

DETAILS:
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EXACTMOBILE

Launched in 2000 as an early content provider today Exactmobile is one of the most recognisable mobile entertainment brands in South Africa, delivering over 100 million pieces of mobile content since its establishment.

CSI INITIATIVES

Exactmobile has over the 2007/08 financial year supported numerous charities by setting up, for a minimal fee, premium mobile billing as a donation mechanism. This allows cellphone users to either SMS a word to a number and then be billed a certain amount for the charity or request that a specific donation is deducted monthly from their cellphone accounts or prepaid airtime. Charities such as CANSA, Cotlands and the Topsy Foundation have used this mechanism to raise funds successfully. This service is also provided at no charge to the Primedia CRIME LINE initiative.



DETAILS:
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PRIMEDIA ONLINE

Comprising iafrica.com and 365Digital Publishing, iafrica.com is South Africa's most established portal and one of the biggest web brands with one of the largest, loyalist user bases in the country. It is comprehensive in its in-depth content from news, sport, business to highly specialised and popular niche communities. 365Digital Publishing offers services including ad traffic management services – offering publishers, agencies and advertisers a cost effective solution to all online ad campaign management requirements.

CSI INITIATIVES

Primedia Online assisted a number of charities by offering free website hosting services and development, including site management and the provision of updates as and where needed. In addition, it donated 10 computers to the NOAH charity and two computers to St. Francis College.



DETAILS
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KNOWLEDGE FACTORY

A leading marketing insights company, Knowledge Factory assist clients to understand their customers, channels and markets to leverage and enhance their business performance.

CSI INITIATIVES

In this financial year the Knowledge Factory contributed to three initiatives:

- Rhodes University
- Linden Police Station
- Karabo Healthcare

The value of the projects in total is R338 828.00



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PRIMEDIA EDUCATION

Formed out of the realisation that the Primedia Group holds diverse and competitive skills and expertise that can substantially contribute to the social causes the Group is involved in, Primedia Education works with major universities in the country, provides DVD training for teachers and also assists students.

CSI INITIATIVES

Primedia Education produced the DVD for the Eternal Flame, another Primedia initiative. The Eternal Flame to the Human Spirit, represents not only the Holocaust, but also all forms of Genocide and is a reminder to the world of the victims of these atrocities. It also serves to remind the world to not ignore such incidents in the future.

