

Power-UP! The anti-load shedding channel

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In a time when South Africans feel helpless and crippled by load shedding, Openview is once again stepping up as a beacon of light and giving households non-stop entertainment with their favourite shows. The industry-first initiative also adds value to brands and advertisers by repeating their ads on a pop-up channel 18 hours per day, every day.

"We've got you, South Africa - as a brand of our own, we believe it's the little things we do to support households that will make a difference in the long run."



Catch it when you catch it, as long as you catch it – with 18 hours daily of local dramas, Power-UP! is the new pop-up channel that ensures viewers never miss a show again – no matter how your load shedding schedule changes.

Power-UP! (Channel 114 on Openview) is available from 23 January 2023 and will repeat all the e.tv hit prime-time shows like *Durban Gen*, *House of Zwide*, *Scandal!*, and *Imbewu* from Monday to Friday, running with 2-hour loops. The channel will be on from 6am - midnight every day. *The Black Door* will repeat on weekends from 11pm.

Afrikaans telenovela true-at-hearts will also not be lost in the dark ... Power-UP! will showcase the omnibus repeats of all the best-loved Afrikaans dramas on weekends (Saturdays and Sundays). *#DisComplicated*, *Daai Crazy Somer*, *Die Vertroueling*, and more will be available if you missed it during the week due to load shedding.

Openview - currently powering up more than 3 million homes with great entertainment!

For more information and to see the complete Openview bouquet visit www.openview.co.za.

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