



THE CHANNEL MEDIA GROUP

Massiv Media has over 14 years' experience in the media industry offering brands 360-degree media solutions that penetrate the South African market. Massiv Media continues to lead in the commuter sector, owning a large majority of out-of-home advertising sites in SA's largest taxi ranks which allows brands to communicate and engage with consumers on the move. Consumers are not only on the move but engaging with brands and advertising digitally using mobile phones and these personal devices have become the new Billboard or TV. Massiv Media now brings to market a new digital platform accessible on mobile devices that delivers news, engagement and advertising opportunities for brands in a space many South Africans watch and enjoy - Football.

Last year the fastest growing online football platforms, iDiskiTV and iDiski Times, launched bringing football news and updates to all football fans in South Africa. Proudly represented by the team of host Nkululeko Nkewu, former Kaizer Chiefs star and lead analyst, Junior Khanye, and revered journalist Velile Mnyandu (SABC), the [iDiski](#) team has successfully cemented their place in the local football scene and already recorded millions of views when covering matches on YouTube and Facebook, as well as through their website, social channels and print newspaper.

iDiski's YouTube channel has recently hit over 115k subscribers and the print publication, iDiski Times, is available in both English and Zulu, with a print run of 20 000 newspaper per week. The iDiski TV YouTube channel has around 2 million views a month with insightful, raw, uncut and entertaining content and expert opinion from many football greats. With football being a huge passion point, this platform resonates with fans, with its growth of subscribers over the last year indicating that the audience craves this content and wants to engage and share it.

Added to this, the website is attracting well over 500 000 unique users on a monthly basis, and recording well over 2 million pageviews. This digital channel is supported with a vibrant Facebook audience of over 200 000 followers, with

over 5 million engagements on posts on a monthly basis.

iDiski continues to go from strength to strength and plans to push the platforms even further in 2022 with more engaging football content and a stern focus on the local PSL season that fans love.

Have a look at the platform here:

<https://www.youtube.com/c/iDiskiTV>

www.idiskitimes.co.za

If you want to look at advertising opportunities on the iDiski platform for your clients or brands get in touch with Massiv Media. Sales@massivmedia.com