



# Blackdrum TV

**The Premier Destination**

For African Events, Lifestyle and Tourism. A **hybrid channel** that integrates the stability of offline and online syndication with the possibilities of breaking technologies.





**Blackdrum TV** was created to showcase diverse African culture in all its glory.



**Content consumption has changed.  
Today's consumer prioritizes a **cross-screen**  
and **on-demand experience**. We are here to  
deliver that need. Welcome to the future of  
**African entertainment.****





**We curate and showcase original African cultures in the most objective manner, across every screen.**



## **EVENTS**

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**On a daily basis, we feature all the African celebrations happening across the world.**

## **LIFESTYLE**

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**We regularly showcase the names and brands that have redefined the African cultural ecosystem through innovations and creativity.**

## **TOURISM**

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**We cover the tourist destinations that you know and those you have never heard of.**






**Blackdrum TV is where it matters  
and we are **still growing...****







**Blackdrum TV** isn't just one platform,  
we're a one-stop-shop to reach the  
modern African audience. Authentic  
storytelling + impactful audience  
targeting is what we are about.





Creating original content  
is our only DNA





Anchored by **dynamic & diverse**  
personalities who reflect  
our viewers

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A television studio with several cameras on tripods. A monitor on a stand displays a landscape image. The background is a white wall, and the floor is dark. A large red and blue graphic with a dot pattern is on the left side of the image.

**Providing a window on Africa  
via our studios**



**Brands who partner with Blackdrum TV  
will see an increase in brand love.**





# LET'S TALK!

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