing the attention of our audience amidst fierce competition. By harnessing the power of data analytics and thorough market research, we have sculpted content that is not only distinct but also intricately tailored to meet the needs of various industry segments.

Our innovative approach integrates cutting-edge technology with compelling storytelling, setting us apart from the competition. By embracing industry segmentation, we have developed targeted marketing strategies that address the unique challenges faced by different audience groups, ensuring that our content is relevant and impactful

Sports & Fitness

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Fashion & Beauty

ኢብ ኔገሪ
Ethiopia's Next
top model
by Melkam Michael

Finance & Business

Arts
Business Café
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ገበያ
የህዝብ
ገበያ
አዲስ
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techfriques

Social Issues

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ገሥት
Gash Minto

Travel & Adventure

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Cooking

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Arts & Culture

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ካህናት
ምንጭ
ገሥት
ገሥት
Arts
MUSIC

Animated Shows

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ገሥት
Gash Minto

Action Series

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INSPECTOR
ERMIAS

Talk Show

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ሪፖርት
Youth
Seminar
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Educational Programs

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Sitcoms

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Reality show & Competition

REVELATION
IDOL

Political Analysis

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Join Us on This Journey!

As we continue to forge ahead, we invite you to join us on this exciting journey of transformation and growth.