



2024

## PROFILE SUMMARY



**Crown Television Zambia**

2<sup>nd</sup> Floor East Wing, Goldman House, Arcades, Great East Road, Lusaka  
<https://crowntv.co.zm>



## BACKGROUND

**Crown Television Zambia** is born from the minds of international and local award winning Journalists with over 50 years' combined experience in media productions, concepts, communications, broadcast and various other media related work.

This team of young qualified and experienced media practitioners stands to defend and protect its professions including journalism through accurate, balanced, objective and fair news coverage and diverse programming.

The directors of this company are seasoned journalists who have been awarded for courage and resilience work in journalism. Their works have also been recognized by international organizations such as the **International Women Media Foundation (IWMF)** of America, the **Free Press Unlimited** of Netherlands and the **African Media Council**.

Garnered from a myriad of experiences in the media fraternity **Crown TV** is esteemed with the unique spirit of justice, development, humanity and integrity. The greatest measure of experience is how we utilize it to form our today's world. **Crown TV** embraces to better the media fraternity using encounters harnessed from our various lifetime works in order to build a media organization that cares for the society and its human resources, while serving business and community partners across the nation and the world at large.

## MISSION STATEMENT

Our mission is to provide professional television broadcasting services that will provide platforms for members of the community, businesses, individuals and non-profit organizations in promoting their brands and reaching out to a wide range of potential customers all over the country.

## VISION STATEMENT

A world-class Zambian television station whose programs attract majority Zambians and people from other parts of the world.

## OUR MANTRA | MOTTO

*feel the Honor.*



## OUR OBJECTIVES

1. To provide a range of media experiences to meet the needs and expectations of diverse audiences
2. To pursue new ideas, opportunities and partnerships, and grow our capabilities for the future
3. To demonstrate Crown TV's values in every aspect of our work
4. To be visible and active in the community, setting high standards of social, environment and regulatory responsibilities
5. To Consistently deliver content which reflects the stations commitment to quality, independence and high editorial standards
6. To also be a great recreational view that provides reality and entertaining shows

## KEY PRINCIPLES

- We aim to deliver above the benchmark of quality
- We aim to conceptualize and present unique and outstanding content
- We aim provide business services in an innovative and creative scope with excellent sales and marketing services
- We aim to learn, understand and create solutions for our client in a customized and distinctly manner
- We aim to serve the general public with befitting content in thematic relevance, timely purpose and professional style
- We aim to cover all advertising clients with adequate communication, support and proper airing content and advertisements as per agreed terms and conditions

## PICTURE AND SOUND QUALITY

**Crown TV** produces Full-HD 16:9 motion picture quality, and high definition stereo sound. Broadcasting using the latest in broadcast technology.

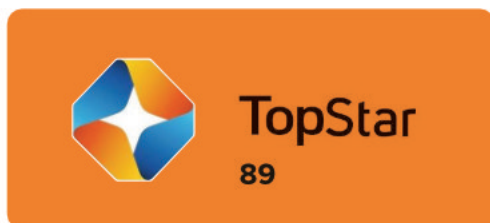


## QUALITY CONTROL

The highest level of production quality will be adhered to on delivery, conforming to Industry standards.

We acknowledge that with good programming, quality sound, great picture and social interaction, we can achieve the highest retention of viewership.

## OUR COVERAGE



**Crown TV** is currently broadcasting on

- TopStar channel 89 (DTT)
- Startimes Dish channel 543 (DTH)
- Startimes ON (Mobile app)
- Facebook, for most live broadcasts, and **DStv** and **GOtv**

Crown TV is interactive and trending on various social media platforms.

Beyond these, **Crown TV** continues to look for current technology to expand its programming abilities.

**Crown TV** currently has News Bureaus in the following provinces:

- |            |               |
|------------|---------------|
| CENTRAL    | MUCHINGA      |
| COPPERBELT | NORTH-WESTERN |
| EASTERN    | NORTHERN      |
| LUAPULA    | SOUTHERN      |
| LUSAKA     | WESTERN       |

## OUR PROGRAMMING

**Crown TV** broadcasts 70% local content and 30% foreign. Our programming includes Daily News, Talks Shows, Dramas, Comedies, Current Affairs, Reality Shows, Commercials and Community-based programs.

With technological advancements, **Crown TV** is able to provide live calls, Social Media and Text Messaging (SMS) as well as video conferencing facilities so as to enhance viewer participation.

## NEWS BULLETINS

**Crown TV News** airs every morning, afternoon and evening.

**Day Break News** 06:30HRS

**Mid-Day News** 12:00HRS

**Grand News** 19:30HRS



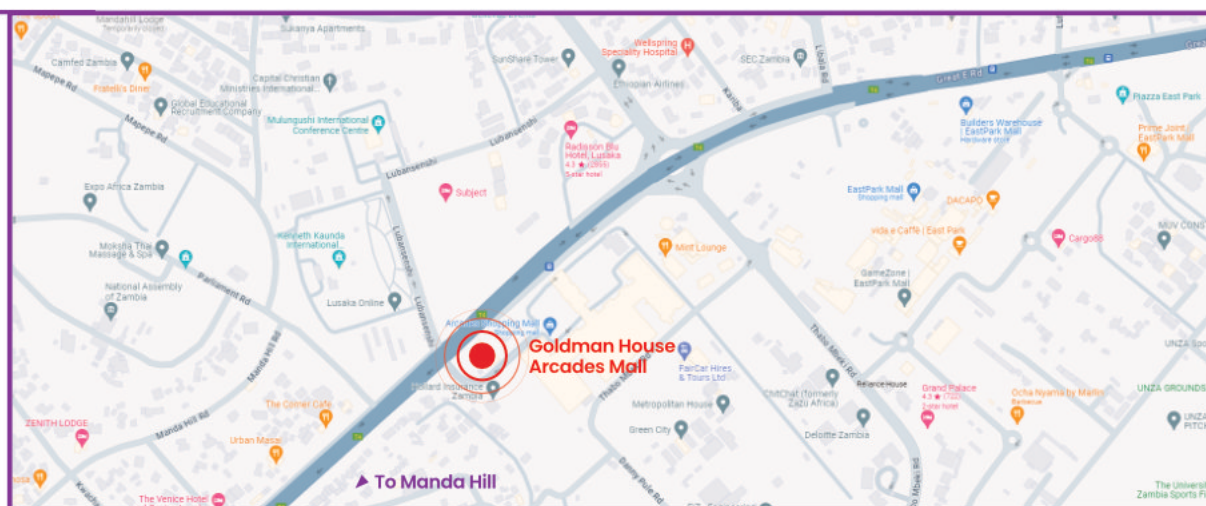


## COMMUNITY BROADCASTING

**Crown TV** covers news stories, documentaries and life changing testimonies of the communities where we broadcast. We believe that engaging the community provides diverse views and takes us closer to enriching our better Zambia.

**Crown TV** digs deeper in matters of corruption, public procurement, business, education, politics, technology and entertainment. The programming line-up of the television station includes a variety of programs devoted to these thematic areas and many more. Cooking, current affairs, culture and sports, both contemporary and traditional are among the array of topics featured throughout the day on an ordinary **Crown TV** day.

## LOCATION



2<sup>nd</sup> Floor East Wing, Goldman House, Arcades, Great East Road, Lusaka

## CONTACT DETAILS



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CrownTVzambia



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