

Massiv 3GTV features news headlines by *The New Age*, soccer by *Kick Off*

Following a partnership between [The New Age](#) newspaper and [Kick Off](#) magazine, [Massiv 3GTV](#) has taken its content offering one step further. The newspaper will sponsor daily news headlines and be featured in a branded framework on the channel. Soccer news will be sponsored by the magazine with additional synergy from the *Kick Off* mobisite, allowing commuters an additional area of interaction and engagement.



This announcement follows the channel's recent addition of regional content through its partnerships with Soweto TV, 1KZN TV, Bay TV and Cape TV.

"The move forward is the first of its kind in South Africa and will allow for more effective communication and commuter interaction to 4.3 million monthly viewers." notes Greg Bruwer from Massiv 3GTV.

"It's a partnership of equals and a mutually beneficial tie-up between two streams of media, print and electronic. The public stands to benefit as it gets the latest update on news, sports and entertainment, all free at a convenient time. We would love to see it grow to the next level quickly" comments Nazeem Howa, CEO TNA.

"Connect with its community"

"*Kick Off* is pleased to be teaming up with the channel to connect with its community, updating them with the latest and most important soccer news and information. I have no doubt that the content will be of great value to football fans travelling to and from work every day," notes Mark Murphy, associate publisher.

The various partnerships across media providers are a coup in terms of South African media, effectively working together for greater brand benefit. The cooperation moves away from a traditional 'individual ownership' attitude and allows involved parties symbiotic benefit through the sharing of content, brand and platform. This partnership also holds a variety of opportunity for advertisers.