

PRESS RELEASE

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Brandsphere Media Partners with the SABC to redefine advertising sales in South Africa

Brandsphere Media proudly enters the South African media landscape as a transformative media and content solutions company redefining how brands connect with their audiences.

With a strong focus on content sponsorship, Brandsphere Media embodies innovation, inclusivity, and a commitment to delivering tailored advertising strategies that drive measurable outcomes.

At the helm of Brandsphere is Chief Executive Officer Piwe Motshegoa, who brings over 20 years of experience spanning across media, marketing, and broadcasting. Her extensive career includes leadership in both public and private sectors, focusing on media sales, strategic marketing, and channel management. Piwe Motshegoa's expertise in driving innovation, building partnerships, and crafting impactful strategies positions her as a dynamic leader with an in-depth expertise of the media landscape.

In a strategic move to expand its reach and amplify its impact, Brandsphere Media has partnered with the South African Broadcasting Corporation (SABC), focusing on creating solutions for advertisers on the video entertainment business.

In collaboration with the SABC, the company aims to empower brands to connect meaningfully with South Africa's rich multicultural market. This partnership positions Brandsphere Media to offer unparalleled access to SABC's diverse audience base, enabling brands to authentically connect with millions of viewers across South Africa.

"Brandsphere Media is more than a media sales company; it's a partner for brands seeking unique and effective ways to tell their stories while connecting with the diverse audiences the SABC offers," says Piwe Motshegoa. "We are passionate about creating value-driven media solutions that resonate with audiences and adapt to the evolving media landscape."

The SABC echoed this sentiment, emphasizing the significance of the collaboration. "Our partnership with Brandsphere Media is a testament to our commitment to fostering meaningful connections between brands and South Africa's diverse audiences. Together, we will unlock new opportunities for innovation in advertising while contributing to the growth of the media industry," says Nomsa Chabeli, SABC Chief Executive Officer. Chabeli added that "We strongly believe that this partnership is geared towards ensuring the long-term sustainability of the SABC and brings great prospects of revenue growth. It further encourages brands to leverage on the SABC's unique value proposition delivering on inspiring, empowering content across compelling platforms and devices in every corner of South Africa."

Whether you are a media planner, buyer, specialist, or agency leader, SABC's partnership with Brandsphere Media opens an exciting gateway to impactful advertising experiences and value-driven media solutions that stand out in an increasingly competitive market.

For media inquiries or partnership opportunities, please contact:

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Brandsphere Media

Your Brand, Our Sphere of Influence.

About Brandsphere Media

Brandsphere Media is South Africa's premier content and media solutions company, specializing in bespoke solutions across television, radio and digital platforms. Brandsphere Media is dedicated to delivering innovative, inclusive, and impactful content and media strategies that empower brands to connect with diverse audiences. By leveraging deep industry expertise and a commitment to excellence, Brandsphere Media partners with businesses to craft meaningful stories that resonate and drive results.

About the SABC

The South African Broadcasting Corporation (SABC) is South Africa's public broadcaster, reaching millions of viewers and listeners through a wide range of television, radio, and digital platforms. With a mission to educate, inform, and entertain, the SABC plays a pivotal role in connecting South Africans through rich, diverse content that reflects the nation's culture and values.