



# UBC

INSPIRING UGANDA



## **AFCON 2019 EGYPT Proposal**

**Uganda Broadcasting Corporation**  
*UBC TV, STAR TV,  
STAR FM, MAGIC 100FM & UBC WEST*

# UBC

INSPIRING **UGANDA**

## + PROFILE



# + MEDIA STATIONS AND DILECTS



## UGANDA BROADCASTING CORPORATION, COMPRISES OF:

### 4 TV STATIONS

- UBC TV,
- STAR TV,
- Channel One and
- Magic 1 HD TV

### 11 RADIO STATIONS

- Star FM,
- UBC Radio West,
- UBC Butebo,
- UBC Red,
- Magic 100 FM,
- Mega FM,
- West Nile FM
- Voice of Bundibugyo,
- Buruuli FM
- Ngeya FM and
- Totore FM

### 53 LANGUAGES

English, Luganda, Kiswahili, French, 4Rs, Acholi, Lukhonzu, Rwamba, Urufumbira, Kinyarwanda, Lusoga, Ateso, Lumasaba, Runyole, Lusamia, Lugweri, Adhola, Kuksabiny, Kumam, Ngakarimojong, Langi, Madi, Rubwisi, Lingala, Ruruli, Alur, Kakwa, Lugbara among other languages.



# + FREE TO AIR COVERAGE ACROSS UGANDA

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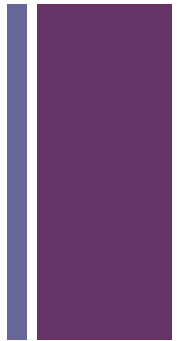
## Signet Sites across Uganda

- Kampala
- Jinja
- Mbale
- Soroti
- Masaka
- Mbarara
- Hoima
- Kiboga
- Masindi
- Lira
- Arua
- Gulu
- Kisoro
- Kabale
- Ntugamo
- Rukungiri
- Fort Portal
- Rubirizi





# BACKGROUND SUMMARY - TELEVISIONS



- UBC TV is the National Broadcaster and is on all decoders, On free to air and pay TVs in Uganda, EXCLUSIVLY in East Africa in the whose Wide Coverage/Big footprint is over 8 million viewers.
- We are the only organisation with 4 different TV stations covering the different viewership of TV viewers, UBC TV (general public, 13yrs – 60yrs), Magic 1 TV HD (Youthful segment 13yrs – 30yrs), Star TV (Luganda viewership, general public, 13yrs – 60yrs), and U24 (Youthful segment 13yrs – 30yrs)
- Only broadcaster able to broadcast in 3 different languages of English (90%), Luganda (7%) and Swahili (3%)
- UBC TV is the only strong and tested brands since 1963.
- Experienced Technical and Productions crew on all 4 TV Stations.
- New broadcast facilities like the SONY TV studios.
- UBC TVs are home to many LIVE Broadcasts of Sports, State functions
- UBC TV is the ONLY station where Government communicates FIRST its various ministerial information like updates and policies

# + BACKGROUND SUMMARY

## - RADIOS



- UBC Radios are the National Broadcasters and authenticate and believable Government mouth pieces with over 15 million listeners in 53 different languages across Uganda.
- UBC Radio stations have unique and deliberate programming for national development and inspiring economic transformation
- We are the only organisation with 11 different Radio stations covering almost every part and corner of Uganda as listed herein
- Only broadcaster able to broadcast across East Africa and diaspora on our Short and Medium radio waves from Uganda
- UBC Radio is the only strong and tested brands since 1954.
- Experienced Technical and Productions crew on all 11 Radio Stations
- UBC Radios are home to many LIVE Broadcasts of Sports, State functions and international events
- UBC Radios are the ONLY stations where Government communicates FIRST its various ministerial information like updates and policies

# UBC

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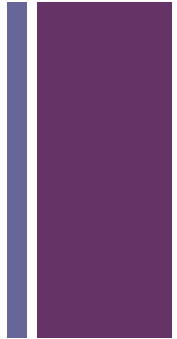
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# INTRO





# INTRODUCTION/ BACKGROUND



- Football is probably the single most popular and most unifying sport in the 21<sup>st</sup> Century.
- On the African continent, the biggest football tournament is the African Cup of Nations, organized by Confederation of African Football, CAF every 2 years.
- The 2019 AFCON, also known as Total AFCON for sponsorship reasons will be hosted by Egypt from 21<sup>st</sup> June – 19<sup>th</sup> July. 24 countries will participate in the 21<sup>st</sup> edition of AFCON and Uganda qualifying for a third time since 1957.
- The youths below the age of 40 form the biggest football audience demographics. This age group follows European, African and domestic leagues with obsessive passion. Previously, football was male dominated.
- Progressively, more female have taken to the sports with keen interests and roles in the sports commentaries, administration and the Women tournaments are becoming quite competitive and attractive.

# + AFCON 2019 EGYPT FINALS OUTCOME



- Television audiences are built around compelling program quality and appeal.
- AFCON 2019 Egypt is a world class programming featuring top players from Uganda & Africa's No.1 Goal Keeper, Onyango, Liverpool & Egypt's Mohamed Salah, Liverpool & Senegal's Sadio Mane, all will be part of the continents biggest soccer bonanza yet organized with the participating teams increasing from 16 to 24.
- There will be;
  - 24 Countries represented
  - 52 Games
  - Six Stadia
  - Played in 29 Days
- Live on UBC Network across 3 radios and 2 TV stations
- The champion will receive \$4.5M in cash prize; runner-up \$2.5M; Semifinalists will receive \$2M and Quarter Finalists will receive \$800,000



# + THE CASE FOR UBC AND UGANDA CRANES - 1



- The Uganda National team – ‘The Cranes’ qualified almost unbeaten if it were not for the final game against Tanzania’s Taifa Stars.
- The excitement in the nation will be high as the Cranes flies out to Egypt in June.
- UBC, the Public and National Broadcaster (PSB) and a member of the African Union of Broadcasters, AUB has been offered the rights to telecast the tournament in the territory of Uganda.
- This is will be an exciting tournament the public broadcaster will carry and a great opportunity as the nation rallies behind the National team in unity.
- Rights acquisition for the 2019 AFCON and any such international and local competitions is an obligatory delivery of a PSB and UBC must undertake.



# + THE CASE FOR UBC AND UGANDA CRANES - 2



- A great source of National Pride as the Cranes have qualified for a second consecutive year.
- It's the greatest National Unity Event with no race, creed, religion, tribe, party or class.
- Its National branding opportunity as the Cranes carries and flies the National flag promoting the National Carrier Airline, The Uganda Airlines and ultimately tourism.
- It's a great marketing and leveraging opportunity for any brand.
- Will increase market awareness of any brand.
- Greater market share
- Additional competitive advantage for any brand



# UBC

INSPIRING **UGANDA**

+ **GROUPS**



# + AFCON 2019 GROUPS

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**TOTAL AFRICA CUP OF NATIONS EGYPT 2019**

GROUP A	GROUP B
EGYPT	NIGERIA
DR CONGO	GUINEA
UGANDA	MADAGASCAR
ZIMBABWE	BURUNDI

GROUP C	GROUP D
SENEGAL	MOROCCO
ALGERIA	COTE D'IVOIRE
KENYA	SOUTH AFRICA
TANZANIA	NAMIBIA

GROUP E	GROUP F
TUNISIA	CAMEROON
MALI	GHANA
MAURITANIA	BENIN
ANGOLA	GUINEA-BISSAU

CAF AFRICA CUP OF NATIONS

#TOTALAFCON2019



# UBC

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# FIXTURES





# AFCON 2019 - FIXTURES

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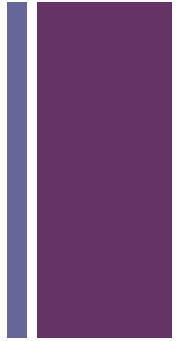
No.	Match	Group	Date	Time	Venue
1	EGYPT vs ZIMBABWE	A	Fri 21/06/19	22.00	Cairo
2	DR CONGO vs UGANDA	A	Sat 22/06/19	16.30	Cairo
3	NIGERIA vs BURUNDI	B		19.00	Alexandria
5	GUINEA vs MADAGASCAR	B		22.00	Alexandria
6	SENEGAL vs TANZANIA	C	Sun 23/06/19	19.00	30 June - Cairo
7	ALGERIA vs KENYA	C		22.00	30 June - Cairo
8	MOROCCO vs NAMIBIA	D		16.30	Al Salam - Cairo
9	CÔTE D'IVOIRE vs SOUTH AFRICA	D	Mon 24/06/19	16.30	Al Salam - Cairo
10	TUNISIA vs ANGOLA	E		19.00	Suez
11	MALI vs MAURITANIA	E		22.00	Suez
12	CAMEROON vs GUINEA-BISSAU	F	Tue 25/06/19	19.00	Ismailia
13	GHANA vs BENIN	F		22.00	Ismailia
14	EGYPT vs DR CONGO	A	Wed 26/06/19	22.00	Cairo
15	UGANDA vs ZIMBABWE	A		19.00	Cairo
16	NIGERIA vs GUINEA	B		16.30	Alexandria
17	MADAGASCAR vs BURUNDI	B	Thu 27/06/19	16.30	Alexandria
18	SENEGAL vs ALGERIA	C		19.00	30 June - Cairo





# AFCON 2019 - FIXTURES

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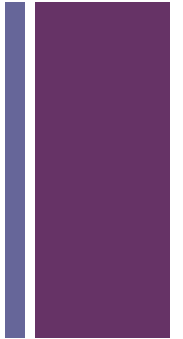
No.	Match	Group	Date	Time	Venue
19	KENYA vs TANZANIA	C		22.00	30 June - Cairo
20	MOROCCO vs CÔTE D'IVOIRE	D	Fri 28/06/19	19.00	Al Salam - Cairo
21	SOUTH AFRICA vs NAMIBIA	D		22.00	Al Salam - Cairo
22	TUNISIA vs MALI	E		16.30	Suez
23	MAURITANIA vs ANGOLA	E	Sat 29/06/19	16.30	Suez
24	CAMEROON vs GHANA	F		19.00	Ismailia
25	BENIN vs GUINEA-BISSAU	F		22.00	Ismailia
26	UGANDA vs EGYPT	A	Sun 30/06/19	21:00	Cairo
27	ZIMBABWE vs DR CONGO	A		21:00	30 June - Cairo
28	MADAGASCAR vs NIGERIA	B		18:00	Alexandria
29	BURUNDI vs GUINEA	B		18:00	Al Salam - Cairo
30	KENYA vs SENEGAL	C	Mon 01/07/19	21:00	30 June - Cairo
31	TANZANIA vs ALGERIA	C		21:00	Al Salam - Cairo
32	SOUTH AFRICA vs MOROCCO	D		18:00	Al Salam - Cairo
33	NAMIBIA vs CÔTE D'IVOIRE	D		18:00	30 June - Cairo
34	MAURITANIA vs TUNISIA	E	Tue 02/07/19	21:00	Suez
35	ANGOLA vs MALI	E		21:00	Ismailia
36	BENIN vs CAMEROON	F		18:00	Ismailia
37	GUINEA-BISSAU vs GHANA	F		18:00	Suez





# AFCON 2019 - FIXTURES

**UBC**  
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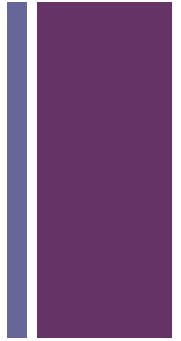


No.	Match	Group	Date	Time	Venue
<b>ROUND OF 16</b>					
R1	1D vs 3B /3E /3F		Fri 05/07/19	18.00	Al Salam - Cairo
R2	2A vs 2C			21.00	Cairo
R3	1A vs 3C /3D /3E		Sat 06/07/19	21.00	Cairo
R4	2B vs 2F			18.00	Alexandria
R5	1B / vs 3A /3C/3D		Sun 07/07/19	18.00	Alexandria
R6	1C vs 3A /3B/3F			21.00	30 June - Cairo
R7	1E vs 2D		Mon 08/07/19	18.00	Suez
R8	1F vs 2E			21.00	Ismailia



# + AFCON 2019 - FIXTURES

**UBC**  
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No.	Match	Group	Date	Time	Venue
<b>QUARTER FINALS</b>					
QF1	Win R2 - Win R1		Wed 10/07/19	18.00	30 June - Cairo
QF2	Win R4 - Win R3			21.00	Cairo
<b>QUARTER FINALS</b>					
QF3	Win R7 - Win R6		Thu 11/07/19	18.00	Suez
QF4	Win R5 - Win R8			21.00	Al Salam - Cairo
<b>SEMI FINALS</b>					
SF1	Win QF1 - Win QF4		Sun 14/07/19	18.00	30 June - Cairo
SF2	Win QF3 - Win QF2			21.00	Cairo
<b>FINAL - 3rd place</b>					
3RD	Los SF1 - Los SF2		Wed 17/07/19	21.00	Al Salam - Cairo
<b>GRAND FINAL</b>					
FINAL	Win SF1 - Win SF2		Fri 19/07/19	21.00	Cairo



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**TELEVISION**

**PACKAGES**

# + ADVERTISING PACKAGE\* SPOT ADVERTS



*The advertising package in **ALL** or **SOME** of the 52 Games is as follows;*

<b>CATEGORY OF SPOT ADVERTISING</b>	<b>COST PER SPOT</b>
• Advertising in ALL 52 games	Ushs 1,200,000
• Advertising in selected Group games	Ushs 1,500,000
• Advertising in ALL Round of 16 games	Ushs 1,800,000
• Advertising in selected Round of 16 games	Ushs 2,100,000
• Advertising in ANY of the Quarter Final games	Ushs 2,400,000
• Advertising in ANY of the Semi Final games	Ushs 2,700,000
• Advertising in Final Game	Ushs 2,700,000
• A scroll during each match (During Analysis)	Ushs 1,200,000
• A Squeeze back in any break	Ushs 2,400,000



# + ADVERTISING AIRTIME BREAKDOWN

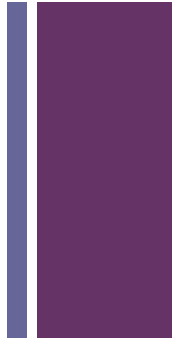


*The advertising slots for each match are as follows;*

PERIOD	ADVERT TYPE	LENGTH	NO. OF ADVERTS
Sponsors Board		60 Secs	
<i>1st Analysis</i>		5 Mins	
<b>1st Advert Break</b>	UBC Clients	3 Mins	Six 30 Sec Adverts
<i>2nd Analysis</i>		5 Mins	
<b>2nd Advert Break</b>	UBC Clients	3 Mins	Six 30 Sec Adverts
<i>3rd Analysis</i>		3 Mins	
<b>A U B T i m e</b>			
<b>1ST HALF</b>		48 Mins	
<i>4th Analysis</i>		4 Mins	
<b>3rd Advert Break</b>	UBC Clients	2 Mins	Four 30 Sec Adverts
<i>5th Analysis</i>		3 Mins	
<b>4th Advert Break</b>	UBC Clients	2 Mins	Four 30 Sec Adverts
<b>A U B T i m e</b>			
<b>2ND HALF</b>		48 Mins	
<i>6th Analysis</i>		4 Mins	
<b>5th Advert Break</b>	UBC Clients	4 Mins	Eight 30 Sec Adverts
DRAWS		5 Mins	
Sponsors Board		60 Secs	



# + SPONSORSHIP PACKAGE\* PLATINUM



*The Brand Exclusive package for **ALL 52 Games** is as follows;*

- Two TV stations (UBC TV & Star TV)
- Central Studio Branding (Analysts Sets, Branded Ball & T-Shirts)
- 2 Squeeze Backs (15 Seconds each)
- 3 Commercials (30 Seconds each)
- Scroll messages (30 words – 40 words)
- 30-Days Count Down drive from 21<sup>st</sup> May to 21<sup>st</sup> June 2019
- Brand Sponsorship of Live Radio Commentaries on 3 stations with
  - 1 Intro and 1 Outro
  - 2 Live Endorsements
  - 3 Radio Spot adverts per day

**The Sponsorship Cost is Ushs10,000,000 per Non Cranes game OR Ushs 20,000,000 per Cranes game OR Ushs 400,000,000 for the entire 52 games package to meet the CAF TV Rights fees**



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## PACKAGES

# + UGANDA CRANES AFCON 2019 GROUP

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**AFCON 2019**  
**GROUP STAGES**

GROUP A	GROUP B
EGYPT	NIGERIA
DR CONGO	GUINEA
UGANDA	MADAGASCAR
ZIMBABWE	BURUNDI

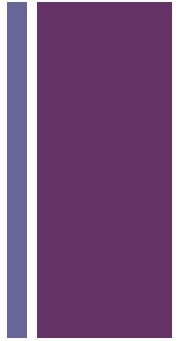
GROUP C	GROUP D
SENEGAL	MOROCCO
ALGERIA	CÔTE D'IVOIRE
KENYA	SOUTH AFRICA
TANZANIA	NAMIBIA

GROUP E	GROUP F
TUNISIA	CAMEROON
MALI	GHANA
MAURITANIA	BENIN
ANGOLA	GUINEA-BISSAU



# + SPONSORSHIP PACKAGE RADIOS



*The Brand Exclusive package for **ALL 52 Games** is as follows;*

**MATCH COMMENTARY PACKAGE will cost - Ushs 8,500,000**

- 1 Intro and 1 Outro
- 2 Live Brand Endorsements
- 3 Spot Adverts per Match

**AFCON UPDATES will cost - Ushs 4,750,000**

- 1 Intro and 1 Outro
- 1 Live Brand Endorsements
- 2 Spot Adverts per Match

**AFCON GOAL UPDATES will cost - Ushs 3,750,000**

- 1 Intro and 1 Outro
- 1 Live Brand Endorsements
- 2 Spot Adverts per Match



# + Practical Notes



- Please note rates are Agency, Monitoring and VAT Exclusive.
- UBC can support all your planned publicity campaigns on our 4 TV and 11 radio channels, broadcasting in 53 languages.

Regards

William Odoch  
***Sales and Marketing Manager***

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**LIVE**