



**MEDIA PUSH RADIO  
PRESENTS**

# AFRO DIRECT TV

Introducing Afro Direct TV, the ultimate destination for premium urban entertainment on television! From award winning films to gripping drama series, thrilling documentaries, and exclusive talk shows, fused with music, fashion, dance and new influencer content, we bring you the visual art of urban storytelling, culture, and creativity all in one place. "Afro Direct TV"

*Watch Live Online [www.AfroDirectTV.com](http://www.AfroDirectTV.com)*





# WELCOME TO AFRO DIRECT TV

“The Future of Urban Entertainment is Here”

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Afro Direct TV is a global television channel built for the bold, the creative, and the next generation of cultural icons.

A platform that blends cutting-edge content, real voices, and high-energy entertainment with music, dance, fashion, culture and education.

From London to Lagos, America to Accra, we're spotlighting the urban revolution. to a global audience.



# ABOUT MEDIA PUSH RADIO

“ Proud Founders of Afro Direct TV”



MEDIA PUSH  
RADIO



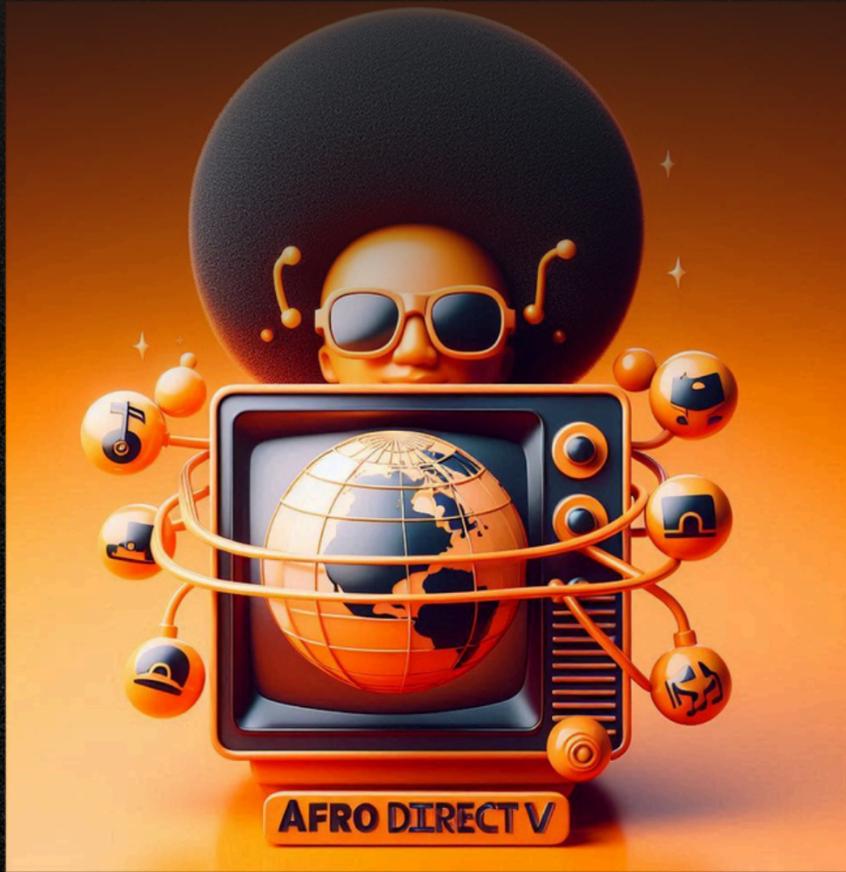
*Media Push Radio is not just another online radio station.  
We are dedicated to breaking new artists and brands, providing a platform for  
undiscovered talent to shine.*

*Our team is passionate about music and committed to delivering the best  
listening & viewing experience to our audience.*

*We take pride in being different from traditional radio stations, and our  
mission is to revolutionize the way new talent is discovered and promoted.*

*Join us on this exciting journey as we make history*

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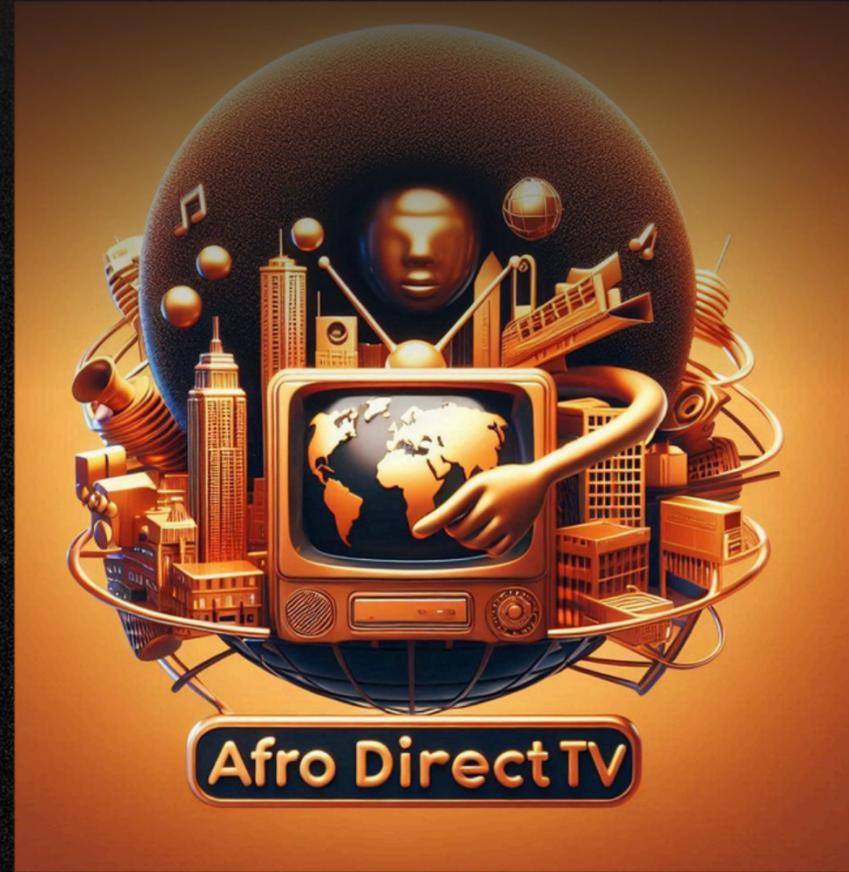


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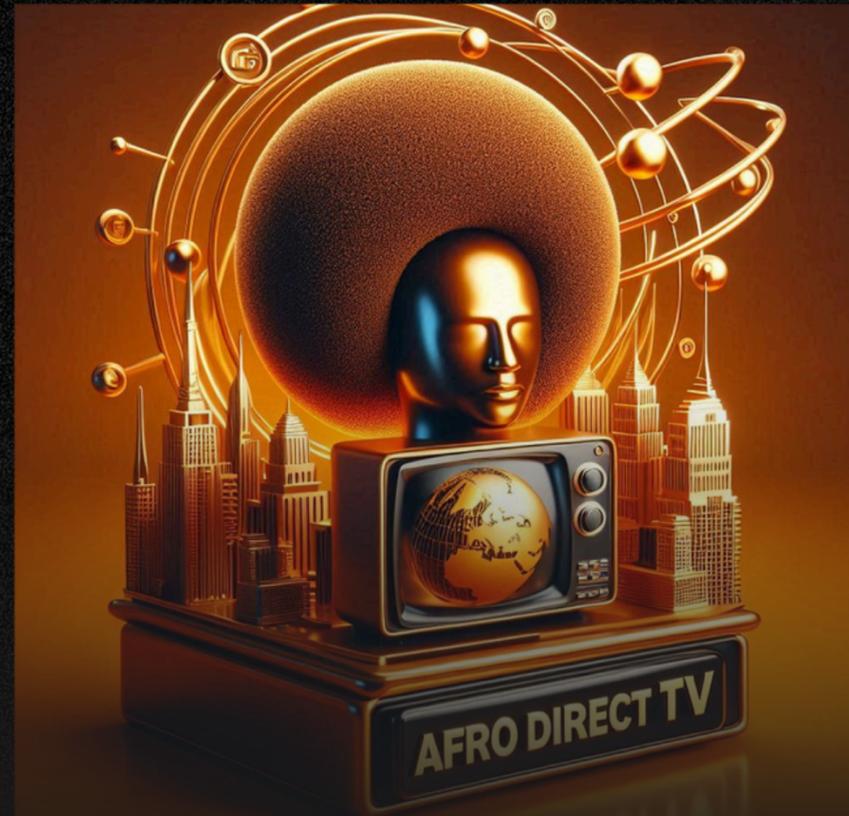
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CANVA STORIES



CANVA STORIES



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# Audience & Viewership

*From Launch July 2025 to Present*

## Global Distribution Platforms:

Xbox & Microsoft Store

Amazon Fire TV

AVO TV

Roku TV

MTN / Afriplay

Web: [afrodirecttv.com](http://afrodirecttv.com)

## Global Reach:

Available across 100M+ connected TV devices worldwide

Worldwide Broadcasting Regions: UK, USA & Canada, Africa, Caribbean, Europe, Asia & Australia

## Audience Overview:

Monthly Active Viewers: 100,000 – 125,000

Viewing Behaviour (24hr Scheduled TV):

- Continuous programmed content (no on-demand viewing)
- Average session time: 15 – 45 minutes
  - Repeat weekly tune-in behaviour
  - Peak viewing: evenings & weekends

## Audience Profile:

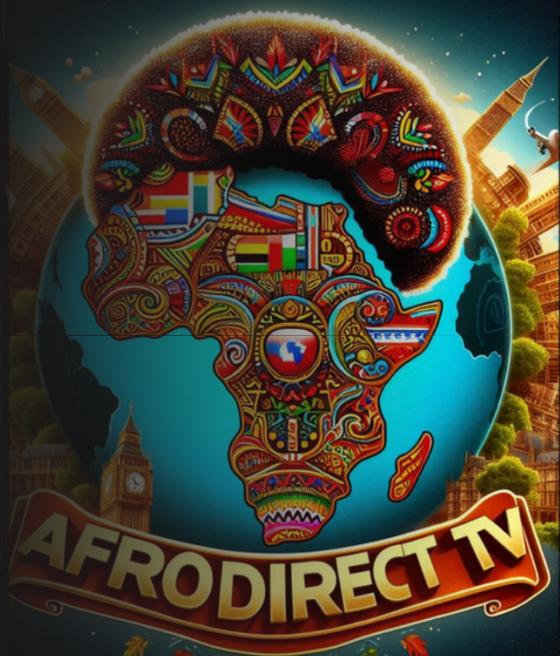
Age: 16–44

Program Interests: Movies, Animations, Reality TV, Urban Music, Talk Shows, Live Broadcasts, Podcasts, Vlogs, Games Shows, Education & Emerging Talent

## Growth Projection:

Projected 200,000 – 250,000 monthly active viewers within 12 months across all platforms





# Our Mission

**“Empowering the culture, Globally”**

**To champion urban voices and give a global platform to untapped creative talent.**

**To bridge continents with visual content that connects, empowers, and inspires.**

**To redefine what television looks like when powered by authenticity.**

**“All-Round Entertainment, All-Day”**

*Afro Direct TV is a global 24-hour digital television network reaching an average of 100,000 - 125,000 monthly active viewers across major platforms including Xbox, Microsoft Store, Roku, Amazon Fire TV, MTN Afriplay, AVO TV, Google TV, Apple TV and web streaming. The platform delivers consistent engagement through scheduled programming, connecting brands with a highly targeted, youth-driven audience focused on urban culture, music, and emerging talent.*



# WHAT WE OFFER



## SHORT FILMS & ORIGINAL DRAMAS

Afro Direct TV is your new home for award-winning films and gripping urban drama series that keep you on the edge of your seat. From powerful storytelling to bold, culture-driven content, we deliver non-stop entertainment that speaks to a global audience.



## MUSIC SHOWS, FREESTYLES & PERFORMANCES

Afro Direct TV brings the rhythm of the streets to your screen with electrifying music programs, exclusive music videos, and unforgettable live performances. From rising stars to global icons, this is where the sound of the culture comes alive!



## TALK SHOWS AND PODCASTS

Afro Direct TV is your go-to destination for fresh podcasts and unfiltered chat shows that dive deep into real talk, bold opinions, and today's hottest topics. It's the pulse of the culture—raw, relevant, and always ahead of the curve.



## CREATOR-MADE CONTENT, VLOGS, VIRAL MOMENTS & MORE

Afro Direct TV is the ultimate spotlight for today's digital voices—airing vlogs from top influencers, creator-made content that breaks the mold, and viral moments that keep the world talking. It's raw, real, and made by the culture.

# WHO WE REPRESENT

Urban Voices.

The next generation

Up-and-coming brands, filmmakers and storytellers

Independent music artists

Digital creators, influencers, and podcasters

The raw energy of youth and multicultural talent

**YOU!!!**

Afro Direct TV





CANVA STORIES 200

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CANVFILM 200

# OUR AUDIENCE

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## URBAN VOICES, GLOBAL REACH

The Young, Connected, and Culture-Driven.

Aged 15–45: The most influential demographic in media today

Social media natives with global reach and local pride

Trendsetters in music, dance, fashion, art, activism, and digital culture

Innovative brands and visionary entrepreneurs

Lovers of urban entertainment and cultured content!!!

The Next Generation...



CANVFILM 200

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CANVA STORIES 200

**ROKU**  
**amazon fireTV**



## PLATFORMS & ACCESS



**AFRO DIRECT TV - WE'RE EVERYWHERE YOU ARE!!!**

Media Push Radio website ([www.mediapushradio.net/afrodirecttv](http://www.mediapushradio.net/afrodirecttv))

Download The Afro Direct TV app directly from the microsoft store on your Xbox console, ROKU and Amazon Fire TV to watch our channel on your smart TV and streaming device

International satellite and cable distribution via AVO TV

Afrop Direct TV available to Stream via the AVO TV app on smart TVs, (Apple TVs, Android, Samsung & Sony TVs)

Afro Direct TV Website - Mobile-first design for younger audiences (Android & IOS) [www.afrodirecttv.com](http://www.afrodirecttv.com) - free to register and stream 24/7

Also available on Apple TV from August 1<sup>st</sup> 2025

Google Chromecast via AVO TV



# PLATFORMS & ACCESS

AFRO DIRECT TV - DOWNLOAD OUR APP ON YOUR XBOX



- **Instant access to a massive audience:** Xbox's global ecosystem reaches hundreds of millions of active users worldwide, giving Afro Direct TV exposure far beyond traditional TV or niche streaming platforms.
- **Living-room visibility that converts:** Xbox is a primary home entertainment hub, meaning Afro Direct TV content appears directly on big screens where viewers are relaxed, engaged, and receptive to ads.
- **High-value demographic reach:** Xbox users skew toward 18–45 urban, tech-savvy, culture-driven audiences, making the platform ideal for music, fashion, lifestyle, gaming, and brand advertisers.
- **Built-in global distribution:** Afro Direct TV on Xbox reaches audiences across The UK, North America, Europe, Africa, the Caribbean, and emerging global markets .
- **Strong engagement potential:** Console users spend hours per session on the platform, increasing watch time, ad recall, and content discovery compared to mobile-only viewing.
- **Premium placement for advertisers:** Brands benefit from less clutter than social media, allowing campaigns, sponsorships, and video ads to stand out in a curated entertainment environment.
- **New lanes for creators:** Content creators gain exposure to a global audience, plus opportunities for brand partnerships and platform promotion.
- **Cultural authority meets scale:** Afro Direct TV positions advertisers and creators inside a trusted urban culture network, amplified by the scale and credibility of the Xbox ecosystem.

**ROKU**  
**amazon fireTV**



## PLATFORMS & ACCESS



**AFRO DIRECT TV ON AMAZON FIRE TV - WE'RE EVERYWHERE YOU ARE!!!**

**DOWNLOAD THE AFRO DIRECT TV APP ON AMAZON FIRE TV NOW TO ENJOY CULTURAL, URBAN AND NEW INFLUENCER CONTENT!!!**

Amazon has sold over 250 million Fire TV devices globally since the platform's launch in 2014. Amazon Fire TV, including the Fire TV Stick, is a line of digital media players that allow users to stream content from various online services to their televisions

Fire TV devices are essentially small, network-connected appliances that plug into your TV's HDMI port, turning it into a smart TV

With Afro Direct TV being easily accessible directly on Amazon Fire TVs and devices we are able to reach a vast global audience relating to the urban and trendy content that our platform has to offer as well as the effectiveness for brands and content creators wanted to expand their global, online and physical presence utilising our network.

# ROKU

ROKU



## PLATFORMS & ACCESS



**AFRO DIRECT TV ON ROKU - WE'RE EVERYWHERE YOU ARE!!!**

**DOWNLOAD THE AFRO DIRECT TV APP ON ROKU NOW TO ENJOY CULTURAL, URBAN AND NEW INFLUENCER CONTENT!!!**

Roku is a leading platform for streaming and accessing global and local television channels, particularly in the UK and especially the US market where they are the leader in streaming video distribution.

In addition to their hardware, Roku's platform also includes The Roku Channel, which is available in the US, Canada, Mexico, and the UK

Roku has over 90 million streaming households worldwide. This figure represents the number of homes that have a Roku device or Roku-enabled TV and has seen significant growth since reaching this milestone in early 2025.

Afro Direct TV being accesible directly on Roku enables us to reach this wide audience and viewership serving very effective for brands and content creators wanted to expand their global, online and physical presence.



**PROUDLY POWERED BY**



# PLATFORMS & ACCESS



**AFRO DIRECT TV ON AVO TV - WE'RE EVERYWHERE YOU ARE!!!**

**AVO TV is a free platform, available as a smart tv app as well as being available via satellite and online offering live TV channels and on-demand content.**

**With over 113 channels, 7 platforms, and 5 million+ active users a day, AVO TV delivers reach and relevance. Their monthly viewership has grown 600%, from 450k in July 2024 to over 3 million in December 2024, according to MPS ratings. That momentum isn't slowing down.**

**AVO TV currently broadcasts to over 40 million households, offering unparalleled access to a continent-wide audience. Whether it's via OTT or satellite, we make content discoverable and accessible—on mobile, smart TVs, decoders, and more**

**AVO is Africa's leading FAST OTT Platform. Since it's launch in 2021, AVO has been the most downloaded Entertainment App in the region. Available to download and watch globally, AVO offers over 120 local and international live TV channels such as Afro Direct TV, plus thousands of hours of on-demand content.**

**Enjoy watching Afro Direct TV (channel 6) on the AVO TV platform now**



# SPONSORSHIP OPPORTUNITIES

## PARTNER WITH THE CULTURE

Branded content & show integrations

Targeted ad placements with performance analytics

Exclusive sponsorships of talk shows, music showcases & more

Custom Campaign Integration: Bespoke storytelling to match your brand's voice

Impact & Community Sponsorships: Align with creator grants, youth showcases, and social-good series

Options to suit all budgets: from start-ups to multinational brands

Instant Global and multi-platform promotion without the additional cost

# WHY NOW? THE WORLD IS WATCHING URBAN CONTENT!!!

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Urban genres dominate global music and media charts

Streetwear, slang, and stories are shaping pop culture

Viewers want authentic, unfiltered content that reflects their world

Afro Direct TV is timed perfectly to ride and lead this wave through television

*“We appreciate that your brand already has a strong presence across social media and other marketing channels. Our aim isn’t to replace what you’re already doing but to work alongside and enhance it”.*





visit [www.AfroDirectTV.com](http://www.AfroDirectTV.com)

# THANK YOU

TO SUBMIT CONTENT OR ADVERTISE ON AFRO DIRECT TV PLEASE CONTACT  
[TEAM@MEDIAPUSHRADIO.NET](mailto:TEAM@MEDIAPUSHRADIO.NET)