



StarLife
It's a beautiful world



DStv

GOtv



StarTimes

ABOUT STARLIFE:

STARLIFE IS AN INDIAN CHANNEL OWNED BY THE WALT DISNEY COMPANY. THE CHANNEL IS BROADCAST ON DSTV (CH. 167), GOTV (CH. 31), AND STARTIMES (CH. 550) IN NIGERIA. WE REACH OVER 14 MILLION VIEWS MONTHLY.

OUR KEY THEMES RESONATE WITH:

- WOMEN AS THE KEY ANCHOR OF THE FAMILY.
- STORIES CENTERED AROUND LOVE, ROMANCE, HOPE, SUCCESS, AND PROGRESS.
- FAMILY DRAMAS WITH INTRIGUE AND UNPREDICTABLE STORYLINES, SUITABLE FOR ALL MEMBERS OF THE FAMILY.

OUR MEDIA OFFERINGS INCLUDE COMMERCIAL AIRTIME, PROGRAM SPONSORSHIPS, CONTENT INTEGRATION, AND INNOVATIVE AD FORMATS BROADCAST ACROSS NIGERIA. THESE OFFERINGS ARE TAILORED TO YOUR NEEDS, LEVERAGING DISNEY'S PRODUCTION EXPERTISE.



Brands

Time Primetime: 12:00 - 23:59 | Non Prime: 6:00 - 11:59

60secs 720,000 480,000

45secs 540,000 360,000

30secs 360,000 240,000

15secs 180,000 120,000



Political Adverts

Time Primetime: 12:00 - 23:59 | Non Prime: 6:00 - 11:59

60secs 1,440,000 960,000

45secs 1,080,000 720,000

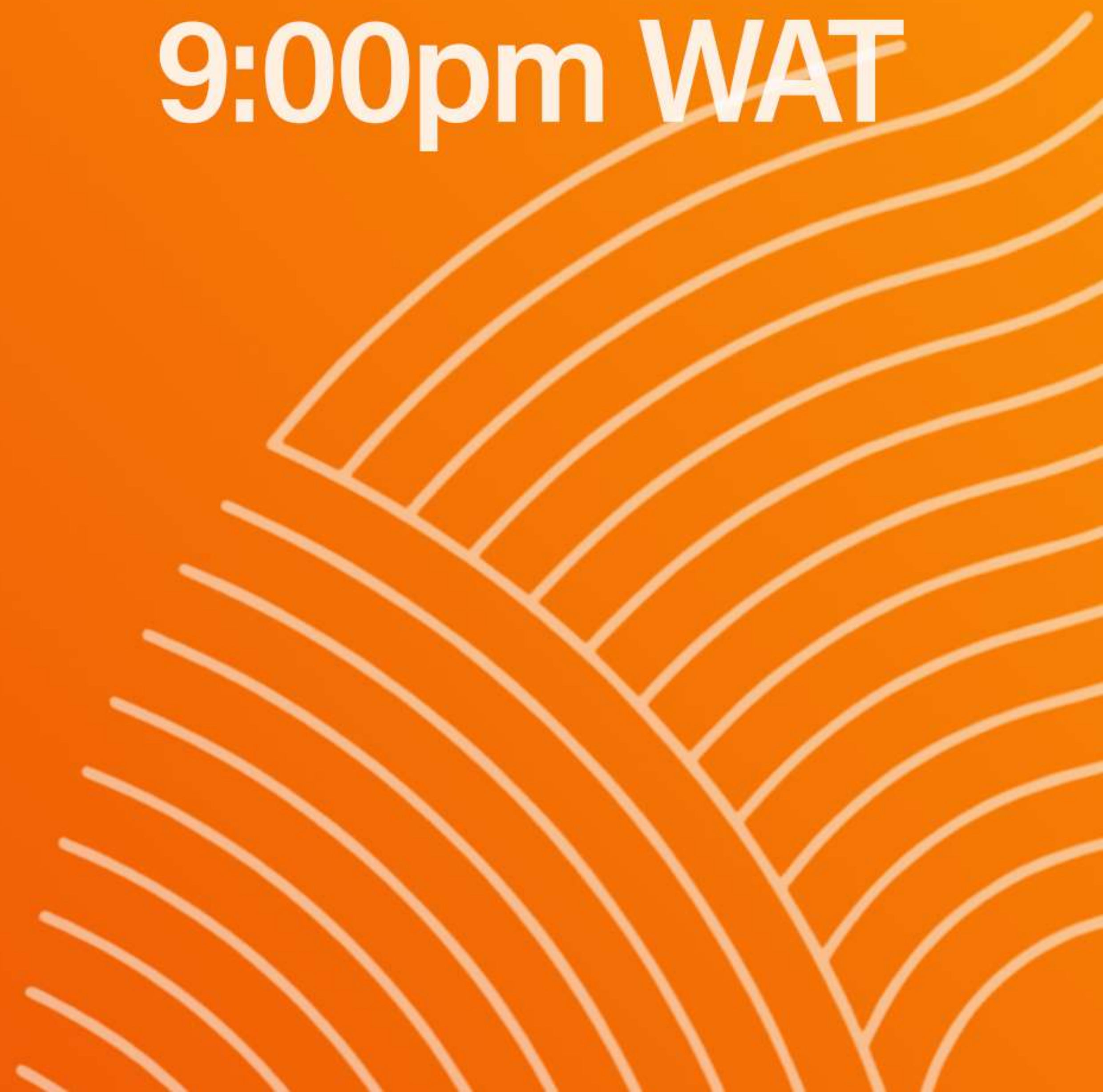
30secs 720,000 480,000

15secs 360,000 240,000



▶ CURRENT PROGRAMMING

Jhanak	5:00pm WAT
Advocate Anjali Awasthi	5:30pm WAT
Lost in Love	6:00pm WAT
Soulmate	6:00pm WAT
Saras and Kumud	7:00pm WAT
Anapama	8:00pm WAT
My Desire	8:30pm WAT
You Have My Heart	9:00pm WAT

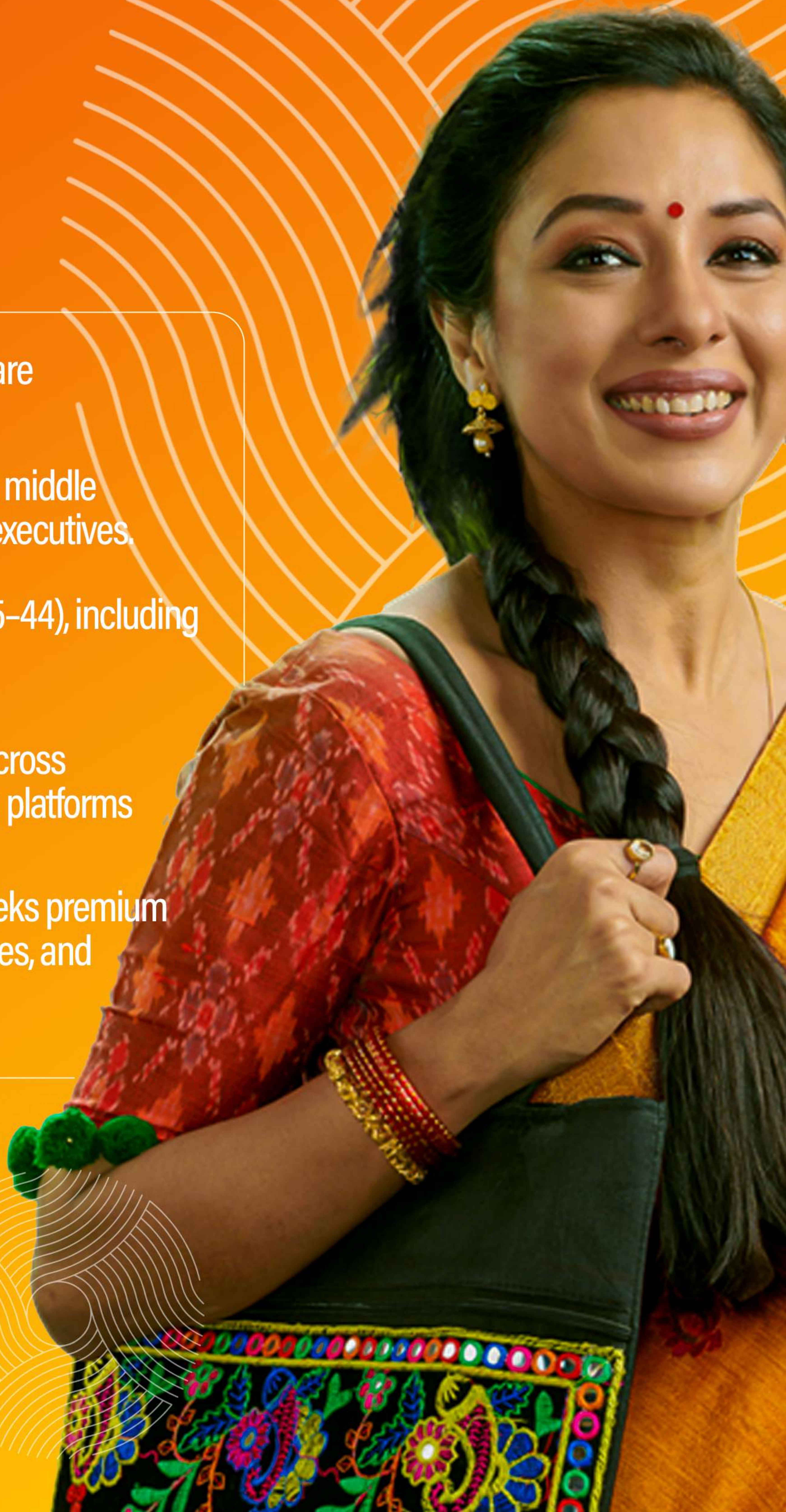


The StarLife

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Viewers

- ▶ Viewers have a stable income and are career-driven
- ▶ Audience spans across the realized middle class to affluent professionals and executives.
- ▶ Young, family-oriented audience (25–44), including single professionals and parents.
- ▶ Tech-savvy and digitally engaged across Pay TV, social media, and streaming platforms
- ▶ Aspirational & Upwardly Mobile: Seeks premium experiences, success-driven lifestyles, and luxury aspirations.



Material Requirements

- 16:9 Full Screen - HD
- 4:3 Title/Action Safe (recommended)
- 2:1 Interface Component Digital Videotape System Produced in Accordance with ITU-R BT. 709 - 5
- 1920 x 1080 Active Lines Interlaced at 25 Frames Per Second, 50 Fields File Delivery
- Format Type: Mov Quick time
- The audio regulation is EBU Recommendation R128 ITU - R BS1770
- Materials must be supplied 7 days Prior to flighting
- Leeds Production Media Sales may not be able to start the campaign on the required date



Terms and Conditions

- Full Pre-payment Required
- Rates exclude VAT
- Requests for preferred position in a specific break subject to a 25% loading surcharge
- Booking and material deadline is seven days prior to first flighting
- Cancellation is 1week prior to flighting
- There si no category exclusivity in breaks
- Quality: Al materials will go through QC, so advertisers must ensure good broadcast quality
- Special rates for Live events apply
- Starlife and Leeds Production Media Sales standard terms and conditions apply

NOTE:

- ALL THE RATES ARE FOR ALL 3 PLATFORM
 - ALL THE RATES ARE EXCLUSIVE OF VAT
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Contact

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