



MEDIA KIT / SEPTEMBER 2026

We make things people make time for.

We build media brands, create campaigns and develop digital products for our audiences and our clients.

[CREATIVE](#) / [STUDIOS](#) / [TECH](#)



A media company you can build with.

We run media brands, work with creators, produce shows and build the platforms audiences use. We bring that experience to the work we do for clients.

Part of Media General.
Built for audiences and clients.

Creative

Strategy, campaigns, social media and creator partnerships.

Studios

Original formats, branded films, podcasts and live production.

Tech

Websites, apps, streaming, commerce and connected systems.

MGDM is the public-facing brand of MG Digital Media Limited, a portfolio company of Media General.

Different reasons to come back.



3Xtra

Shows, stories and everyday life.



Creator Circles

Creators, collaborations and community.



adesa+

Live and on-demand entertainment.



mgTix

Event discovery and ticketing.



3News

News, analysis and live coverage.



OnuaOnline

News, culture and community.



MG Reality

Shows, updates and audience participation.

**Web. Apps.
Social. In
person.**

MGDM also exclusively manages the digital presence of every Media General brand, including TV3 and Onua TV.

The accounts we manage

Followers by platform, with YouTube subscribers shown separately.

Brand	Facebook	X	Instagram	TikTok	YouTube
TV3	5,161,526	2,928,748	2,259,749	2,981,468	1,001,334
3FM	841,704	118,087	74,357	553,622	54,704
3News	0	523,440	Not reported	0	135,488
Onua TV	2,101,725	68,025	407,889	2,586,769	264,179
Onua FM	946,403	148,142	195,444	Not reported	65,670
Connect FM	405,985	41,313	8,816	13,300	3,759
Akoma FM	478,377	4,174	20,500	205,500	33,894
3Xtra	460,155	18,830	120,523	139,665	89,641
Reported total	10,395,875	3,850,759	3,087,278	6,480,324	1,648,669

Source: MG Digital monthly reporting, August 2026. Totals sum reported accounts, not unique people. Blank entries are excluded. Zeros appear as reported and do not establish that an account has no audience.

A month of viewing

Reported video views across eight Media General brands managed by MGDM.

305.3M

Facebook

305,284,241 video views

52.5M

Instagram

52,536,041 video views

47.5M

TikTok

47,468,487 video views

3.71M

YouTube

3,710,302 video views

TV3, 3FM, 3News, Onua TV, Onua FM, Connect FM, Akoma FM and 3Xtra.

Source: MG Digital monthly reporting, August 2026. Sums of reported values. Platform definitions differ and views may repeat. These are video views, not deduplicated reach or web traffic.

Shows with something to say.



Relationships, money, work and the conversations people have every day. 3Xtra brings these subjects to life through recognisable shows, hosts and stories.

YOUTUBE AUDIENCE SNAPSHOT

89,669
subscribers

335,965
views in the measured 90 days

53.6%
views from female viewers

58.9%
views from Ghana

[Explore 3Xtra](#)

Source: 3Xtra YouTube Studio screenshots. Views and demographics: 11 Jun-8 Sep 2026. Subscriber count: 9 Sep 2026. These figures describe one channel, not the MGDM network.

An idea. The right people. A plan.

Campaigns, content and creator partnerships, built around your brand and the people you need to reach.

Brand strategy

Positioning, audience insight and a clear direction for the work.

Social media

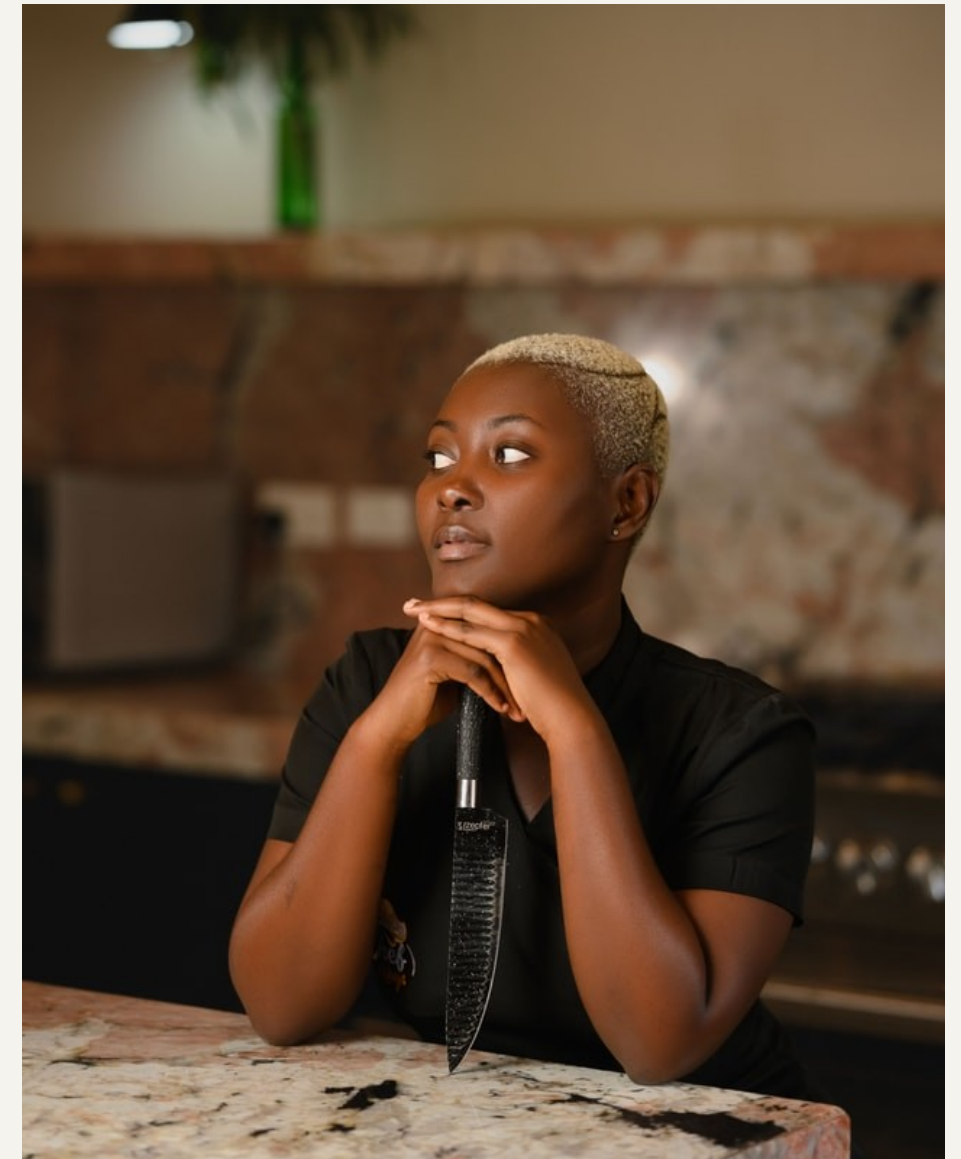
Planning, publishing, community management and reporting.

Campaigns & content

Ideas, design and channel-specific production.

Creator partnerships

Talent selection, briefing, coordination and campaign delivery.



Featured creator imagery from the Creator Circles community.

Creators belong in the idea.

Creator Circles connects brands with people who know their communities. We work with creators on campaigns and bring the community together through events and learning.

[Explore the community at creators.africa](https://creators.africa)



Collaborate

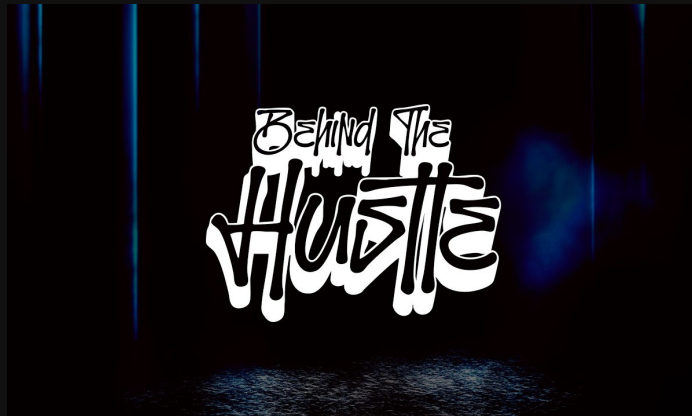
Campaigns and brand partnerships.

Connect

Play and Connect, forums and gatherings.

Original shows. Branded productions.

Series development, branded films, podcasts and live production, from the first brief to the final cut.



Behind The Hustle

The people and stories behind the work.



On The Line

Conversations with a point of view.



Cedi Sense

Money questions, explored and explained.



SexLife

Frank conversations about intimacy and relationships.

Watch the originals on 3Xtra

FLAGSHIP REALITY PROPERTY

Perfect Match Xtra

Relationships, house life, challenges and audience participation. A reality property that creates stories to follow across screens and social feeds.

Explore the world of PMX

A TV3 and MG Digital Media property. Produced by Adesa Productions Limited.



Be part of what people are watching.



On-screen integration

Product placement, house environments and branded moments that fit the format.

Tasks & experiences

Discuss a brand-led challenge, activity or event within an approved season plan.

Digital storytelling

Social edits, interviews, recaps and other approved content around the property.

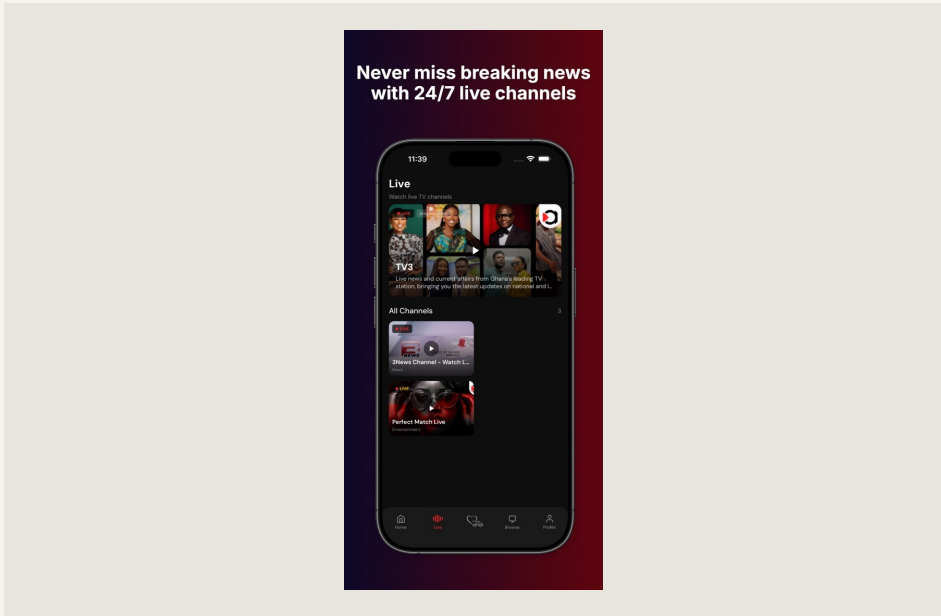
Planned promotion

A coordinated mix of relevant MGDM and Media General digital channels.

Illustrative opportunities, subject to the season, production approval, rights and inventory. Deliverables and promotion are agreed in the proposal.

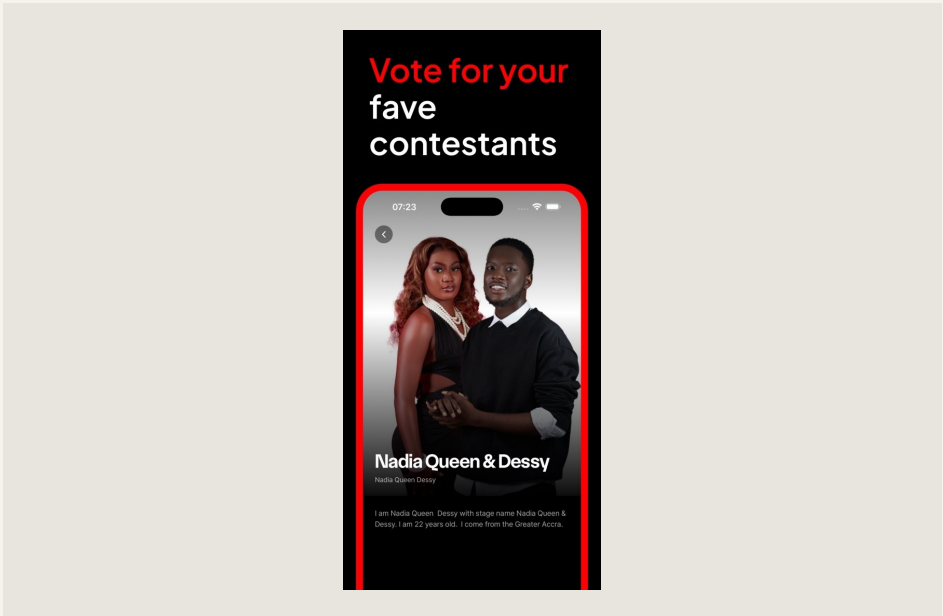
We build it. We run it. We improve it.

Websites, apps and systems for media, commerce and everyday operations. Our own products give us practical experience to bring to client work.



adesa+

Streaming across web and mobile.



MG Reality

Shows, voting and participation.



mgTix

Ticketing for organisers and audiences.

Websites & apps / Integrations & internal tools / AI-assisted products & workflows / Ongoing support



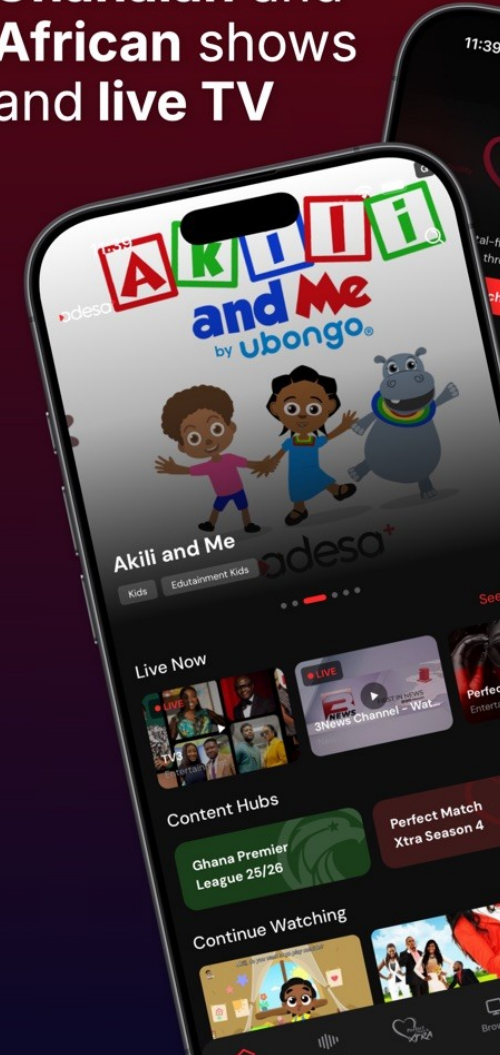
From programme to platform.

Live channels, on-demand programmes and entertainment across the web, iOS and Android.

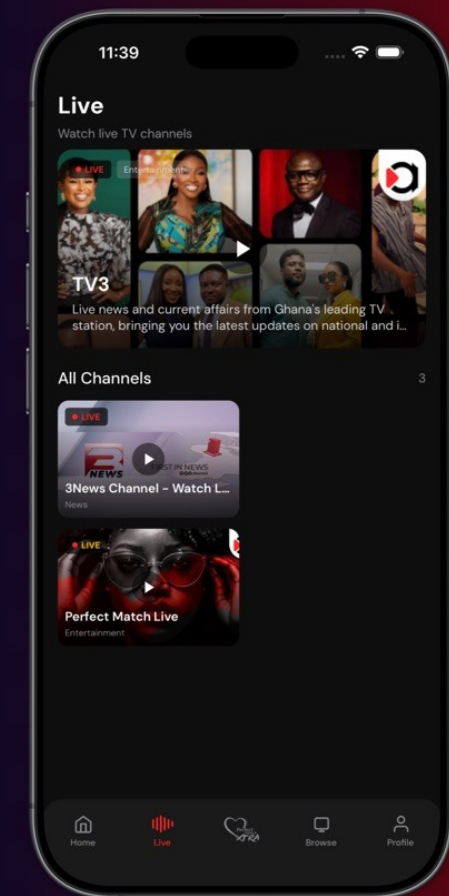
Product design and engineering connect the viewing experience with accounts, subscriptions and audience operations.

Visit adesaplus.com

Authentic
Ghanaian and
African shows
and live TV



Never miss breaking news
with 24/7 live channels



More places for your work to go.

MGDM is exclusively authorised to manage the digital presence of every Media General brand. We can plan creative, production and distribution together.

Web display

Responsive placements on relevant news and content pages.

Branded content

Advertorials, stories and campaign content with agreed labelling.

Social campaigns

Posts, video edits and promotion across selected channels.

Creator campaigns

Talent-led ideas and deliverables built around a clear brief.

Programme partnerships

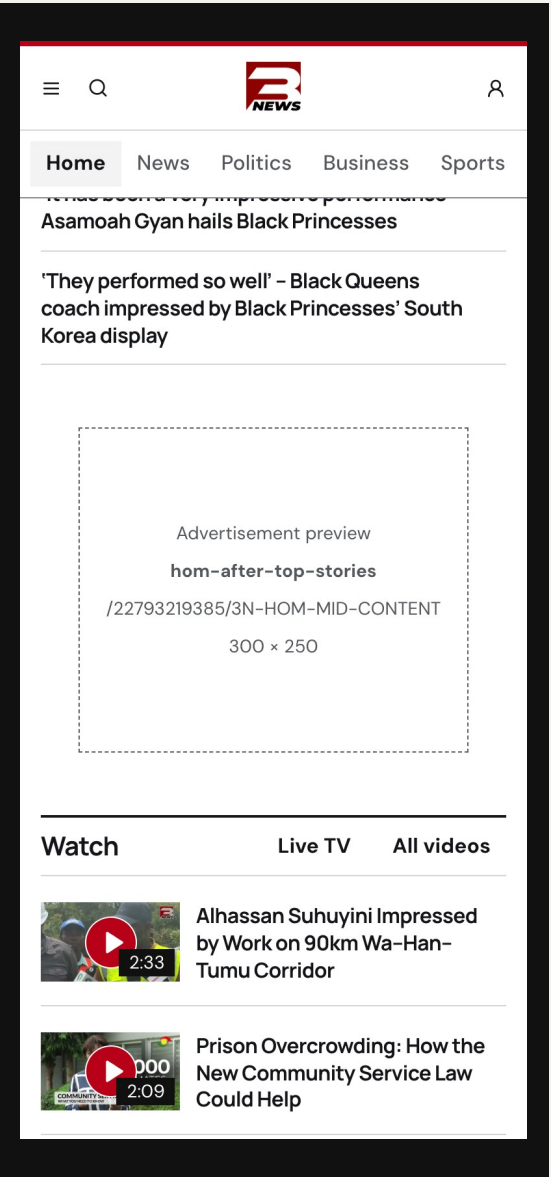
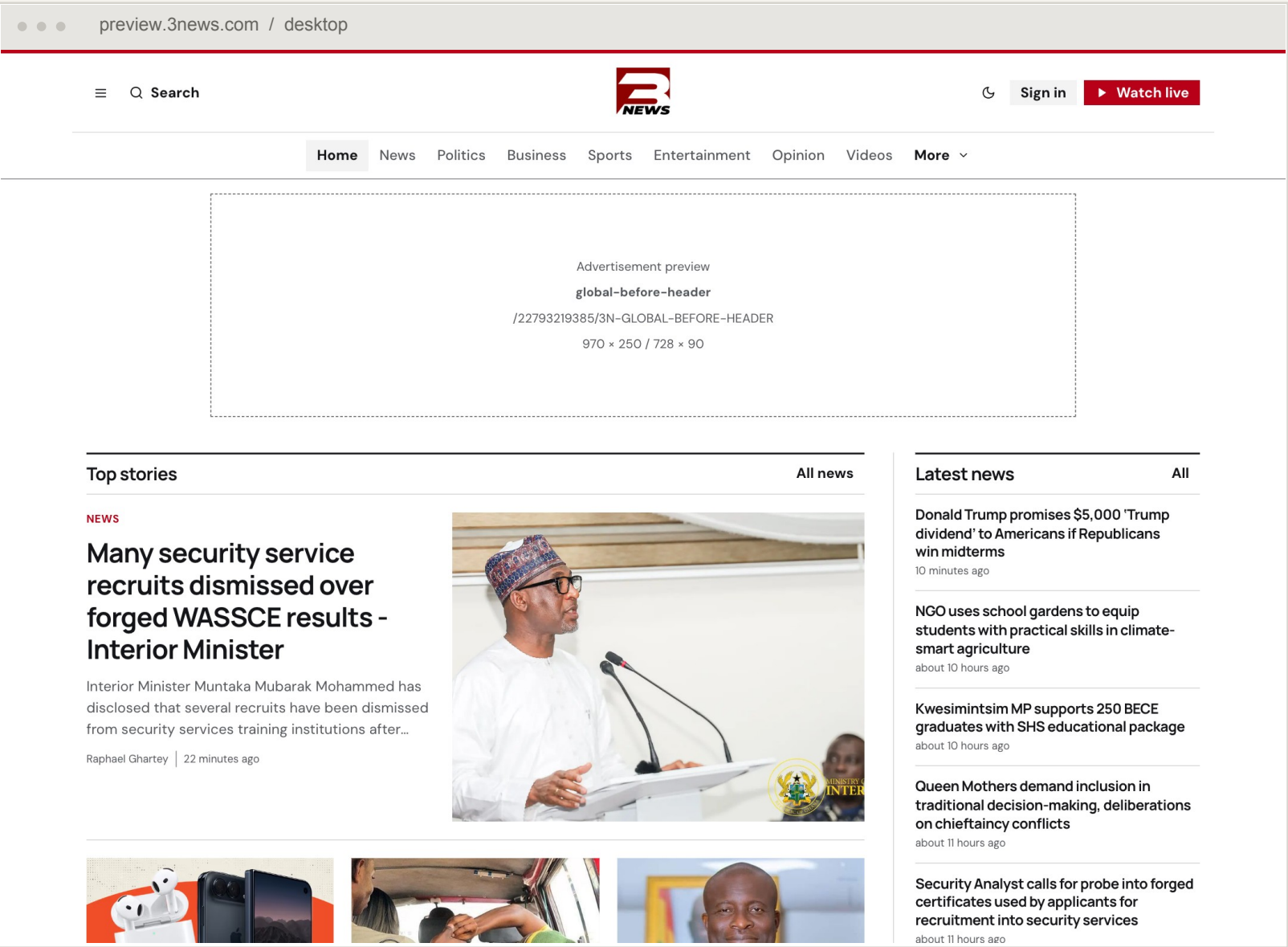
Approved integrations, content and related digital promotion.

Events & coverage

Partner experiences, event coverage and content distribution.

Advertising inventory, media spend, production, talent, usage rights and reporting are scoped per proposal. Current rates are available from advertise@mgdm.co.

The home page.



Desktop

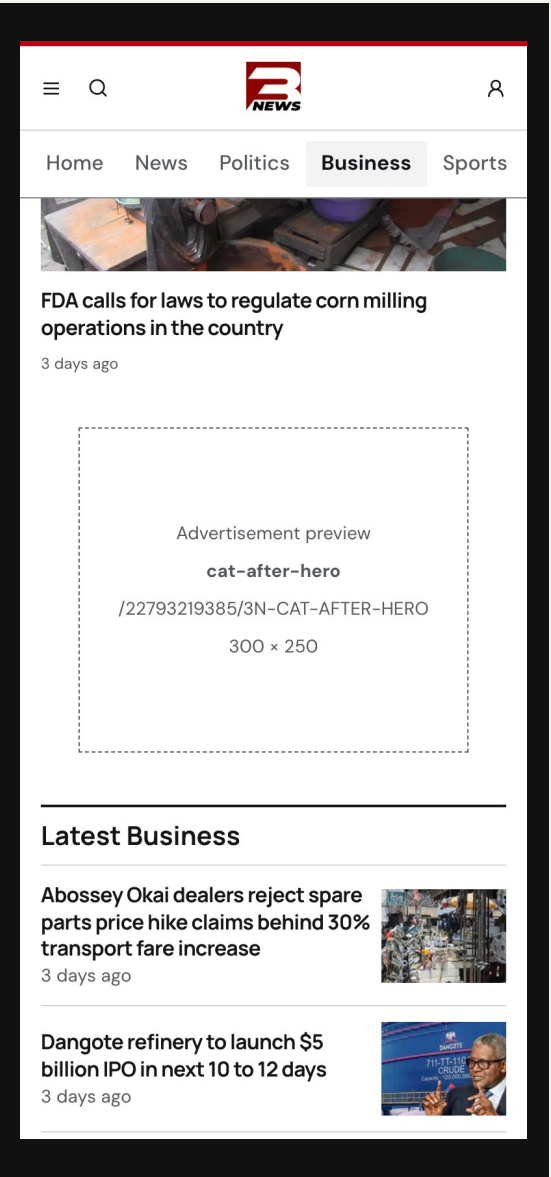
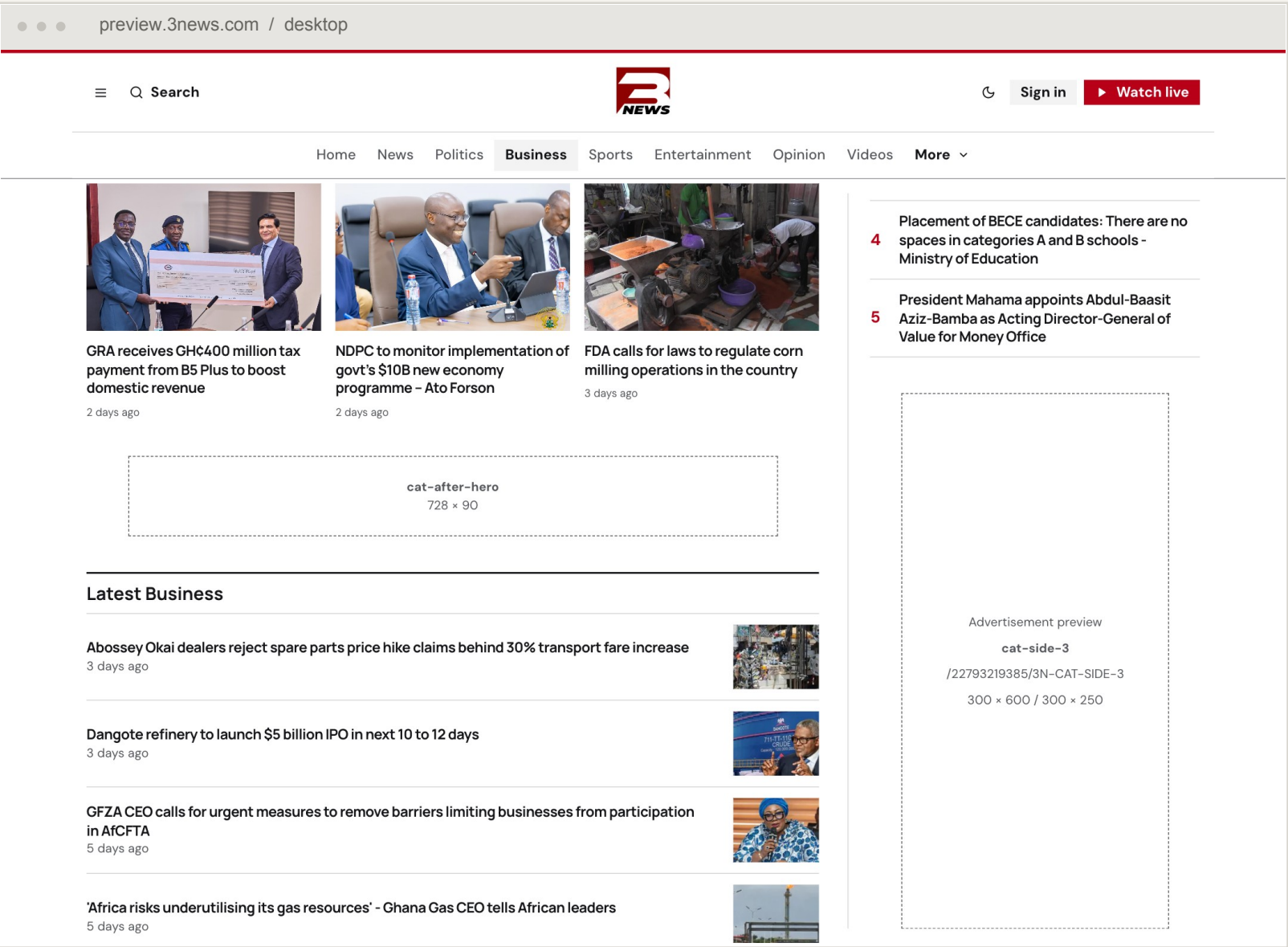
Header billboard or leaderboard, with additional feed and sidebar inventory.

Mobile

320x50 header, 320x100 after the lead section and 300x250 feed placements.

Upcoming design. Actual placement-preview captures from preview.3news.com, 10 Sep 2026. Slots and sizes vary by page and device; availability is confirmed before booking.

Category pages.



Desktop

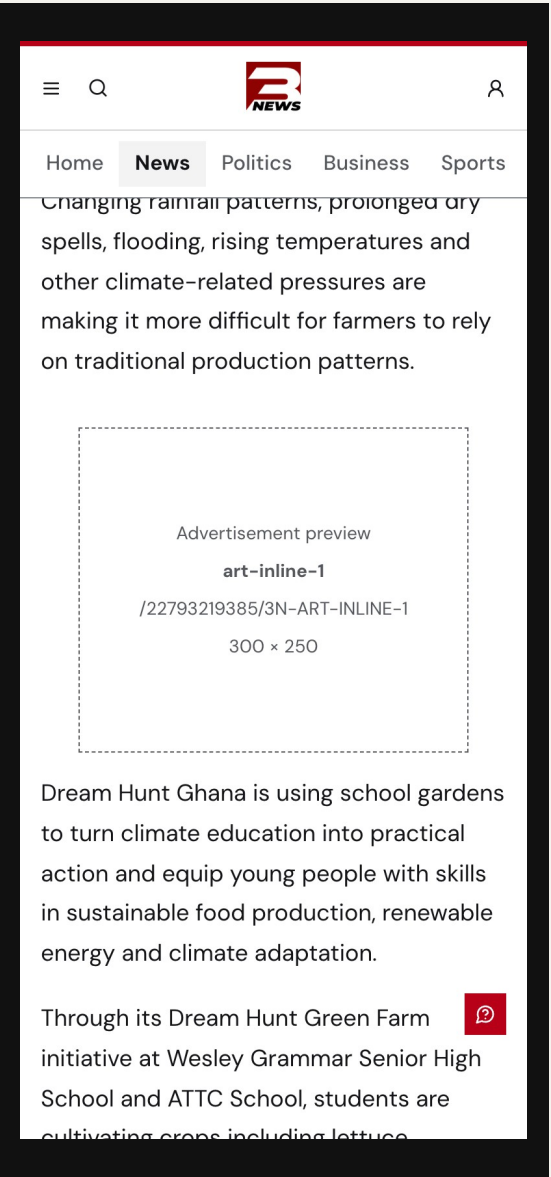
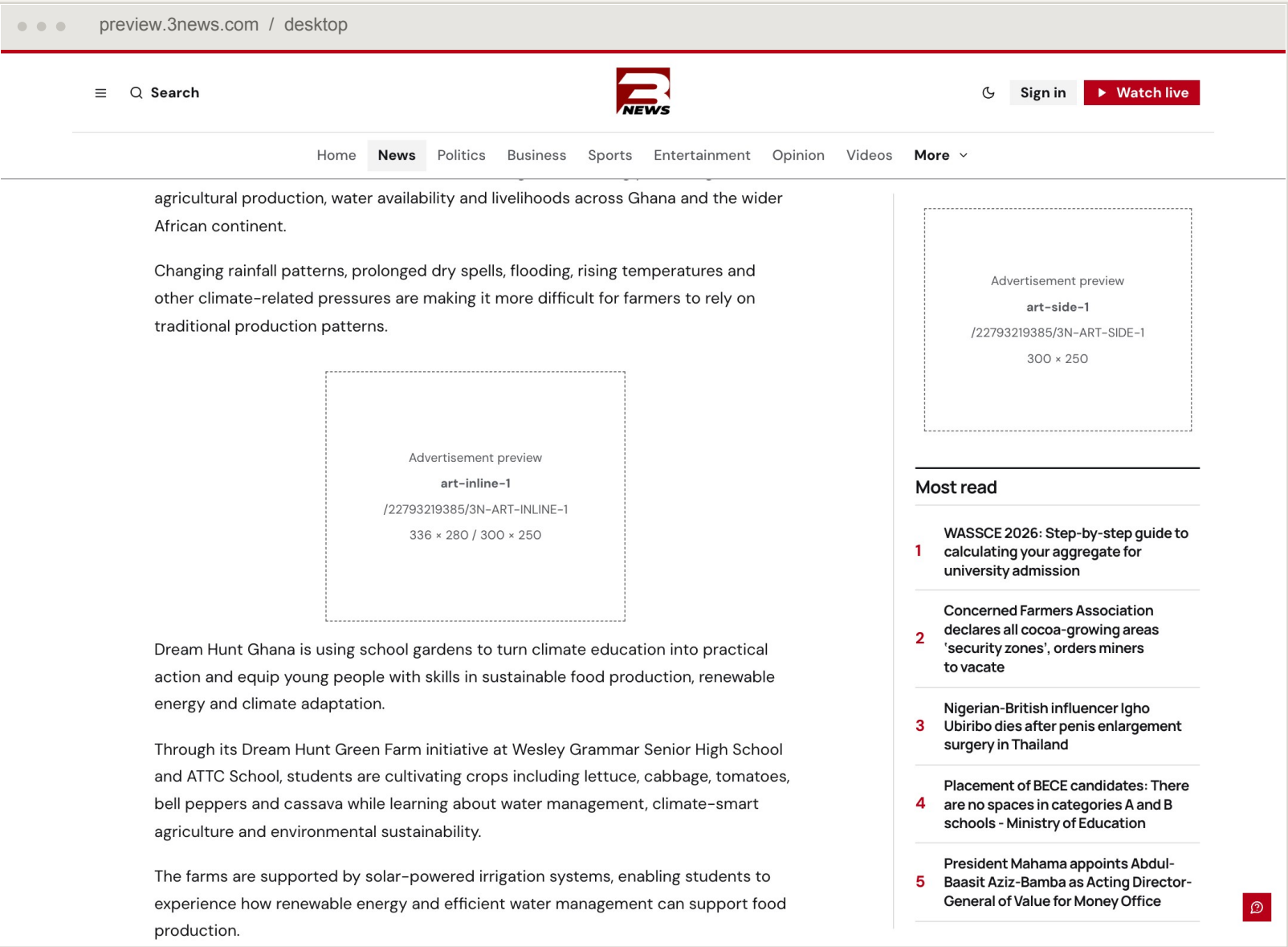
Leaderboard positions within the section. Sidebars support 300x250 and 300x600 formats.

Mobile

Responsive 300x250 placements within the category feed. Business page shown.

Upcoming design. Actual placement-preview captures from preview.3news.com, 10 Sep 2026. Slots and sizes vary by page and device; availability is confirmed before booking.

Article pages.



Desktop

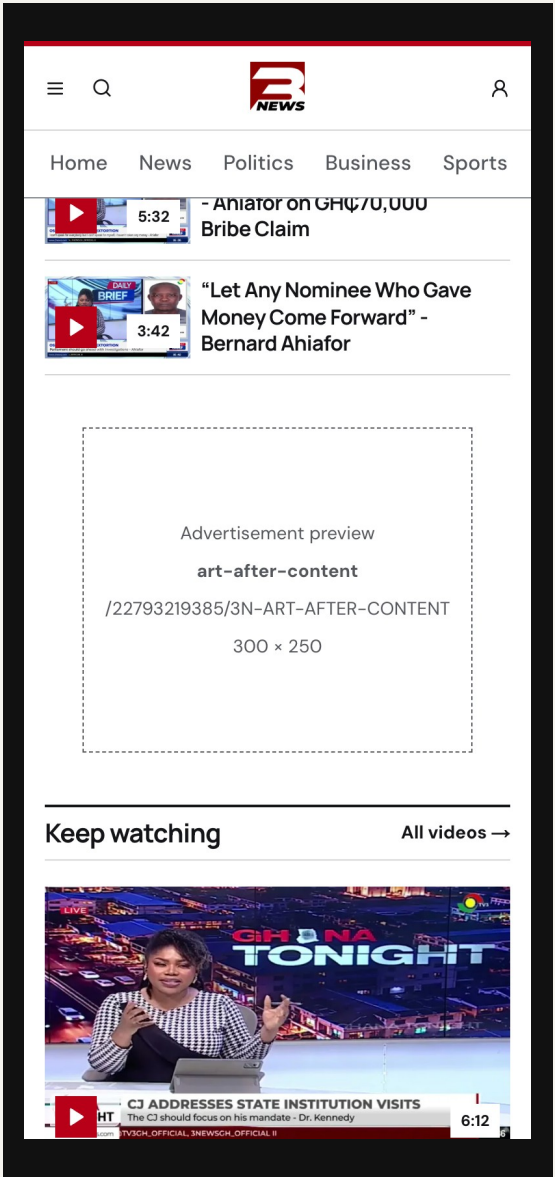
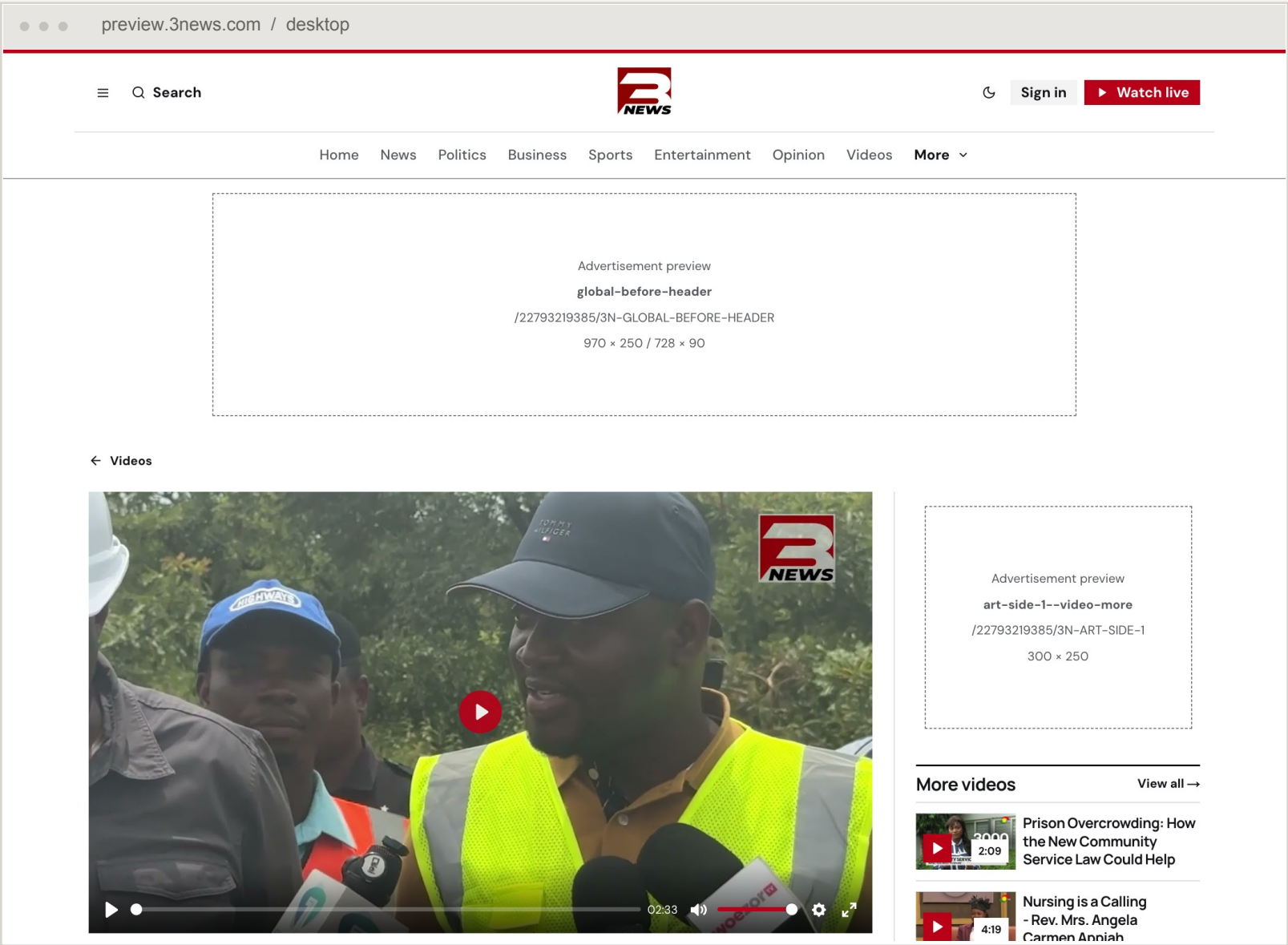
Inline rectangles at 336x280 or 300x250, plus sidebar inventory.

Mobile

300x250 placements within the article and around related content.

Upcoming design. Actual placement-preview captures from preview.3news.com, 10 Sep 2026. Slots and sizes vary by page and device; availability is confirmed before booking.

Video pages.



Desktop

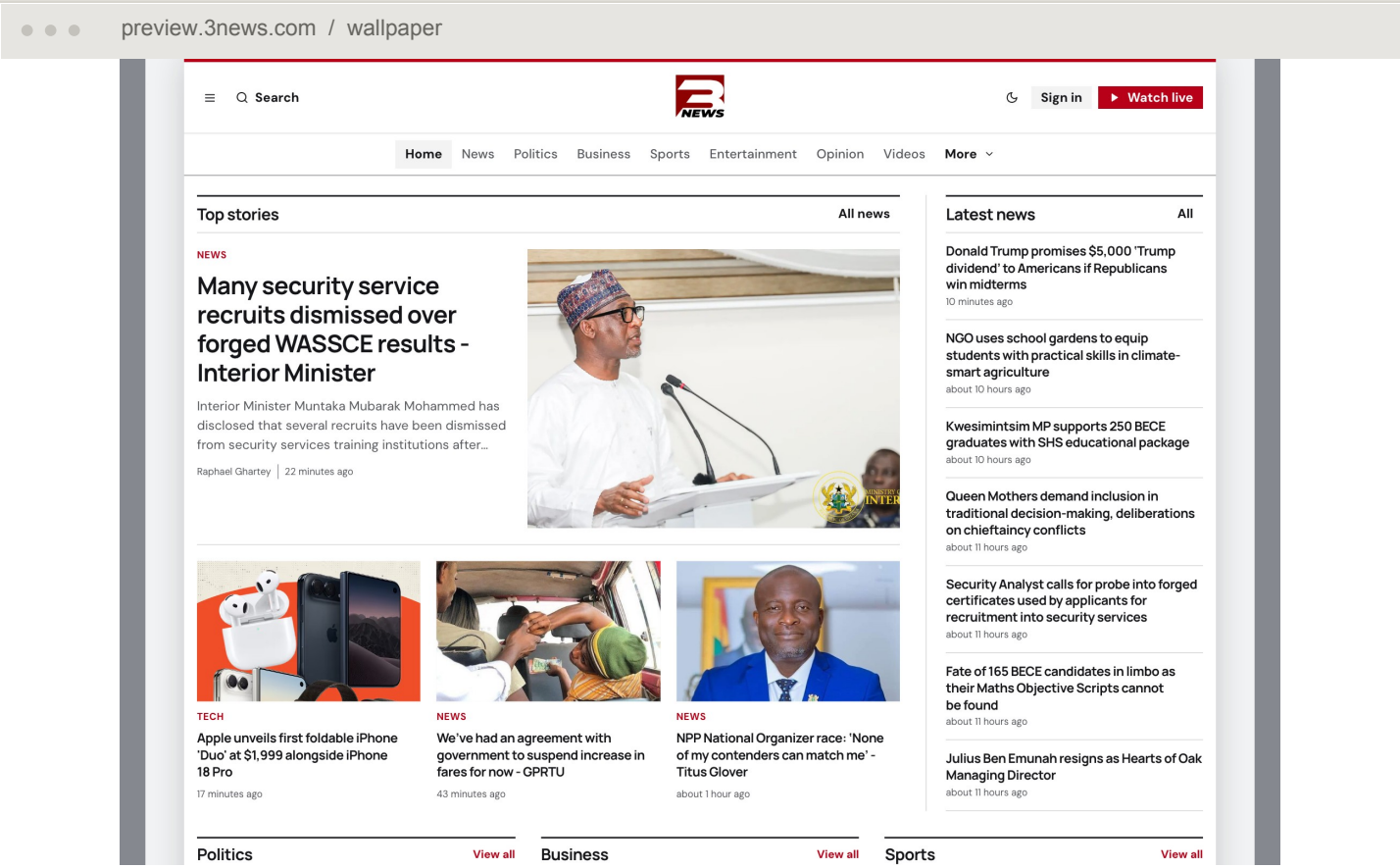
Display beside the player, plus a 728x90 placement below the content.

Mobile

320x50 header and 300x250 display beneath the content. In-player advertising is scoped separately.

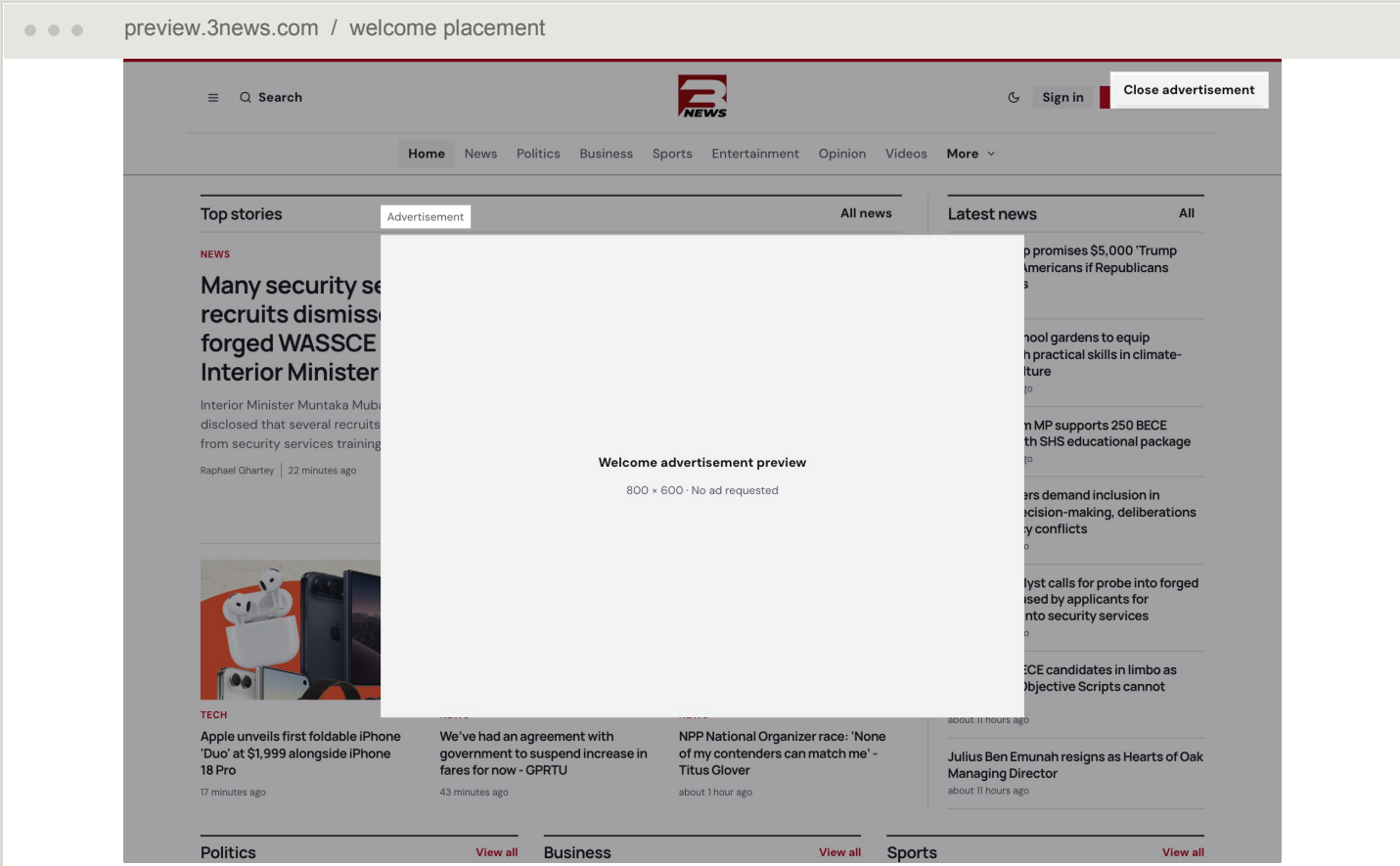
Upcoming design. Actual placement-preview captures from preview.3news.com, 10 Sep 2026. Slots and sizes vary by page and device; availability is confirmed before booking.

Give the campaign more space.



Wallpaper

Creative around the page, reviewed in the desktop layout.

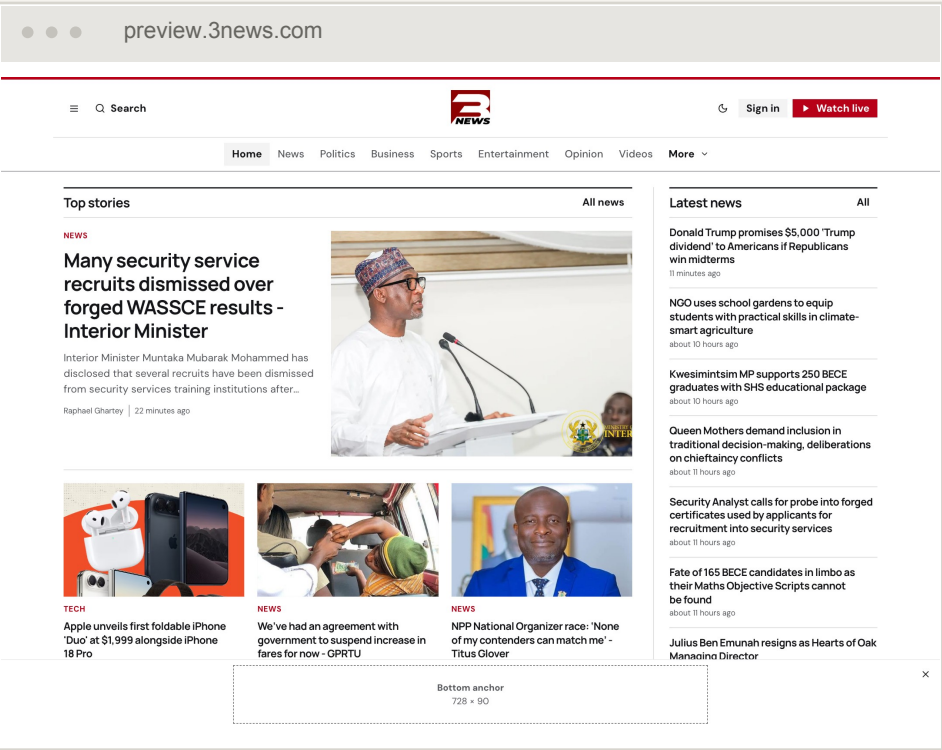


Welcome placement

A full-screen arrival placement with a clear close control.

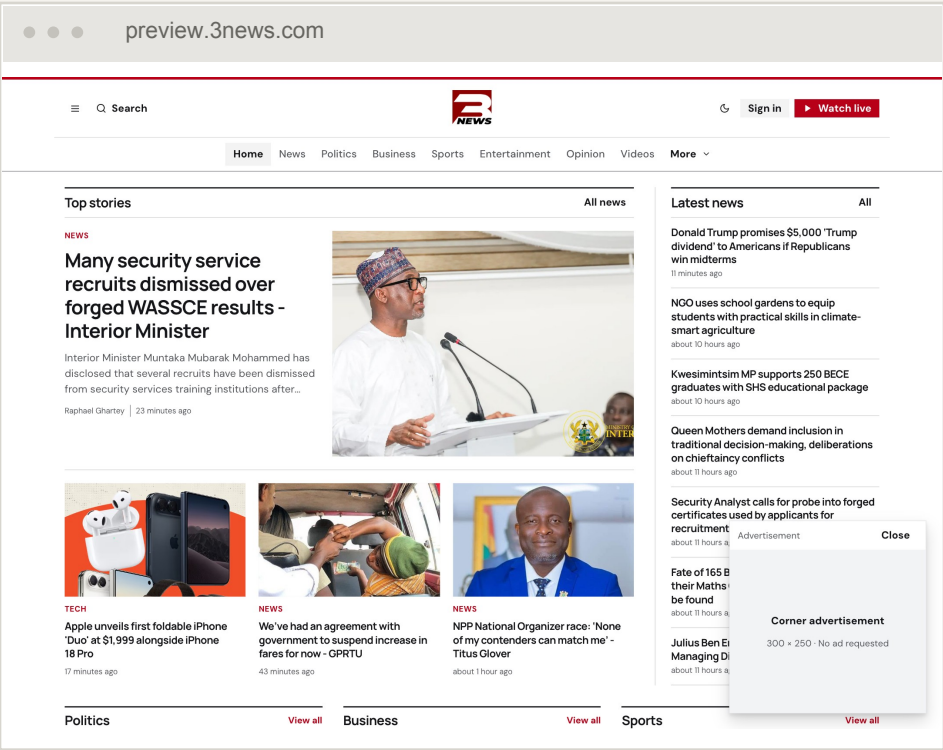
Upcoming-design simulations captured 10 Sep 2026. Placement examples, not delivered campaigns. Creative fitting, device rules and availability are confirmed before booking.

Overlay formats.



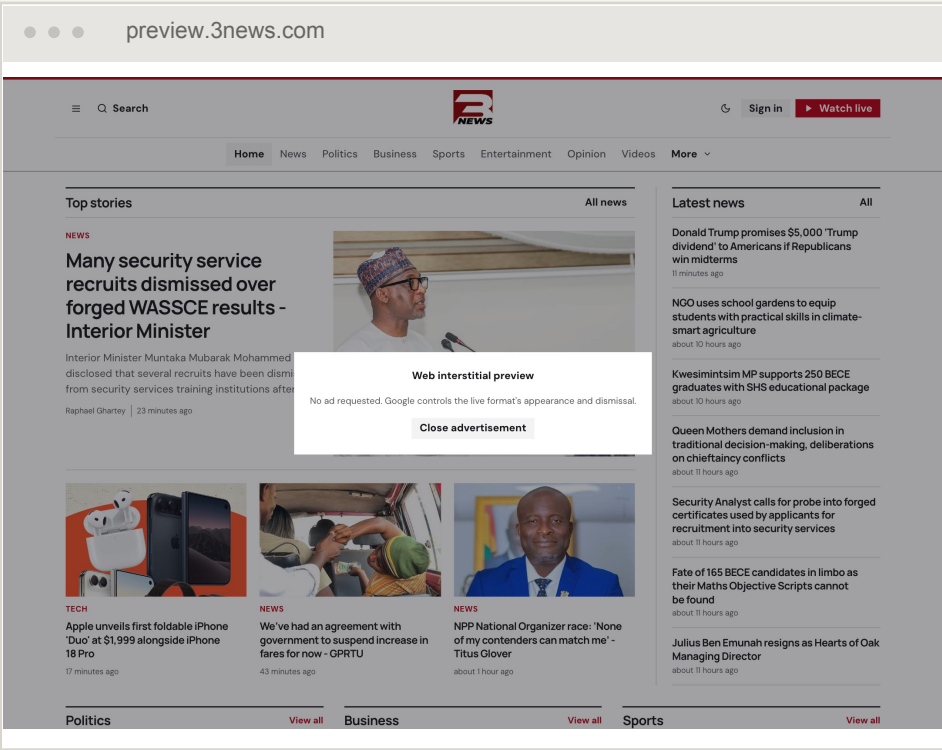
Bottom anchor

A dismissible placement. Preview sizes: 728x90 on desktop and 320x50 on mobile.



Desktop corner

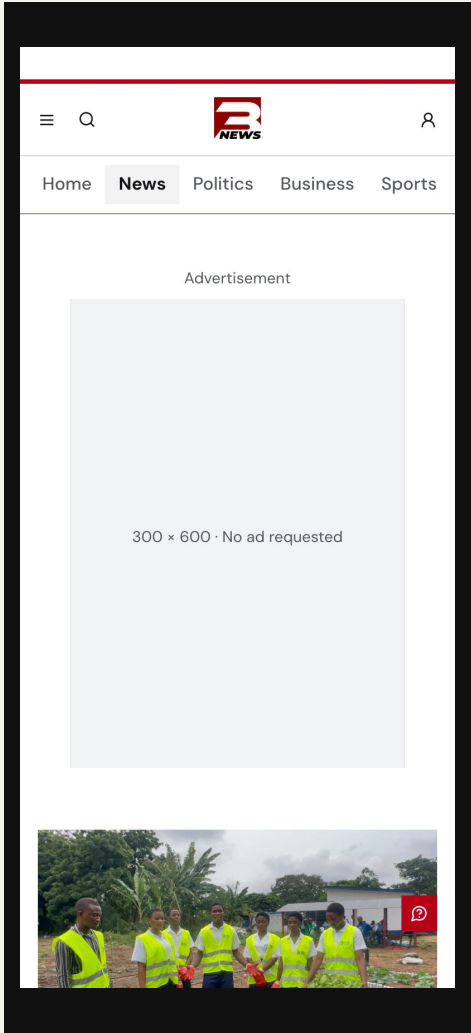
A 300x250 corner position, shown separately from the anchor.



Interstitial

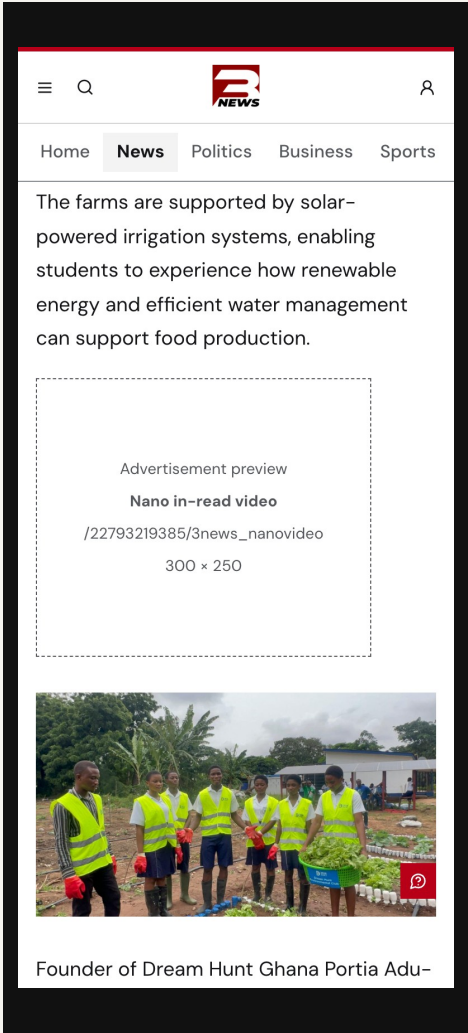
A labelled simulation. Google controls the live creative UI and dismissal.

Within the reading experience.



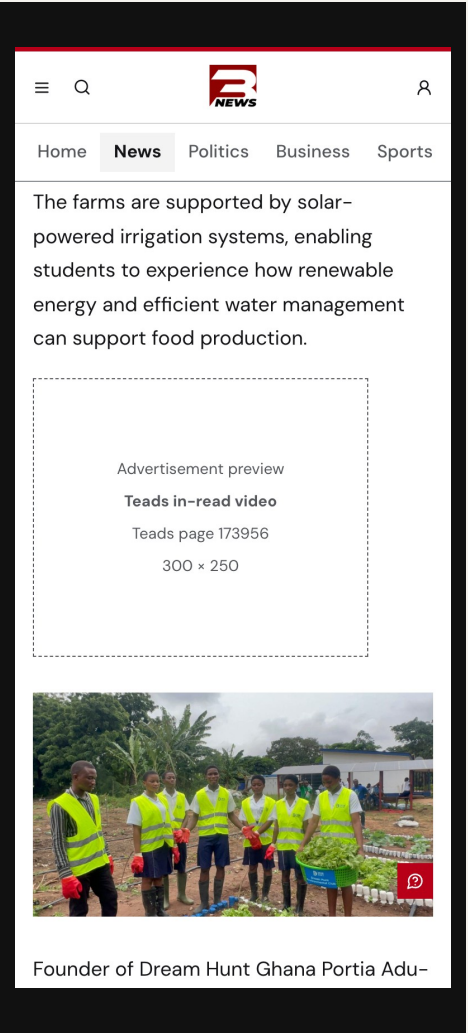
Scroll reveal

A 300x600 reveal opportunity within the article.



Nano

A provider placeholder shown where Nano is mounted.



Teads

An in-read provider example at the qualifying article opportunity.

Mobile previews captured 10 Sep 2026. Scroll, Nano and Teads share the article middle opportunity; they are reviewed separately here. No extra slots are implied.

See you in person.

Creator gatherings, conversations and shared experiences, with partners involved in the moments people remember.

Play and Connect

Quarterly · Creator Circles

Cedi Sense Conference

7 November 2026 · First edition planned

Africa Digital Dialogues

Previous editions · Digital economy conversations

Creator thought leadership

Forums and learning with the creator community

3Xtra experiences

Past editions · Cinema, getaways and gatherings

Play and Connect



Games, conversation and time to meet people beyond the feed. Play and Connect gives creators and brands a shared space to spend time together.

Partner opportunities
Brand activities, product experiences, creator content and agreed event promotion.

Stills from the Play and Connect 2.0 promotional footage. Past-edition imagery; next-edition dates and inventory are confirmed separately.



7 November 2026

Building Wealth in the Digital Age

A first edition bringing the Cedi Sense and MySikasem money conversations into the room.

PROGRAMME DIRECTION

Foundations

Money habits and a workable plan.

Investment

Understanding choices and risk.

Earn More

Work, enterprise and additional income.

Digital Money

Tools, access and the changing money landscape.

Planned first edition. Venue, speakers, ticketing and partner inventory are being finalised. Editorial interviews and MySikasem Live remain editorial.

Make room for a useful conversation.

MEDIA GENERAL DIGITAL CONVERSATIONS

Africa Digital Dialogues

Conversations about the digital economy. Previous editions include a discussion on mobile money and what comes next for fintech.

CREATOR CIRCLES

Thought leadership forums

A place to discuss influence, creator businesses and professional growth. Partners can support a relevant conversation and the content around it.

Talk to us about a topic, the people it should reach and the role your brand can usefully play.

Next-edition dates and guest lists are confirmed separately. Africa Digital Festival is currently on hold.

Small gatherings. Shared memories.



Mothers & Creators Brunch

A Mother's Day gathering from the creator community.

Past events confirmed by MGDM; brunch image sampled from the Creator Circles promo. No new dates are announced here.

3Xtra Movie in the Park

An outdoor cinema experience built around watching together.

3Xtra Valentine Escape

A shared getaway experience from the 3Xtra event portfolio.

A next edition, together

Discuss a repeat format, a new concept or a partner-led experience.

Some of the brands we work with.



Ecobank



Ghana Premier League



AirtelTigo



Newmont



Gold Fields



Samsung



TECNO



Beta Malt



TV3 Ghana



Onua TV

Client relationships confirmed by MGDM. Selected project stories and approved results will be added in a later edition.

Choose a starting point. Shape the scope.

Launch a product

A clear campaign idea, made for the right audience.

Creative concept and assets

Creator content where relevant

A planned distribution mix

Measurement agreed in the brief

Partner with a property

A role in a show, community or event.

Property and audience fit

Approved brand integrations

Content and promotional rights

Dates and inventory confirmed

Build a product

A website, app or system that serves a real need.

Discovery and product design

Development and integrations

Release and operational handover

Support and improvement plan

Illustrative starting points, not fixed packages. We quote against the agreed scope, timing, rights and delivery plan.

Start with the brief. Agree what matters.

The brief

Audience, objective, timing and budget. Tell us what you need the work to do.

The proposal

The idea, channels, deliverables, usage rights, schedule and costs.

The work

Production, review, publishing and coordination across the agreed plan.

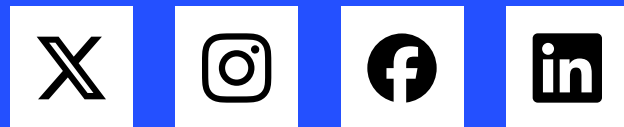
The report

Results against the agreed measures, with context and recommendations.

Reporting can include reach, impressions, views, engagement, traffic or conversions where measurement is available. Platform totals are reported with their definitions and periods.

Something in mind? Let's make it happen.

A campaign, a production, a product, or a possibility you're still figuring out. We'd like to hear it.



partner@mgdm.co

Projects & partnerships

advertise@mgdm.co

Advertising & media

#5 Presidential Drive, Kanda.
Accra, Ghana

MG Digital Media Limited
A Media General company.