



www.miramar.co.mz

Miramar is a Communication Network - TV and Radio Mozambique, member of the International Record Group. Its TV operates on an open signal via satellite with coverage throughout the country, including Southern Africa, and also via cable operators.



BRAND VALUES

Its mission is to provide entertainment and information for the Mozambican society, contributing to the promotion and preservation of the family, offering an acting journalism and diversified programs with quality, integrity and wisdom, through the Open TV, operated by qualified professionals who are committed to the outcome of the company and by advertisers who have an interest and who are also aligned with the business. It is Dynamic, Innovative and Interactive.

MARKET

Competitive advertising market requires innovation in the way of communicating. Do more, and well, for less. And the Miramar has a commitment with its advertisers regarding constant development of more dynamic and interactive new formats, in order to get the

best overall result and keep the impact of communication. "We fled from the usual, the 'common place'." Squeezebucks, Product Placement (Tie-in), Messages Referring to Commemorative Dates and Programs in Neighbourhoods along with the public are some examples.

COMMUNICATION

Dynamic, Miramar goes beyond communication within its TV and its radio. Multiplatform, it deals strongly with digital communication: social networks, website, newsletters and Online TV. Also, it invests in other means as a way to reach new audiences and also target their products. Alternative media, press, outdoor, events are some of the developed actions. With campaigns produced "inhouse" and others performed by large national and international Agencies and Production

Companies, there is an increasing consolidation in the domestic and regional market as a First Quality TV.

PRODUCTS AND FUTURE DEVELOPMENTS

Miramar, always innovating, is constantly creating new formats, focusing on interactive initiatives that enable it to be closer to its audience. Entertainment programs for all audiences: from youth to adult people, classes A, B, C, D and E.

Journalism, Varieties, Sports and Debates complete its regular program schedule. It punctually carries out programs like Reality TV Shows, Sports Tournaments, "Caravans in Neighbourhoods" and Musical Shows, taking Miramar to its audience and providing news to viewers.

COMPETITIVE ADVANTAGES

Besides being a very awarded channel, Miramar has a complete Program Grid. From the start to the closing of its emission activities, the best national live programs are displayed, and also, to a lesser extent, international high-quality programs such as soap operas, series, shows and sports. Commercially, by focusing on innovation, it has unique and high impact formats. It is also the only national channel with an online platform where the public can watch the program live via the website: www.miramar.co.mz/tv-online. It provides emission and clipping programming reports.



UNKNOWN FACTS

Miramar is a member of the Record Communication Group. Based in Brazil, it is present in more than 120 countries, with the International Record management, based in Portugal. In Africa, it is present in Mozambique, Angola, Cape Verde, Uganda, Madagascar and also in the neighbouring country of South Africa. It is also the only television in Mozambique which won 2 times the Award Multichoice CNN of African Journalism, as well as several national and international brand awards. It is also the first channel in Mozambique with transmission available via the Internet through the www.miramar.co.mz/tv-online address.



1995

Start of activities in Mozambique and Radio Miramar.

1998

Start of activities as television Miramar.

2009

Increased coverage via satellite in open signal to the whole country and Southern Africa.

2011

Multichoice African Journalism Award of CNN and Mozambique Best TV Brand.

2012

Assumes average leadership of national audiences.

2013

Wins again the Multichoice CNN African Award Journalism.

2014

Best Film of Lusophony Award em Portugal com o programa Pérola do Índico.

2016

Best Online-TV Search Mozambique by PMR Africa in 2016.