



- **Isono** targets firstly the Millennials: between 20 and 35, this audience will not only identify with a well represented Millennial cast, but also with a hardcore reality representing our current society – without the filters of forced morality often applied for the sake of younger audiences. The series lead Gabriel and our central love story carried by the characters Esther and Makwande centre our primary audience.

Limited opening 1 week special package on brand new BET Local Soapie

Start date: 27 Jul – 31 Aug 2020

Premiere: 21:30-22:00 Mon-Fri (5)

Repeat: 11:00-11:30, 11:30-12:00, 18:00-18:30 Mon-Fri (15)

Omnibus: 09:20-12:20 Sat (5)

- **Isono** secondly targets a slightly older audience, from 25 – 49. The series explores a dysfunctional family, showing intricate parent / child relationships, the shaping of role models and the courage it takes to uphold convictions. The character such as Mary and Jumima centre this segment of our target audience.

ISONO		Black Women Age 15+ LSM 8-10					
		Gross TVR	Av TVR	Reach %	Avg Freq	Eff Reach	30 CPP
No Spots	Cost	47	1.9	6.4	7.4	3.7	4166
25	197000	Women Age 15+ LSM 8-10					
ISONO		Gross TVR	Av TVR	Reach %	Avg Freq	Eff Reach	30 CPP
		36.5	1.5	4.7	7.8	2.7	5394