

Open News set to shake up television news

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eMedia Investments will launch Open News, on Thursday, 1 November 2018. The channel will be available exclusively on Openview every evening from 5pm to 11pm, bolstering the free-to-air satellite platform's current news offering.



Open News will keep news viewers informed and entertained with a fast-paced overview of the top local and international news stories. Through its relaxed personality-driven format, the channel's anchors will weigh in on the top stories, share their opinions and engage with viewers in real time.

Nisa Allie, Managing Director of *Open News*, believes that the channel will fill a gap in the current television news market, "*Open News* will offer viewers an entirely new way of experiencing the news. Sharing the screen with our anchors is a team of savvy video journalists, who will approach news in a fresh, punchy, fluid and engaging way. Using the latest technology, we are moving away from the traditional format and merging television news with social media."

Open News will broadcast from a brand-new interactive studio in Cape Town, which has been designed to enable anchors to draw on content from multiple platforms. In addition to politics, crime and courts, *Open News* will take a keen interest in what is trending and going viral, delving into showbiz, celebrity and sport.

"As the first local news channel on the Openview platform, *Open News* is an exciting addition to our offering," says Marlon Davids, Managing Director of e.tv channels. "It's not just a first for Openview, but also a first for the country. For the first time, free-to-air viewers will truly be able to experience the news in a lively, interactive and unrestrained way."

Open News will broadcast from 5pm on Thursday, 1 November, on Openview channel 120. Outside of the six hours, the channel has partnered with international broadcasters, who will provide content from a global perspective.

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