



VISION **GROUP**[®]
NATIONAL PRIDE • GLOBAL EXCELLENCE

COMPANY PROFILE

2022

Why Vision Group?

We are everywhere that your target audience is. We have popular newspapers, TV stations, radio stations and online platforms in various languages that guarantee your message reaches the right people.





English Newspapers

Vision Group dominates the English newspaper market in Uganda with four newspapers.



THE NEW VISION

Is Uganda's leading English daily newspaper running from Monday to Friday. With various sections making up the whole paper, a strong emphasis is placed on enhancing reader value. The New Vision is dedicated to education and publishes advanced career/study guides and conducts direct school education through its "Newspapers in Education" programme. Toto magazine, released every Wednesday, is a favourite among primary school children.



SATURDAY VISION

An English weekend entertainment newspaper aimed at leisure, entertainment and relaxation for all ages, Saturday Vision offers a variety of news features, sports, and commentary. It comes with magazines like GOAL, Homes and Construction, Intimate and Swagg for the youth.



SUNDAY VISION

Provides reading for the whole family and comes with three magazines, Sunday Extra and Pearl of Africa. It comes with a variety of background news, sports, lifestyle, political commentary and entertainment. Sunday Vision also carries several features including Crime, Suspense and Intrigue, and another edition of Toto magazine.



Vernacular Newspapers

Vernacular Newspapers focus on the everyday life and human interest side of the communities in Central, Western, Northern and Eastern Uganda.



BUKEDDE

Is a Luganda daily, which is an integral part of the average working Ugandan's day with both local and international news.

It has a variety of features which include education, farming, crime investigations, business advice, relationship advice, leisure, traditional remedies, women and health, entertainment, art, to mention but a few.



BUKEDDE LWAMUKAAGA

Published every Saturday, this covers fashion, homes and construction, analyses, in-depth sports analyses and many other stories.



BUKEDDE KU SSANDE

Rolls off the press every Sunday and has a variety of features that cover family, religious issues, literacy series for children, crime investigative follow-ups, political analyses and Luganda language and culture lessons.



Digital/ Online



www.bukedde.co.ug

Uganda's leading Luganda website keeps you informed with the current news. The website has approximately 1.3 million page views majorly from Uganda, United Kingdom, United States and United Arab Emirates.

www.newvision.co.ug

Our flagship website is one of the leading websites in Uganda with over 3.8 million page views and 720,000 users monthly.

www.xfm.co.ug

You can tune into the station live, via their website. Their audience is kept entertained with interests ranging from Sports, News, Education, Employment to Arts & Entertainment.

www.kampalasan.co.ug

The new website reflects all aspects of life, politics, corporate, sports, gossip and social events. It has approximately 14,000 users, 73% of whom are accessing the website via mobile.

<https://ugandahistory.newvision.co.ug>

The website is a resourceful search engine with Uganda's history in pictures throughout the years.

www.urbantv.co.ug

The website regularly posts videos from all your favorite television shows and is popular with the audiences between 18 and 54 years, 51% of whom are male.

www.bukeddetv.co.ug

One of the fastest growing, the website is a reflection of the television's features with all your popular shows being shared daily.

www.radiowest.co.ug

The popular radio station in western Uganda shares its news and programming schedule with its audiences via their website.

<https://www.harvestmoney.co.ug>

This new website was created to bring agricultural information closer to every Ugandan. Agriculture is very important to Uganda's economy and Vision Group has taken it upon itself to support farmers with the information they need to do it right. This website gives them access to agricultural news, farming tips, market opportunities for their agricultural products and so much more.

www.tvwest.co.ug

The website keeps fans updated with video footage of the news, politics and entertainment for the audience in Western Uganda.

archives.visiongroup.co.ug

The website is a resourceful search engine with over 1 million pages of history from all our publications.

Social Media handles

Twitter

@BrideGroomExpo - Bride and Groom Expo
@bukeddeonline - Bukedde olupapula
@bukeddetv - Bukedde TV
@newvisionwire - New Vision
@radiowestug - Radio West
@The_Kampala_Sun - The Kampala Sun
@tvwestUG - TV West
@UrbanTVUganda - Urban TV
@XfmUG - XFM
@VisionGroup - Vision Group
@WanLuoTv - Wan Luo
@radiatorupiny - Radio Rupiny
@aruafmug - Arua One FM

Facebook

Vision Group Uganda - Vision Group
The New Vision - New Vision
Urban Television - Urban TV
XFM 94.8 - XFM
The Kampala Sun - Kampala Sun
Wan Luo TV - Wan Luo
88.7 Arua One FM - Arua One
95.7 Radio Rupiny - Radio Rupiny
Tvwest Nehinda - TV West
Radio West 100.2 FM - Radio West



Newvision TV: <https://www.youtube.com/user/newvisioncam>
Bukedde TV: <https://www.youtube.com/user/bukeddetv>

Vision

Digital Experience

The Vision Digital Experience is a mobile application that puts a world of news and entertainment in the palm of your hands. With this app, you can enjoy all the latest news updates, stream live TV and radio, share your own news stories, get access to education materials and even buy airtime or data bundles. It is truly a powerhouse of an app. The Vision Digital Experience app is available on the Apple AppStore or on the Google Playstore.



Printing and Branding Services



Vision Printing offers;

Offset printing. Digital Printing. Large Format Printing.

We have equipment for all your finishing needs including Lamination, Varnishing, Foiling, Embossing, and a full-fledged creative design house team to bring your ideas to life! Our range of products include; Books, Reports, Spiral-bound Diaries and Notebooks, Calendars (desk, wall, shipping & plano), Folders, Printed Stationery, Labels, Banners, Magazines, Newsletters, Greeting & invitation cards, Newspapers, cards, Marketing and Promotional Materials like Brochures, Fliers, Leaflets, Posters, Wobblers. Branding; Wall Branding, Car Branding and signage

BENEFITS:

- Timely delivery
- Competitive prices
- Innovation & Creativity
- Guaranteed quality
- Professionalism
- Security & Confidentiality
- After-sales services



Publishing Services



Vision publishing is a business unit with over 37 Government approved titles for Upper Primary, and Lower secondary within its 1st year of inception. Its main objective is to educate the nation affordably. Its foundation is identifying publishing opportunities within the Educational sector, inspirational and creative ideas and monetizing them. These may include school textbooks for both primary and secondary, scholarly works, general books, and any self-interest materials like biographies, novels among others.

Our main clients include both the Government of Uganda, its agencies as well as the private sector.



Publishing Services



With effect from 1st March 2023, Vision Group will venture into Digital Outdoor advertising. We shall launch with Church house location.

Other locations include Mbarara, Jinja, Kampala, Entebbe. Outdoor advertising builds effective brand recognition and differentiates the brand through repetitive impressions.





Television



Bukedde 1

Uganda's first Luganda TV station, Bukedde TV1 is the leading station in Uganda. The station enjoys a strong symbiotic relationship with Bukedde newspaper and Bukedde FM and is available on DStv, GOtv, Zuku, Azam, Startimes and Signet.

The station can also be streamed online using the Vision Digital Experience app.

Bukedde 2

Bukedde TV 2 is a Luganda station targeting the male adult aged 18-35 from the middle and lower social class. It airs a wide selection of uninterrupted programming, 70% of which is local content including action movies, music mixes and select soap operas. Bukedde TV2 is available on Zuku TV, Azam, Star Times, GOtv and DStv. The station can also be streamed online using the Vision Digital Experience app.



TV West is stationed in Mbarara in western Uganda and is the leading regional station reaching audiences nationwide. It is available on Zuku, GOtv, Startimes, Azam pay TV and DStv. The station can also be streamed online using the Vision Digital Experience app.

Urban

Urban is a primarily English entertainment TV station that offers news and current affairs programmes. Born out of a need to adequately capture the youth, Urban ensures that Vision Group covers issues affecting them. Urban TV is available on Zuku, GOtv, Startimes, Azam pay TV and DStv. The station can also be streamed online using the Vision Digital Experience app.



Wan Luo TV is a TV channel broadcasting in the Luo language covering the greater Northern part of Uganda and some parts of Kenya where the Luo language is predominantly spoken. It is available on Startimes. The channel can also be streamed online using the Vision Digital Experience app.



TV East, is a new TV channel, under vision group targeting the Eastern Uganda Audience. That is Busoga, Bugisu, Teso and Karamoja sub-regions are the main target areas. TV East broadcasts in 5 languages with the primary Target Audience being Ateso and Lumasaba taking 60%, and the secondary target audience being Swahili, English and Lusoga take the other 40%. The TV channel is tentatively based in Kampala but with correspondent teams from the targeted areas, providing local content. The Tv is under incubation on the Vision Digital App. It is also available on Zuku Tv.



Radio



XFM is an English speaking urban youth station targeting 18-28 year olds. Broadcasting on 94.8fm in Kampala, with outstanding radio personalities and a blended mix of hit music. The station can also be streamed online using the Vision Digital Experience app.



Broadcasting in Luganda, Bukedde FM is the perfect blend of entertainment and information. The radio station shares a close and beneficial relationship with Bukedde newspaper and Bukedde TV and is a prominent station in the central region. It is available on 100.5 FM in Kampala, 106.8 FM in Masaka and 96.6 FM in Mbarara. The station can also be streamed online using the Vision Digital Experience app.



Radio West is the giant of western Uganda's radio stations, offering regional news, music and entertainment. It is available on the following frequencies in the respective areas:- 94.3 FM Kabale, 106.6 FM Masaka, 95.2 FM Kampala and 91.0FM Fort Portal. The station can also be streamed online using the Vision Digital Experience app.



Located in Soroti, Etop broadcasts in Ateso for eastern Uganda and is the number one station in the region covering Tororo, Mbale and Soroti. The radio offers a combination of politics, news, infotainment and music. The station can also be streamed online using the Vision Digital Experience app.



Arua One FM is one of the leading multi-lingual stations in the West Nile region.

The station broadcasts mainly in Lugbara, Swahili and English. Arua One FM's signals reach an extensive area including the districts of Arua, Nebbi, Yumbe, Moyo, Adjumani, Packwach, Koboko, parts of the Democratic Republic of Congo and South Sudan. The station can also be streamed online using the Vision Digital Experience app.



Radio Rupiny is based in Gulu for the people of the northern part of Uganda. It stretches from Lira, to Kitgum and Gulu, broadcasting in a mixture of Acholi and Luo with a fusion of politics, news, infotainment, local and international music. The station can also be streamed online using the Vision Digital Experience app.

Events and Media Production

A fully-fledged events unit, organizing events that achieve objectives such as strengthening brand image, driving sales and awareness, and reaching out and suitably influencing the sharply-defined target audience, provides a complete experience and avenue for the two-way interaction.



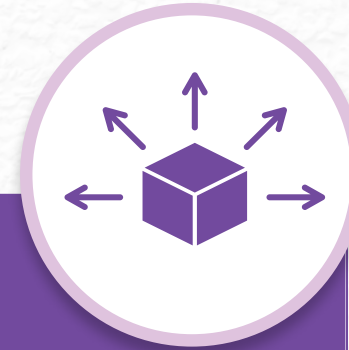


Advertising Services

We partner with advertisers in order to offer them the best opportunities to reach their target market. We offer a unique combination of print design, radio and television advert production and other customized communication packages.

Advertising services include:-

- Notices & announcements
- Display & classified adverts
- Supplements
- Special reviews
- Job adverts
- Tenders
- Insertions
- Website adverts
- Radio adverts
- Television adverts
- Documentaries



Circulation & Distribution Services

Circulation distribution services ensure that our newspapers and magazines are sold and distributed daily to all major towns in Uganda and neighbouring cities like Nairobi, Kigali, Arusha and Juba.

Circulation services aim at getting the newspaper on the market early enough to conveniently serve all readers at a profit.

New Vision is a member of the Audit Bureau of Circulations South Africa (ABC). The New Vision, Saturday Vision, Sunday Vision and Bukedde circulation figures are independently audited twice a year.

ABC registration offers independently audited, accurate, consistent and regular circulation data. In addition, it gives credibility to the circulation data; provides content that aids the advertiser in media planning and buying decisions and aids the publisher in selling advertising.



Promotional Mobile Truck

Vision Group has a top of the range multi-purpose promotional truck. The truck can be used for promotional activity within the city and other towns.

With high quality sound and lighting with versatility for both day and night events, you can reach your potential target audiences across Uganda.

The truck can be used to:

- Drive sales and brand awareness for clients
- Create awareness about new products on the market
- Sample products with audiences
- Strengthen the brands' perceived image in their market segments

CSR ACTIVITIES

Vision Group 6 core focus areas

1. Reproductive Health
2. Child Protection
3. The Youth
4. Women empowerment
5. Environmental Protection and
6. HIV and AIDS



Contact Vision Group

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WEBSITES

www.newvision.co.ug, www.visiongroup.co.ug

Offices

Kampala

Our head office is located on Plot 19/21, First Street Industrial Area.

Sales and Marketing are situated at Pike House, Plot 17 First Street, Industrial Area.

Western Uganda

· Mbarara - Plot 4, Stanley Road

Eastern Uganda

· Soroti - Plot 14, Engwau Road

Northern Uganda

· Arua - Plot 13/15, Pakwach Road

· Gulu - Plot 9/11, Coronation Road

Nairobi

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