

Ten year partnership with Summit TV creates value for Business and Arts South Africa Members

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Member companies of Business and Arts South Africa (BASA) have received a decade's worth of vital recognition for their role in supporting the arts, through the telling of their stories on Summit TV.

The exposure comes through the Business and Arts South Africa-sponsored feature 'The Business of the Arts' which flights on Summit three times a week, for five minutes each time, and started in 2001. The programme also has additional flightings on lifestyle channel, The Home Channel (DStv 83) which is part of the same stable, and takes to the skies with airline Mango's onboard video offering.

"This is a real and tangible part of Business and Arts South Africa membership that already many of our members have felt the benefit of," says the organisation's CEO, Michelle Constant. "Summit TV plays a crucial role in our strategy to secure consistent and high-profile exposure of business and arts partnerships in the media, and we're thrilled to be going into 2011 on such a strong note."

Head of Programming at Summit, Jane Viedge, confirms the value of exposure on The Business of the Arts. According to Viedge, the programme found an enduring place amidst the day's business and markets news on Summit TV - and plays a valuable role in bringing the arts and business communities together.

"Summit is the home of the best financial TV programming in South Africa. The fact that we have featured a series centred on the arts for so many years is clearly testament to the importance of the relationship between business and the arts," says Viedge.

Summit's Business of the Arts slot is supported by Business and Arts South Africa - a partnership Viedge describes of real importance to the channel.

"Summit is very proud to have had such a long-lasting relationship with Business and Arts South Africa. Our passion for telling good stories goes hand in hand with BASA's passion in helping the corporate and the arts sectors forge profitable partnerships."

Among the latest stories told through the Business of the Arts recently has been Wayne Barker's "Super Boring" which included a look at the Standard Bank Art Gallery's support of this provocative exhibition. Candy Gubi and Stefan Hundt of Sanlam's Private Investments' Advisory Service put art valuations in The Business of the Arts spotlight in February, taking viewers through the nitty gritty of art valuations and giving advice on how to spot a good piece of investment art.

"Like Business and Arts South Africa, Summit feels strongly about the role of the arts in this country," comments Viedge.

"And our business viewers are keen supporters of the arts. The programme helps to increase the awareness of those decision-makers in terms of what's out there, what other businesses are doing to get behind the arts and why they do it. We always try and tell stories about companies and artists that have mutually beneficial relationships."

Summit is broadcast on Channel 412 on DStv and is available to over 6-million viewers in 9 countries across Southern Africa. It is one of three TV stations owned by The African Business Channel - the others being The Home Channel (DStv 182) and IGNITION (DStv 265).

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