

DStv Channel 263 CTV

ELITE DOCTORS

*Own Your Documentary.
Own Your **Legacy**.
Play Now*



Be featured in South Africa's premier medical documentary series
airing on national television and streaming on demand for life.

THE R.O.I

DStv

1.6M

TOTAL VIEWERS

LSM
7- 8

AUDIENCE TIER

∞

STREAMING LIFE



DR ELIZABETH HUGO
SEASON 1 SUCCESS STORY

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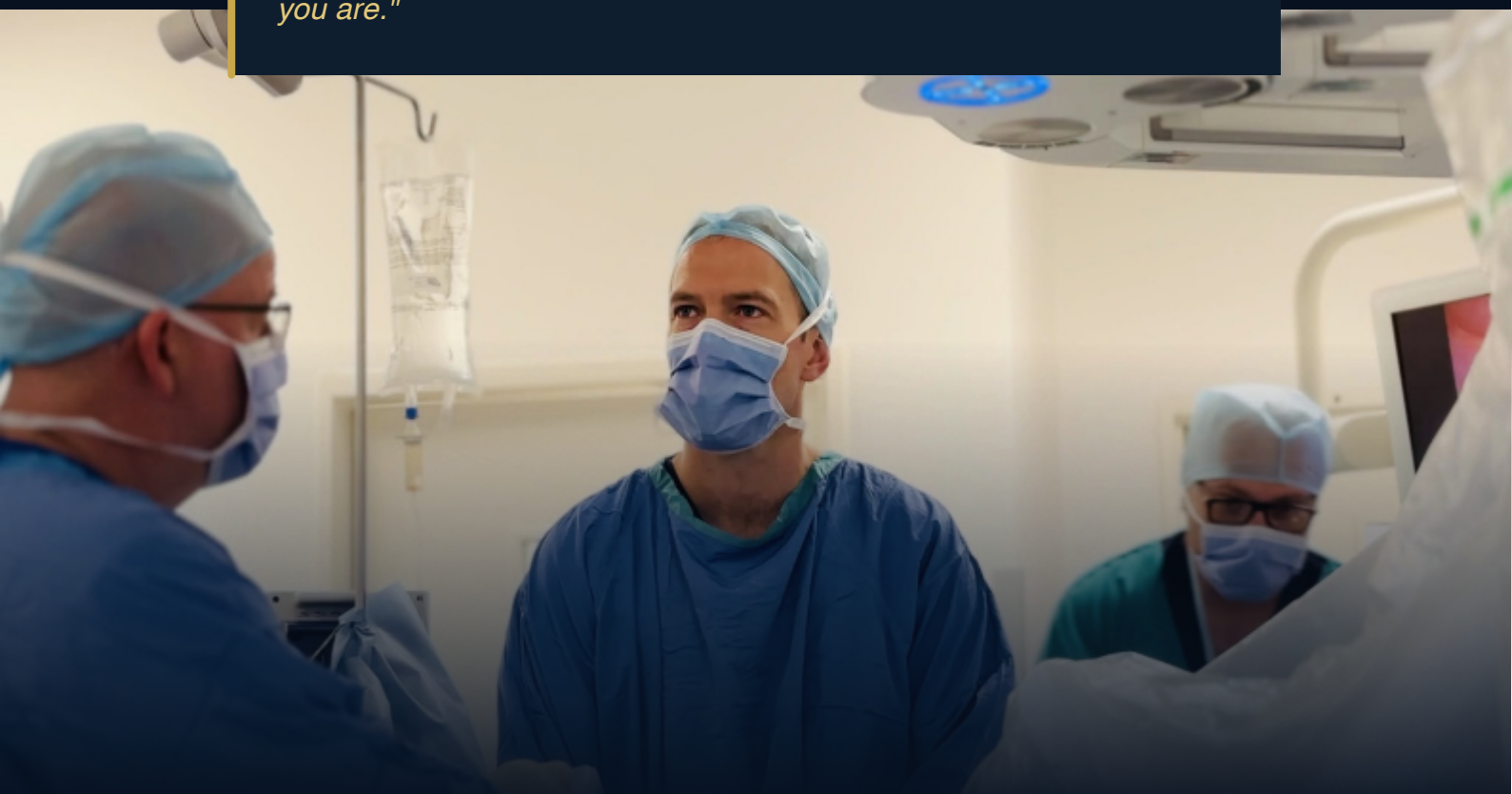
THE OPPORTUNITY

This Is Your Story To Tell.

You have dedicated years perhaps decades to your craft.
You have changed lives, pioneered treatments, and built a practice that stands for excellence.

Elite Doctors gives you the platform to share that story with 1.6 Million South Africans who are actively looking for a Doctor they can trust

"The best marketing you will ever do is letting people see exactly who you are."



YOUR AUDIENCE PROFILE

LSM 7 - 8

Private
Medical AidAges
25 - 55Urban
ProfessionalsHealth
ConsciousJhb Ctn
Durban

WHY IT WORKS

Four Reasons Doctors Choose Elite Doctors

01 NATIONAL TELEVISION CREDIBILITY

A 10 Minute branded episode on DStv Channel 263 the same platform patients trust. Your name and face on national TV builds instant authority.

02 PERMANENT DIGITAL PRESENCE

Your episode streams on www.elitedoctor.co.za for life available on demand for patients, referrers, and new audiences to discover at any time, forever.

03 NEW PATIENT ACQUISITION

Viewers in your speciality area discover your practice directly through your episode converting awareness into appointments long after the broadcast.

04 YOU KEEP A COPY

The finished episode belongs to you. Use it on your website, Social media, waiting room screen, or referral letters for life.



WHAT'S INCLUDED

Everything You
Need.
Nothing You Don't.

INVESTMENT

R49 400

Full production · Broadcast · Streaming · Ownership

TV BROADCAST

10 Minute branded episode on DStv 263
Airs Wednesday + repeat Thursday reaching
1.2 Million Viewers.

LIFETIME STREAMING

Your episode hosted permanently on
www.elitedoctor.co.za on demand for patients
and new audiences forever.

YOUR COPY TO KEEP

Full finished episode professionally shot and
edited. Use it on your website, social media
or waiting room **for life.**

TOP DOCTORS LISTING

Listed in the Elite doctor directory with a
Direct link to your website driving qualified
patient traffic long after broadcast.

FULL PRODUCTION

Professional crew, Cinematic Filming, travel
and post-production all included.
No hidden costs.

STREAMING PROMOTION

We actively drive DStv viewers to Elite Doctor to
watch your full episode - **extending broadcast
into on-demand audiences.**

Cost includes everything: Professional Crew · Cinema Gear · Travel · Filming · Post-Production
· DStv Broadcast · Lifetime Streaming · Your Personal Copy

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THE BUSINESS CASE

Your Practice Pays For This With 3 Patients.

Think of this not as a cost but as a patient acquisition investment. Here is what the numbers look like for a typical practice.

Average specialist procedure value	R15,000
New patients needed to break even	4 patients
DStv viewers who see your episode	1.2 Million
Additional online streaming audience	Ongoing
Episode accessible after broadcast	Forever

Lifetime value of your Episode

Illustrative figures. Actual values vary by specialty and practice.

Incalculable

THE BUSINESS CASE

OUR PAST CLIENT DOCTORS

A reference phone call to our past (Clients - Doctors) are welcome upon request,

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EXPRESSION OF INTEREST & PRODUCTION SCHEDULING MANIFEST

Full Professional
Name:

Medical Specialty /
Field:

HPCSA Reg No:

Practice Clinic /
Location:

Direct Contact
Number:

Email Address:

Preferred Cinematic Filming Window (Rank 1-3):

☐ August 03 - August 10, 2026 ☐ September 07 - September 14, 2026

☐ October 05 - October 12, 2026

☐ Acknowledge Terms & Broadcast Synergy Clause: I accept the R49,400 investment framework and understand that to maintain the early-November 2026 national broadcast deadline, all 13 elite slots must be coordinated simultaneously. Any individual practice delay impacts my corresponding on-air broadcast schedule.

AUTHORIZED SPECIALIST SIGNATURE

DATE OF INTENT