

New black-owned online TV network launched

Beyond The Eyes (BTE), a black-owned production company, has launched an independent online television network to deliver compelling African content to the world through 'Video on Demand' (VOD)...



Screenshot of some of the featured VOD shows on www.btenetwork.tv.

The concept of VOD is centred on viewers being able to watch video content at their own leisure, rather than having to watch it at a specific broadcast time. What makes it appealing is that VOD providers are able to produce content that is appealing to a specific audience based on preference and relevance.

"BTE Network was born out of the passion to deliver content to the world," explains Olefile Rabolele, the producer and co-founder. "Our shows are a result of young creative collaborators coming together to tell authentic stories. This was the dream of both founders, to change the world beyond our eyes."

According to Tebogo Mogale, the creative director and co-founder, the BTE Network model is all about "thinking ahead" and it is for this reason that the content is available online. The audience can enjoy the convenience of engaging a variety of locally produced content.

BTE Network has created various shows which will appeal to audiences ranging from the hip and young teens in school to the middle manager working in corporate.

VOD shows:

- *Black Ambition* (hosted by Lerato Ditshego) - seeks to inspire, develop and empower young adults through engaging success stories of others
- *Fashion Start Up* (hosted by Modiegi Mulaudzi) - profiles young fashion start-up businesses and the journey they took to get there
- *Gameday Cook* (hosted by Thulare Matlaba) - follows a cook with a passion for sports, friends and most importantly food
- *21st Century Christian* (hosted by One Mokgatle) - engages with Christians around issues within the 21st Century as they seek the biblical response to those issues

- *Women Unplugged* (hosted by Charlotte Nsubuga-Mukasa, Lomile Mokoka and Lerato Ditshego) - dives into the lives of today's African women and engages with current affairs, experts and everyday issues in their world

BTE network went live in February 2015 and viewers are able to watch the shows on www.btenetwork.tv.

For more, visit: <https://www.bizcommunity.com>