



Insights from a pivot to TV
Broadcasting



Adaptation

“You can’t come to Buyel’Ekhaya, so Buyel’Ekhaya will come to you. We want to give the audience the feeling of coming home to the festival, without ever leaving their homes.” (Buyel’Ekhaya, 2020)

- Buyel’Ekhaya Pan African Music Festival started in 2009 and is held annually in mid-December in East London, Buffalo City Metropolitan Municipality in the Eastern Cape (audience of 25 000).
- Buyel’Ekhaya Fashion Development Programme started in 2016 and is an empowerment initiative for young up and coming Eastern Cape designers.
- Why TV broadcast?
 - Not feasible to have socially distanced event
 - Festival managers felt that their audience was unlikely to engage online
- DSTV Broadcast on 26th and 31st of December
 - Kept EC focus through the inclusion of EC presenters and some artists (but fewer); use of visual material from EC tourism.
 - Challenges: Not able to film in EC; not able to broadcast on SABC; very short time promotion; sponsor withdrawal
 - Successes: Able to still give a platform to artistic producers; watched by just over 400 000 people (proof of concept)

Plans and Advice

- Buyel'Ekhaya looks poised to return to TV again this year. The planning has gone that direction due to the persistence of the pandemic.
- **Three insights:**
 - Always have achievable and realistic planning; - Admit what is achievable or not early. Buyel'Ekhaya could move to TV because a) it was part of the agenda already and b) we accepted that COVID would be around in December by June/July.
 - Protect the resilience/relevance of your brand, always; - We decided to pivot and definitely go ahead with the festival to ensure it remains relevant and top of mind. Moving to TV had the added benefit of a larger audience
 - Budget wisely and try retain capital for rainy days such as COVID-19; - As you remember, internal resources plugged the hole last year, significantly.



**RING IN THE
NEW YEAR WITH
BUYEL'EKHAYA!**

