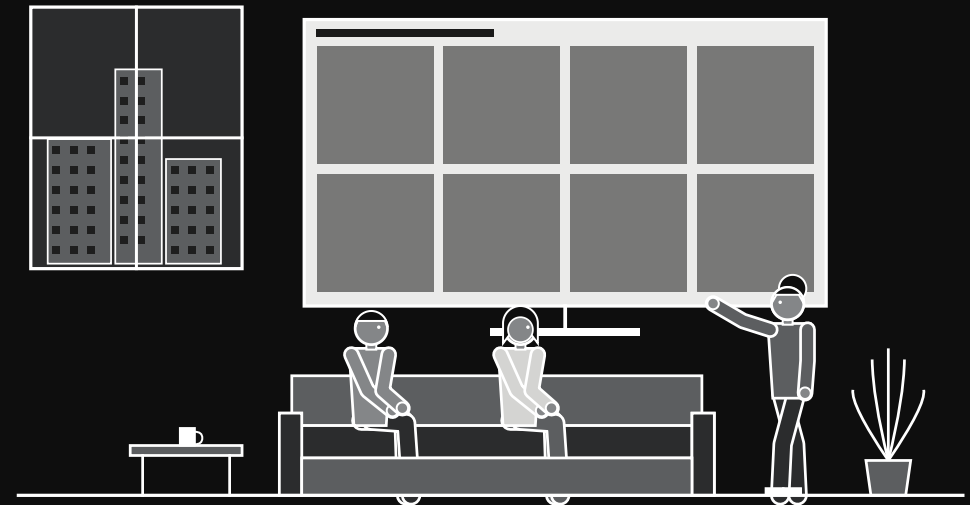


CASE STUDY

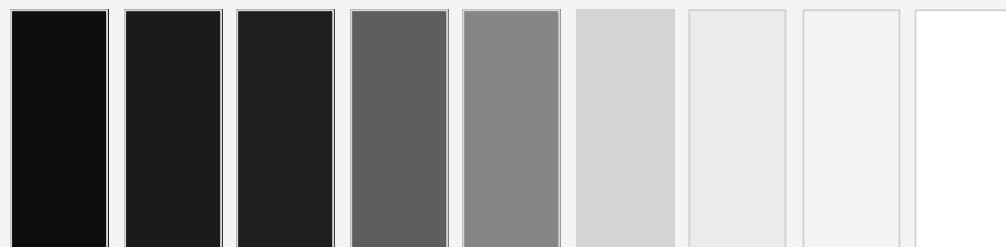
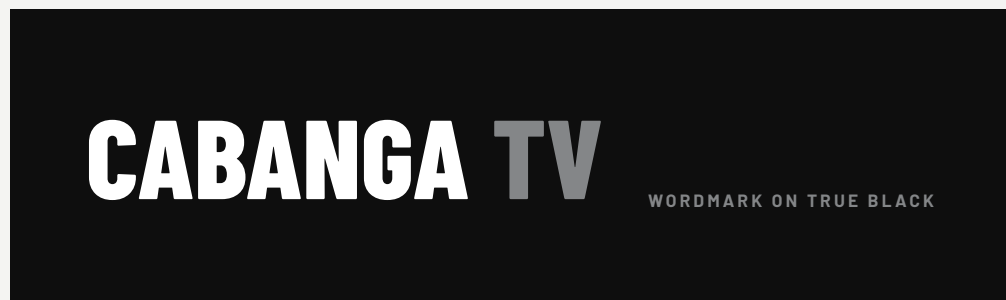
CABANGA TV

Cabanga Platforms built Cabanga TV, the streaming service for African business - its brand system, its copywriting, a user experience across 10,203 pages, a curated library of 10,000+ programmes and five live web applications run from one control sheet.



31 DRAWN SCENES	10,203 PAGES BUILT	10,000+ PROGRAMMES CURATED	5 WEB APPLICATIONS
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A BROADCAST IDENTITY IN BLACK AND GREY



True Black	Ink	Raised	Mid Grey	Signal Grey	Light Grey	Pale	Off-white	White
#0E0E0E	#1A1A1A	#1E1E1E	#5C5E60	#848688	#D4D4D2	#EBE8EA	#F4F4F2	#FFFFFF

Aa

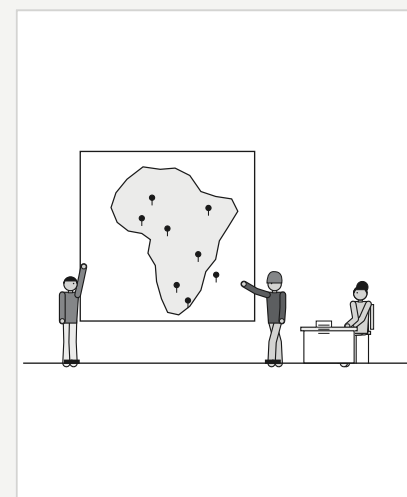
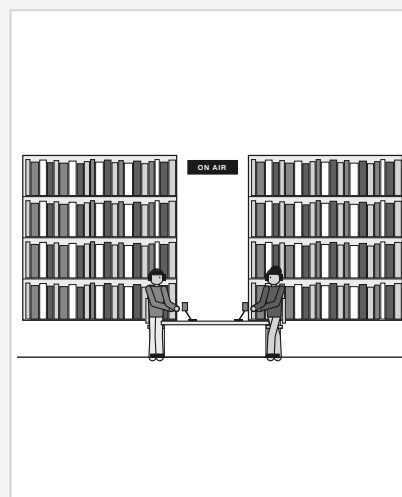
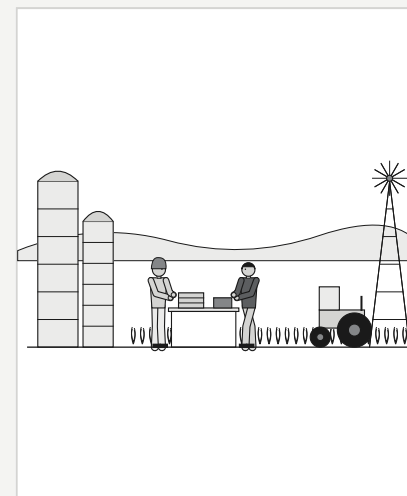
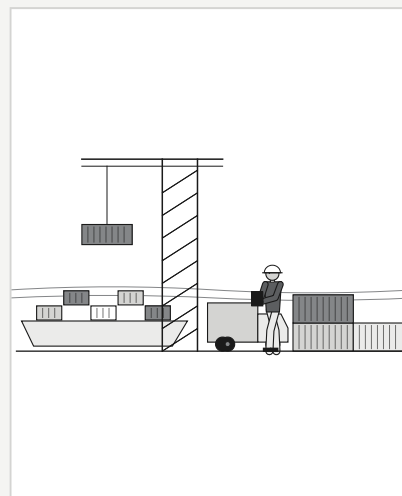
Barlow Condensed 800

Headlines, channel names and the wordmark – set in capitals, tight, confident.

Aa

Barlow 400 / 700

Reading text, labels and interface – open and quiet beside the display face.



WRITTEN BY BUSINESS JOURNALISTS

The copy makes one argument: serious African business programming deserves a serious home. It speaks the way a business desk speaks – plain, confident and specific – and it never hides where a programme came from. Every page credits the channel that made the work, every promise is one the platform keeps, and every call to action names exactly what happens next.

The positioning is carried in the words themselves. Cabanga TV is a streaming service, its sections are 9 Business Channels and 36 Business Desks, and the library is counted as 10,000+ so the number always reads as growing.

HOME PAGE HEADLINE

**AFRICAN
BUSINESS,
TOLD ON
SCREEN**

ABOUT PAGE HEADLINE

**THE
STREAMING
SERVICE FOR
AFRICAN
BUSINESS**

HOME PAGE LEAD

10,000+ curated programmes on the economy, the money, the markets and the people moving them – organised into 9 Business Channels and free to watch.

WATCH LIST PANEL

Press the plus on any programme to add it here, then play the list back to back.

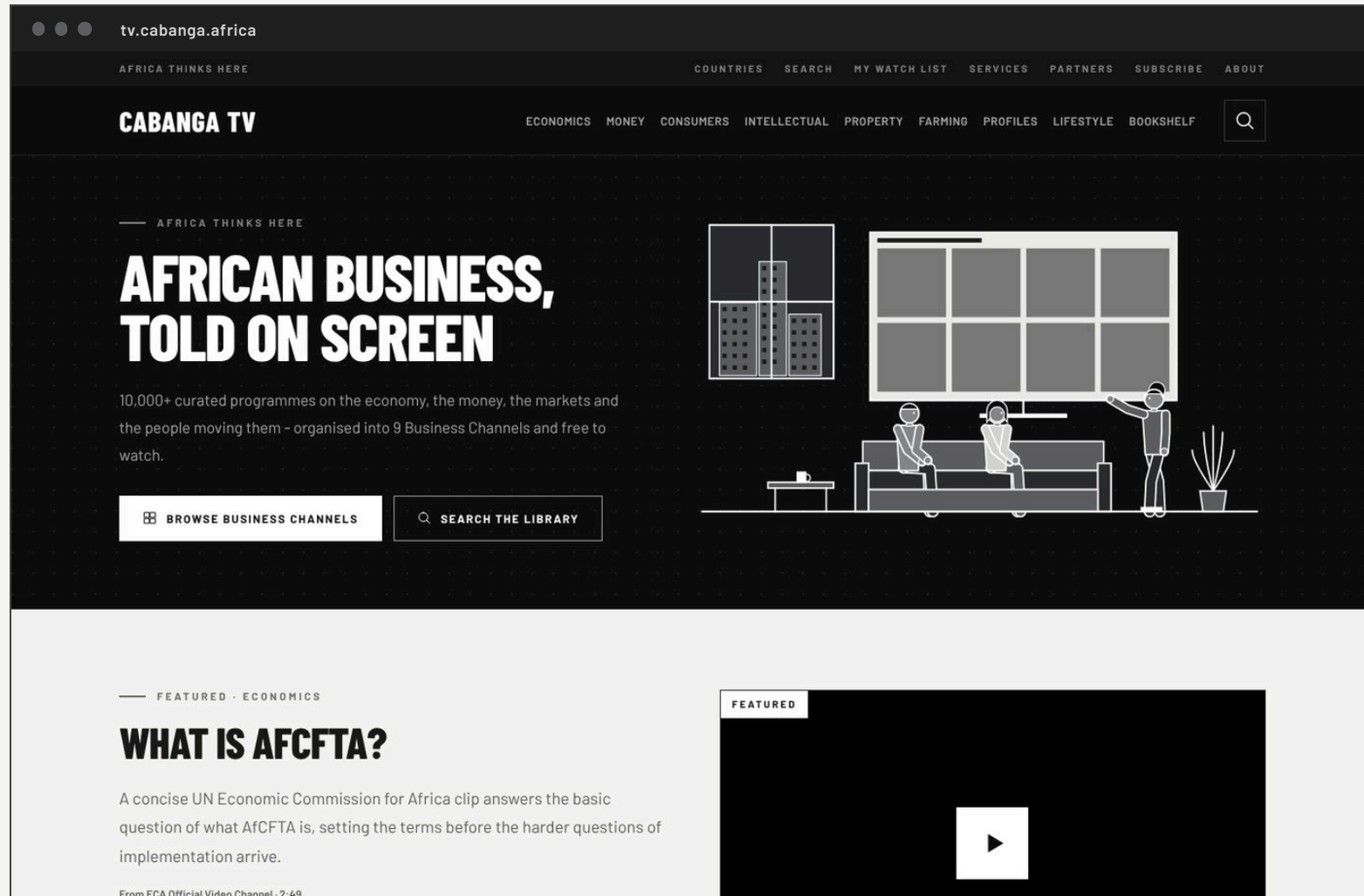
PRIVACY POLICY

You can watch everything on Cabanga TV without an account and without telling us who you are.

CALL TO ACTION, EVERY PAGE

**YOUR
COMPANY, ON
ITS OWN
CHANNEL**

BROWSE LIKE A STREAMING SERVICE

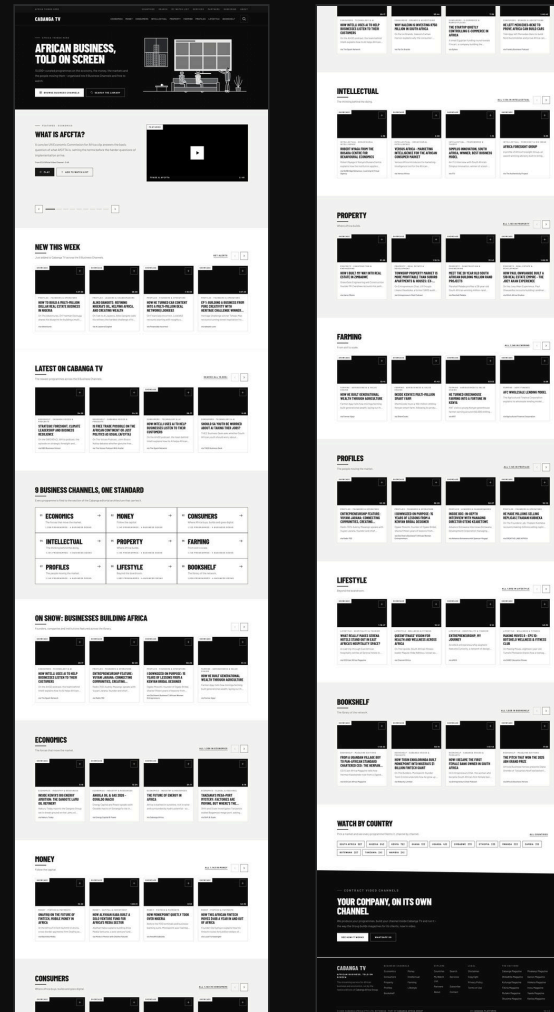


FILED LIKE A NEWSROOM

A viewer lands on a weekly Featured slideshow, one programme for each Business Channel, sliding left on its own. Below it, New this week shows what the library gained, then the 9 Business Channels open into their 36 Business Desks, each with its own nine-slide Featured run.

Every programme has its own page: the player, the credit to its source, a route into the magazine edition that covers the market, and a shelf of what to watch next. Watch by country groups 35 markets under the twelve editions, search reaches the whole library, and a floating watch list follows the viewer from page to page.

The information architecture is the Cabanga editorial doctrine itself - the same channels and desks that file the magazines' journalism now file the video.



10,000+ PROGRAMMES, FILED TO THE DESK

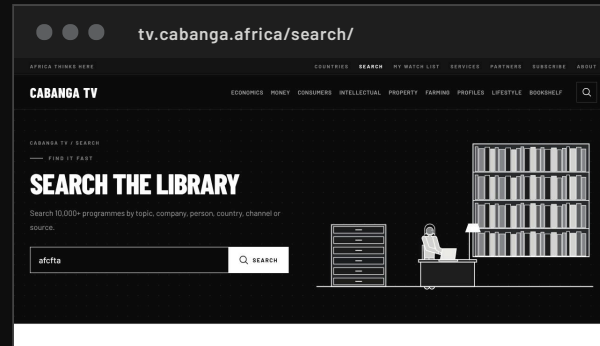
The library was curated programme by programme from more than 4,906 broadcasters, institutions, business schools, companies and creators across the continent. Each one is filed to a Business Channel and a Business Desk, tagged to the market it serves, described for the business reader and credited to its source.

The library lives in a control sheet. A new programme is a pasted link: the sheet looks it up, the editor files it and marks it Live, and it reaches the site, the subscribers and the twelve magazine pages that week. A weekly sweep keeps every programme playable.

NO.	BUSINESS CHANNEL	BUSINESS DESKS	PROGRAMMES
01	Economics	Macro & Markets, Trade & AfCFTA, Global & Regional, Industry & Resources	1,209
02	Money	Banking, Fintech & Payments, Capital & Investment, Finance & Strategy	1,143
03	Consumers	Technology & AI, Digital Marketing & Social, E-Commerce & Marketplaces, Brands & Advertising	1,122
04	Intellectual	Frameworks & Theory, Behavioural Intelligence, Intellectual Property & Brand, Foresight & Big Ideas	1,134
05	Property	Real Estate & Development, Construction & Engineering, Infrastructure & Megaprojects, Retail & Commercial Property	1,133
06	Farming	Agribusiness & Value Chains, Agri-Finance, Food Systems & Sustainability, Agritech & Innovation	1,146
07	Profiles	Founders & Operators, Leaders & Changemakers, Leadership & Governance, Women in Business & Rising Stars	1,145
08	Lifestyle	Travel & Destinations, Hospitality & Tourism, Wellness & Fitness, Culture & Leisure	1,082
09	Bookshelf	Magazine Editions, Cabanga Voices & Podcasts, Books & Guides, Reports & Special Editions	1,028

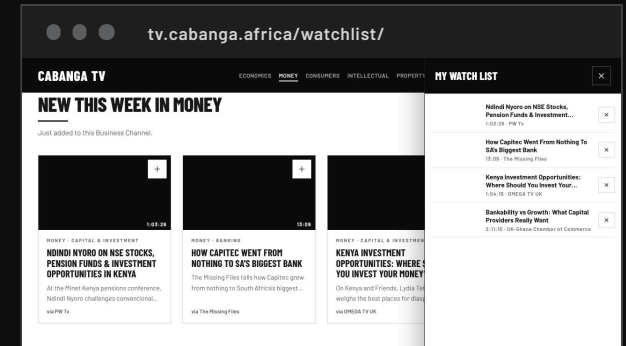
FIVE WORKING TOOLS, LIVE ON THE PLATFORM

These are working applications, not information pages. A viewer asks, chooses or submits, the application does the work - searching the library, queuing the programmes, verifying the address, filing the brief, playing the territory - and the result comes straight back to them.



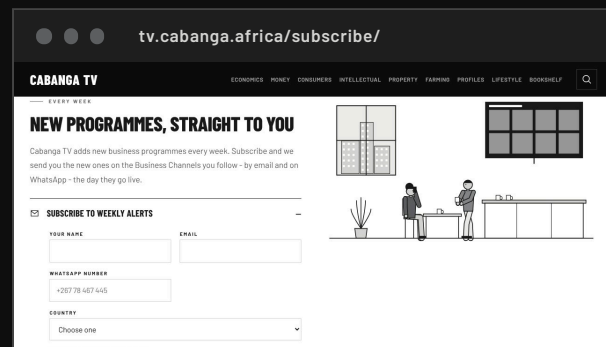
LIBRARY SEARCH

Type a topic, a company, a person or a country and the whole library answers at once, filtered by Business Channel in a tap.



MY WATCH LIST

Viewers shortlist programmes from any page into a floating watch list and play them back to back without leaving the page they are on.



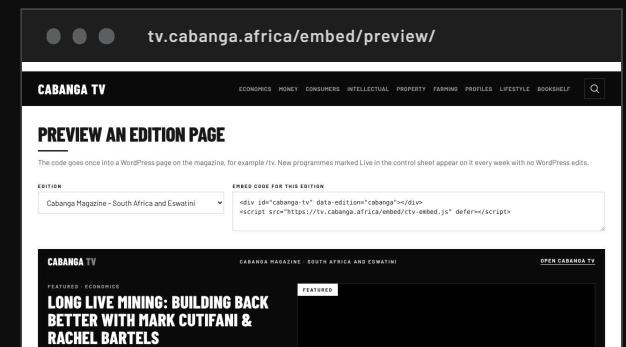
WEEKLY ALERTS

A viewer chooses the Business Channels to follow, proves the address with an emailed code, and receives each week's new programmes by email and WhatsApp.



PARTNER AND BRIEF DESK

Media partners, content sponsors, creators and channel clients send their brief through a two-gate form that lands verified in the control sheet.



EDITION PLAYER

One code on each of the twelve magazine sites plays that territory's programmes in the 9 Business Channels, refreshed from the control sheet every week.

AFRICAN BUSINESS, TOLD ON SCREEN.

Brand system, copywriting, user experience design, content curation and web applications - one streaming service for African business, built and run by Cabanga Platforms.

TV.CABANGA.AFRICA



01 BRAND SYSTEM	02 COPYWRITING	03 USER EXPERIENCE	04 CONTENT CURATION	05 WEB APPLICATIONS
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