

Online TV, live from Africa

 By Leigh Andrews

21 May 2015

Two young, black females. One hot new [online TV platform](#). Welcome to Aza TV, launched by Sorele Media on 20 May 2015...

Sorele Media was founded by Stephina Zwane and Salamina Mosese, both media personalities with a passion for providing alternatives to media consumption and distribution. One of these is the Aza TV free mobile app download, which effectively gives viewers the power to join the revolution in shifting and influencing how Africa sees itself.

We caught up with Zwane and Mosese to find out more about this impressive new media offering...



Stephina Zwane and Salamina Mosese

■ 1. Give us a little background into Sorele Media...

Zwane and Mosese: Sorele Media was registered in our tertiary days, but we didn't operate it then because we were more focused on our on-screen careers at the time. We then re-visited the idea in 2013. At this time we were a bit older and wiser and ready to give it our all. We had always known that we wanted to work together from a very young age. Sorele Media is a TV production company that produces shows for Aza TV. We are passionate about telling positive African stories in a way that honours our heritage and celebrates our unique identity.

■ 2. What sparked the need for a new TV network?

Zwane and Mosese: South Africa is lagging behind when it comes to online media, so we identified a gap in that space. We also wanted to explore new ways for viewers to access TV. It's no longer about fighting for the remote control at home, now one can access content straight from your phone or laptop.

■ 3. What are the benefits of being available online?

Zwane and Mosese: Viewers can access content at their own time and from anywhere. You don't necessarily have to be at home in front of the TV anymore. You can view our content while you're waiting for the bus or in a long queue while

grocery shopping. Accessibility has become the new currency.

■ 4. *How will this revolutionise content viewing across the continent?*

Zwane and Mosese: Currently, to view varied content online, viewers are required to go to multiple sites to access their chosen programming. With this platform and the free Aza TV mobile app, viewers are able to view a variety of shows on one platform. With AzaTV being online, the shows are short and to the point as opposed to the standard 24-minute shows. Our shows are uploaded as 8-minute videos.

■ 5. *What type of content can we watch on Aza TV?*

Zwane and Mosese: Aza TV has four channels, namely: Lifestyle, Entertainment, Talk and Inspirational. Shows vary, from music shows like *Aza Muzika*, which showcases musicians from across the continent; to talk shows like *The Sit Down*, which puts a spotlight on well-known African personalities, as well as *Yummy Mammi*, for the modern mom navigating family and social life as well as overall health and happiness. There are also motivational shows, such as *Hope Architects*, as well as *SoRare*, a medical show that focuses on rare conditions.

Certainly an interesting addition to the local media landscape. Visit www.azatv.co.za for more, or [click here](#) to download the app. You can also follow [Zwane](#) and [@SalaminaM](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #D12020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #D12020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #D12020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, CCO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>