

Proposal to SowetoTV

By

Engineering TV

ENGINEERING**TV**
A VARSITY TV INITIATIVE



About Engineering TV

- Engineering TV is a sub-channel of Varsity TV, which was founded in October 2017.
- A digital channel aimed at covering and airing the latest events that have taken place within the South African engineering sector.

Structure of Show

The show will be structured in three parts:

- Update on industry news and activities in SA.
- Short Engineering educational course.
- Engineering event. i.e construction site visit.

Target market

- Professionals in the engineering sectors
- Students that aspire to study engineering.
- Companies that offer engineering services to the sector.

1. Update on industry news and activities in SA



The focus of this segment is to focus on all recent engineering news.

2. Short educational course



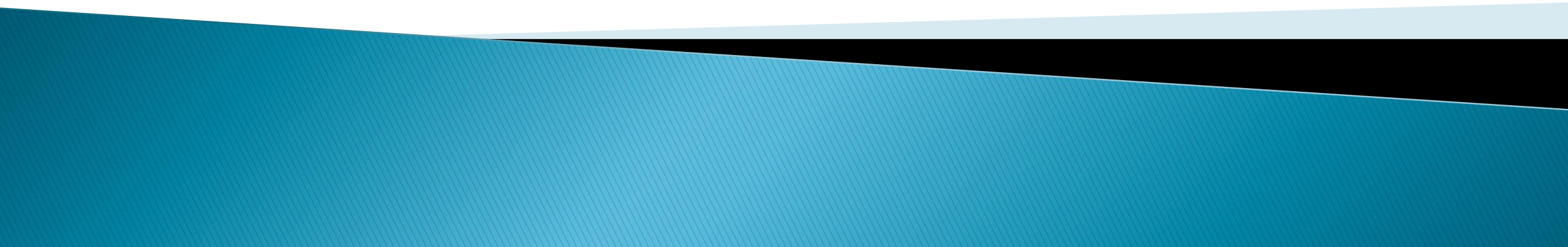
This segment will cover a lecture/course on challenges and advances in the engineering sector i.e water crisis the Western Cape.

3. Engineering event i.e construction site visit



This segment will cover events and site visit of engineering projects in South Africa.

Value proposition for Soweto TV

- Advertising opportunities from a lucrative market.
 - An educational show.
 - Attract a new professional viewership.
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SOCIAL MEDIA HANDLES

- YouTube: Engineering TV
- Facebook: Engineering TV
- Twitter: @engineeringtvSA
- Instagram: @engineeringtv
- LinkedIn: Engineering TV



For further inquiries, you can contact
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