

e.tv takes news to the next level

Issued by [eMedia](#)

15 Jan 2016

e.tv presents *eNews Direct*, a half-hour distinct and innovative news bulletin. *eNews Direct* will deliver robust and contextually relevant news content in an unbiased manner from Monday, 18 January 2016, at 6:30pm on e.tv.



The delivery of news is fast-paced, forthright and engaging, with news reports and news stories that are suitable for the modern-day busy and connected viewer. Skilled anchor, Dudu Ramela, will walk and talk the viewers through the breaking news of the day directly from the newsroom.

The bulletin's approach to news coverage is entrenched on independence, fairness and courage to explore different actualities in a responsible manner. This news service covers key stories of the day on general issues, economy, sports, entertainment and weather.

"*eNews Direct* is like no other news bulletin that the South African audience has seen. South Africans have changed how they consume information and news, and we have changed our format and delivery in response to these trends. *eNews Direct* is more for the on-the-go experiential viewer as it brings features that are trending and it is engaging with the viewer," says Monde Twala, e.tv Channels Division Managing Director.

Don't miss the big stories and latest news you need to know from **Monday, 18 January 2016, on *eNews Direct* at 6:30pm and *eNews Direct Weekend* at 7pm only on e.tv and eHD. eHD is available on OpenView HD and DStv.**

About OpenView HD

OpenView HD is the only free digital satellite platform in South Africa, powered by e.tv, which brings you a wonderful new world of entertainment - 19 new TV channels in digital quality. The decoder is available from all leading retailers from as little as R399 (excludes dish/installation).

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Editorial contact

Boniswa Matshoba

boniswa.matshoba@etv.co.za

011 537 9430

082 884 591

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eMedia Investments is a South African-based media group with a number of core assets in the television and radio broadcasting sector.

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