Zimbabwe

ZBC TV

Mutinhimira / Ezomgido

Genre	Music
No. of episodes	Ongoing
Dur. / episode	1 hour
Language of the programme	Shona & English
On-air since	15 + Years
Freq. of broadcast	Weekly
Org. broadcast time	Thursday 18H00
Rpt. Broadcast time(s)	N/A
Target audience - gender	M /F
Target audience – age group	15-45
Target audience – income group	Lower – Middle
Synopsis	Focuses on promoting local music artists trending for the week. It is by far the most watched because it broadcasts all the latest local music videos and always includes an artist profile.

Watch the trailer here

KMP MEDIA