INGOMA TELEVISION

OFFICIAL MEDIA KIT 2026

AZAM TV CH 502 • TOPSTAR CH 109 • AZAM APP WORLDWIDE

SATELLITE REACH	NATIONAL DTT	GLOBAL STREAMING	BROADCAST HUB
8 Countries	10 Provinces	Azam App	Mimosa, Chilanga
Azam TV Ch 502	TopStar Ch 109	Worldwide Diaspora	Lusaka Province



INGOMA TELEVISION MASTER CONTROL ROOM & STUDIOS • MIMOSA, CHILANGA, ZAMBIA

EXECUTIVE INTRODUCTION & COMMERCIAL DOSSIER

BROADCASTER OVERVIEW

Ingoma Television is a premier commercial television broadcaster licensed by the Independent Broadcasting Authority (IBA) of the Republic of Zambia. Operating from our broadcasting complex in Chilanga, Lusaka Province, the station delivers high-definition entertainment, music, youth culture, and current affairs.

Broadcasting regionally on AZAM TV Channel 502 across 8 East and Southern African nations, nationally on TopStar Channel 109 across all 10 Zambian provinces, and internationally via the Azam App, Ingoma Television connects corporate advertisers, local creators, and millions of viewers daily.

HEADQUARTERS: F/1870/A48 Mimosa, Chilanga, Zambia

HOTLINE / WHATSAPP: +260 778 742 401

1. ABOUT INGOMA TELEVISION

A PROUDLY AFRICAN BROADCAST LEADER

Ingoma Television was established with a singular mission: to champion Zambian and African excellence through engaging, high-fidelity visual storytelling. We bridge the gap between traditional linear television broadcasting and high-velocity digital engagement.

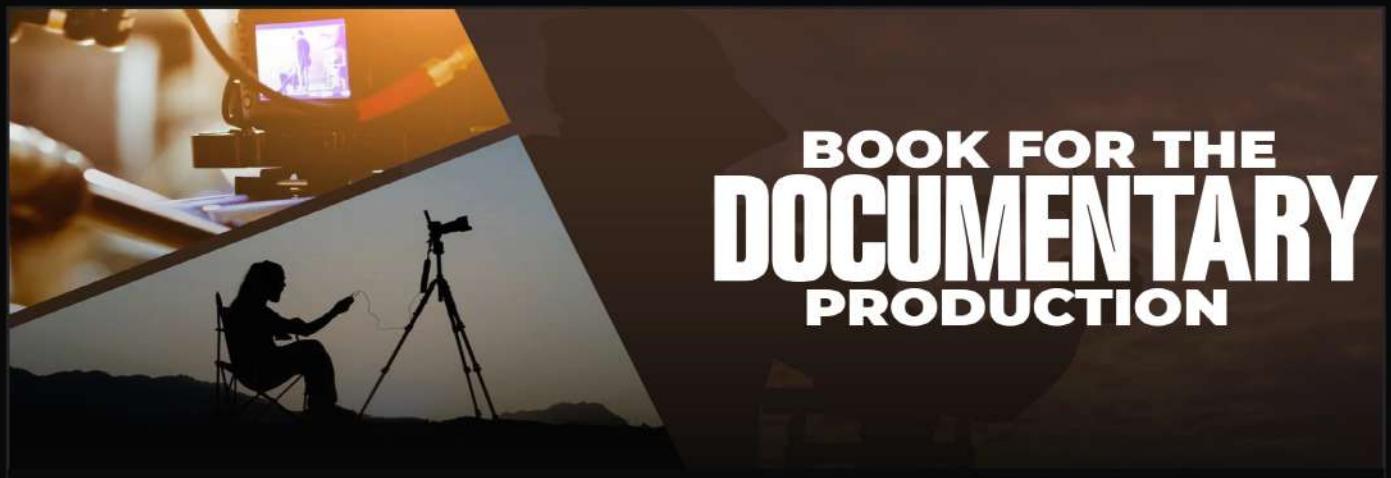
Our Chilanga broadcast facility operates 24/7 master control workflows, digital video routing, and resilient transmission links. From prime-time live talk shows and music video countdowns to mobile outside broadcast coverage of national events, Ingoma Television provides an authoritative, vibrant voice for the continent.

OUR CORPORATE VISION

To be Zambia's most trusted, creative, and widely viewed television network, inspiring national unity and celebrating authentic African culture across the continent and global diaspora.

OUR BROADCAST MISSION

To deliver innovative, socially responsible, and entertaining television programming while providing high-return commercial media solutions for advertisers and nurturing local creative talent.



INGOMA STUDIOS BROADCAST & DOCUMENTARY PRODUCTION GEAR IN ACTION

CORE STRATEGIC PILLARS

EXCELLENCE

Uncompromising broadcast quality, HD visual clarity and 24/7 signal uptime.

CREATIVITY

Fostering raw Zambian musical innovation, visual arts and youth culture.

INTEGRITY

Balanced journalism, public interest discourse and strict IBA compliance.

PARTNERSHIP

Transparent ROI, verified spot logs and collaborative media solutions.

2. AUDIENCE REACH & DEMOGRAPHIC INSIGHTS

PAN-AFRICAN & REGIONAL FOOTPRINT

• AZAM TV SATELLITE (CHANNEL 502):

Live across 8 East & Southern African Nations:

1. Zambia (ZMW)
2. Tanzania (TZS)
3. Kenya (KES)
4. Uganda (UGX)
5. Rwanda (RWF)
6. Burundi (BIF)
7. Malawi (MWK)
8. Zimbabwe (USD)

• TOPSTAR TERRESTRIAL DTT (CHANNEL 109):

Nationwide digital coverage across all 10 provinces of Zambia.

• GLOBAL MOBILE STREAMING (AZAM APP):

Watch live from across the world via Azam App on iOS & Android.

Also streamed across Facebook Live and official web portals.

VIEWER DEMOGRAPHICS & BUYING POWER

Age 18 - 35 (Youth & Young Pros): 70%

Age 36 - 50 (Household Decision Makers): 20%

Under 18 (Students & Family Viewers): 10%

Key Consumer Attributes:

• High mobile money literacy (Airtel Money, MTN, Zamtel).

• Primary decision-makers for telecom, FMCG, electronics & retail.

• Daily real-time interaction via WhatsApp request hotlines.



LIVE MULTI-CAMERA EVENT STREAMING & OUTSIDE BROADCAST CREW IN THE FIELD

WHY CORPORATE BRANDS & ADVERTISERS PARTNER WITH INGOMA TV

1. Guaranteed Pan-African Youth Reach: Direct engagement with the most energetic purchasing demographic in Zambia.
2. Speed & Creative Agility: Rapid turnaround on commercials, branded show lower-thirds, and presenter endorsements.
3. Multi-Platform Amplification: On-air spots synced with social media feeds and interactive voter call-in lines.

3. FLAGSHIP TELEVISION PROGRAMMES



VIEWER'S VIB — LIVE DAILY FLAGSHIP

Mon - Fri, 10:00 - 12:00 CAT

Hosted by Shekainah

Our signature morning live music request show. Viewers dictate the playlist in real time via WhatsApp hotlines and SMS.



OPEN MIC CO — CURRENT AFFAIRS & DEBATE

Wed - Fri, 20:00 CAT (Prime Time)

Interactive Current Affairs

National current affairs forum hosting analysts, community leaders and policy experts with live caller phone-in lines.



TIMVEKEKO — MUSIC & COMMUNITY

Daily Prime Rotations

Community & Music Video Portal

Our high-energy community-centered show spotlighting public voices, street opinions, and rising music creators.



VIEWER'S TOI — WEEKLY MUSIC CHART

Saturdays, 10:00 CAT

National Music Countdown

The official weekly music chart compiled strictly from verified audience request tallies across all 10 provinces.



IN THE BLOCK

Saturdays, 14:00 CAT • Youth & Street Culture

Fast-paced street-level show visiting universities, youth hubs, and highlighting grassroots dance and lifestyle.



BASEMENT TAPES

Late Nights & Weekends • Indie Sessions

Raw indie musical sessions, backyard recordings, and underground music discovery from every corner of Zambia.

24/7 CURATED MUSIC ROTATION CATALOGUE

- AFRI DRUMZ: Traditional African rhythms and contemporary Afro-fusion percussion.
- KOPALA VIBES: Fast-paced Copperbelt street beats, hip-hop and electronic rap.
- NGOMA ZATU: Celebrating 100% Zambian iconic musical masters and upcoming indigenous artists.
- QUEENS PLAYLIST & SOUL TUNES: Spotlighting celebrated female vocalists, gospel and smooth R&B.

4. IN-HOUSE PRODUCTION POWER & AD SOLUTIONS

Full HD & 4K Cinema Gear

Cinema-grade Sony FX & Blackmagic cameras, motorized teleprompters, wireless Ronin gimbals, motorized crane jibs & broadcast LED soft-box rigs.

Mobile Outside Broadcast (OB)

Equipped outside broadcast vehicle with live cellular-bonded encoders, satellite link & multi-camera vision switcher for stadium events & rallies.

Voiceover & Audio Studio

Sound-proof acoustic recording suite equipped with multi-track digital audio interfaces, studio condenser microphones & professional voice artists.

Post-Production & Grading

Industry-standard DaVinci Resolve color grading suites, 3D broadcast lower-third animations, and multi-format master encoding for satellite uplinks.



COMMERCIAL AD PRODUCTION & TV ADVERTS



BRANDING, 3D MOTION GRAPHICS & LOWER-THIRDS

COMMERCIAL ADVERTISING & MEDIA PACKAGES

1. Broadcast Spot Advertisements: 15s, 30s & 45s TV commercials aired during prime-time slots with verified transmission logs.

2. Executive Show Sponsorships: Title brand integration into flagship programmes (Viewer's Vibe, Open Mic) including verbal host mentions.

3. Lower-Third Ticker Crawls: High-visibility animated ticker banners running during peak audience broadcasts and news segments.

4. Live Multi-Camera Event Streaming: Comprehensive live multi-camera broadcast of corporate AGMs, product launches & cultural concerts.

5. COMMUNITY IMPACT & OFFICIAL CONTACT DIRECTORY



HANDS-ON CREATIVE MEDIA WORKSHOPS

THE INGOMA CREATIVE & TECHNICAL ACADEMY

Beyond television broadcasting, Ingoma Television serves as a community engine for youth development. Through our Technical Academy based at our Chilanga facility, we conduct hands-on training workshops in camera operations, live vision switching, studio audio engineering, and digital editing.

Every corporate partnership directly supports our youth apprenticeship initiatives, equipping emerging Zambian storytellers with practical broadcasting skills.

OFFICIAL CORPORATE CONTACT DIRECTORY

BROADCAST STUDIOS & HEADQUARTERS

- Physical Studio Address:
  F/1870/A48 Mimosa, Chilanga
  Lusaka Province, Zambia
- Postal Mailing Address:
  F/1870/A48 MIMOSA, Chilanga
  Lusaka, Zambia
- Studio Complex Features:
  Dual Master Control Rooms • 4K Multi-Cam Studio
  Acoustic VO Suite • Mobile Outside Broadcast Unit

DIRECT LINES & BROADCAST CHANNELS

- Master Control Hotline & Switchboard:
  +260 778 742 401
- Live Studio WhatsApp Hotline:
  +260 979 400 027
- Official Corporate Inquiries & Feedback:
  info@ingomatvzambia.com
  patrick.c@ingomatvzambia.com
- Official Broadcaster Channels:
  AZAM TV: Channel 502 (East & Southern Africa)
  TOPSTAR DTT: Channel 109 (Zambia Nationwide)
  AZAM APP: Watch Live Worldwide

www.ingomatvzambia.com info@ingomatvzambia.com