

INDEPENDENT

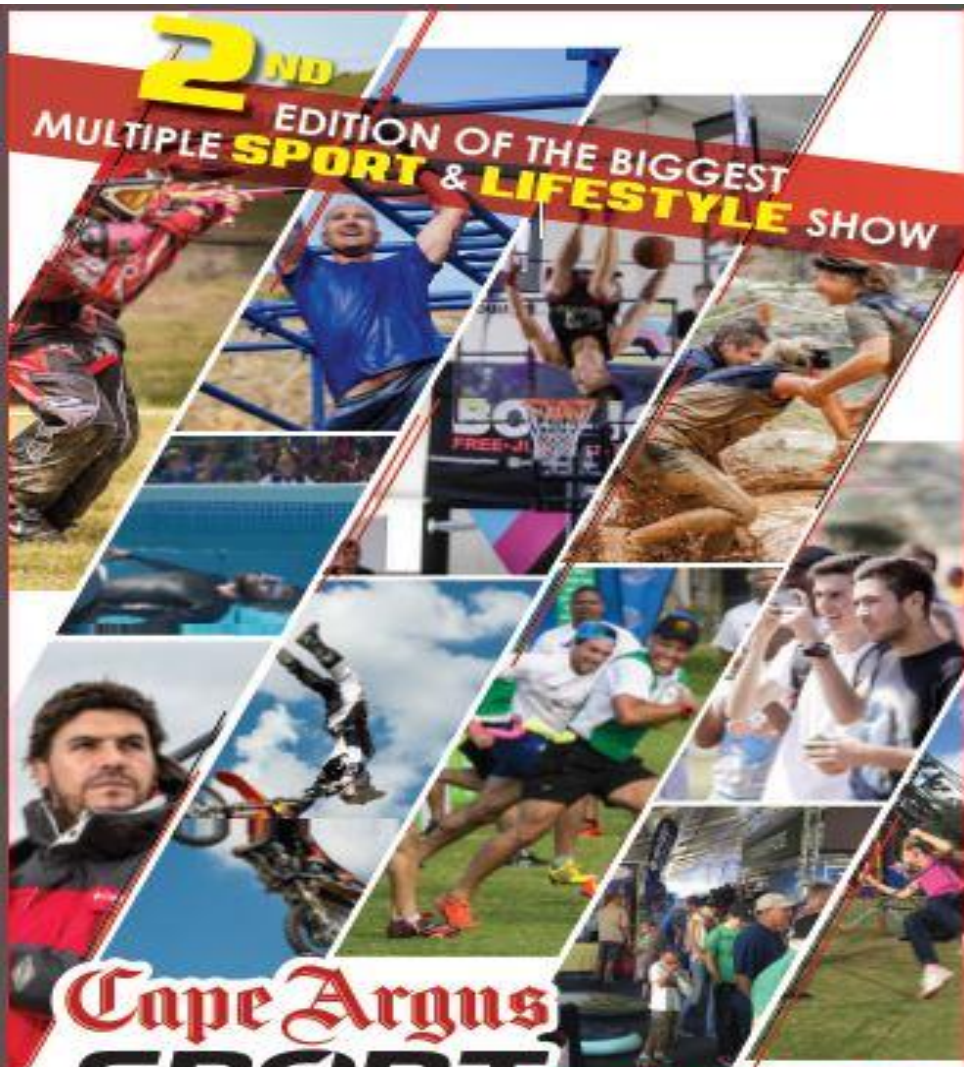
DRIVEN TO DRINK

**THE BAR (BRAND, AUDIENCE,
REVENUE) PRINCIPLE**

JERMAINE CRAIG

Independent Media approach

- Independent Media has a strong print readership of over 6 million daily and weekly readers and 3 million unique browsers monthly on @IOL
- Strong national entity, but our regional strength is particularly important (reach over 35% of the Cape's population)
- We have a strong partnership through our Sekunjalo holding company with AEEI (hosts of the CTIJF)
- As we restructure our traditional media company, we've adopted the BAR (Brand, Audience and Revenue) principle and events will be an increasingly important new revenue stream
- We can no longer merely be 'media partners' with our name on the event logo, BUT also understand we have to show value and return to sponsors, advertisers and event partners (Kaizer Chiefs, CSA)
- Approach is to develop our own event properties, acquire and partner with new and existing events
- This year launched an events unit and various new business units



2ND EDITION OF THE BIGGEST
MULTIPLE SPORT & LIFESTYLE SHOW

Cape Argus **SPORT SHOW**

24-26 MARCH 2017
SANDRINGHAM



www.sportshow.co.za





Cape Argus Sport Show

- Target is to be Africa's biggest multi-sport festival
- First event held at Sandringham in 2016 attracted 8 000 people over three days: featured Yves Rossi the 'Jetman', Lords of Gravity, FMX Freestyle's 'Sick' Nick De Wit, Riaan Manser heading the Extreme Speaker Box.
- In 2017 we're targeting 150 exhibitors and 20 000 visitors, with 6000m² of exhibition space
- Acts include: FMX Freestyle 'Gravity Clash', The Grind Obstacle Course, Gary Kirsten Cricket Academy, Fives Futbol, PUMP Track, EXTREME Sport Show's Man vs Machine, Crossfit Box, Paintball, BOUNCE Inc, Lords of Gravity