Botswana

Distribution platforms

Particulars	Names of the platforms	Estimated no. of viewers
No. of broadcast feeds	1	Reach 1,3M viewers
Satellite Pay-TV platforms	DSTV channel 289	Reach 430K viewers (approx.)
Through local DTT platforms	Government owned DTT	Reach 135K viewers (approx.)
Free-to-air platforms	Yes	Reach 700k viewers
Digital - YouTube	N/A	N/A
Digital - Facebook	Mostly news and updates	77k followers 44k likes
Digital - Website	N/A	N/A