



Introduction Overview

- United Media is a consortium of media partners bringing together 120+ radio stations, 15 TV stations, and 20 online publications, offering broad media representation all over Uganda.
- Our purpose is to unify media outlets and collectively drive impactful change.
- To our customers, we offer amplified reach, influence, through targeted communication in native dialect.



Multi-Platform Approach

United Media embraces a multi-platform approach, integrating traditional radio and television with online publications to effectively engage diverse audiences based on age, interests, and preferences.

Our Partners and National Outlook

RADIO

RAL REGION

SANYU FM
RADIO ONE
KFM
NRG
SIMBA FM
GALAXY FM
NEXT RADIO
METRO FM
RADIO 4
BUDDU FM
PULSE RADIO
MBAMBULE FM
KAKUMIRO COM RADIO
RECORD RADIO

EASTERN REGION

BUSOGA

BABA FM
APEX FM
SEBO FM KAMULI
EASTERN FM
VICTORIA FM *

BUGISU

ELGON FM
TIMES FM

TESO REGION

VOICE OF TESO
TESO BROADCASTING SERVICES
CONTINENTAL FM
JOGO FM BUSIA

ACHOLI

CHOICE FM
MIGHTY FIRE
RADIO KING FM
LUO FM
TEMBO FM
WANG OOH FM
VOICE OF NWOYA (SG)

LANGO REGION

VOICE OF LANGO
KYOGA FM
UNITY FM
Q FM

WEST NILE REGION

VOICE OF THE NILE
RADIO PACIS 90 FM
RADIO ACCESS FM

WEST ANKOLE REGION

CROOZE FM
RADIO ANKOLE
IRAKA FM
KAZO FM
RWENZORI FM
KAARO FM
KIRUHURA FM

BUNYORO REGION

LIBERTY FM
SPICE FM
RADIO 7
BFM (BUNYORO FM)

TOORO REGION

VOICE OF TOORO
VOICE OF KAMWENJE (FRANK)
HILL FM

KIGEZI REGION

KANUNGU BROADCASTING
VOICE OF MUHAMURA
VOICE OF KIGEZI

KASESE REGION

KASESE GUIDE
MESSAH FM

FAITH BASED STATIONS

IMPACT RADIO KAMPALA
IMPACT RADIO MASAKA
IMPACT RADIO JINJA
IMPACT RADIO IGANGA
IMPACT RADIO MBALE
PEARL FM

TVs

TELEVISION STATIONS

NBS TV
BABA TV
DREAM TV
SANYUKA TV
GALAXY TV
GOOD NEWS TV
SALAM TV
TAGY TV
SANYUKA PRIME
KBS
NBS SPORT TV
NBS LIVE
PULSE RADIO TV
NEXT RADIO TV

KARAMOJA REGION

AKICA FM
VOICE OF KARAMOJA
ETOIL FM

ONLINE

ONLINE PUBLICATIONS

ONSPOT NEWS (SPY UG)
THE CAPITAL TIMES PUBLICATION
NEXT MEDIA
SOFT POWER
PM DAILY
NEXT RADIO
SML NEWS
UG ONLINE MEDIA
BUSINESS FORCUS
NILEPOST
SANYUKA
CHIMPREPORT
THE GRAPEVINE
NBS SPORT
NBS

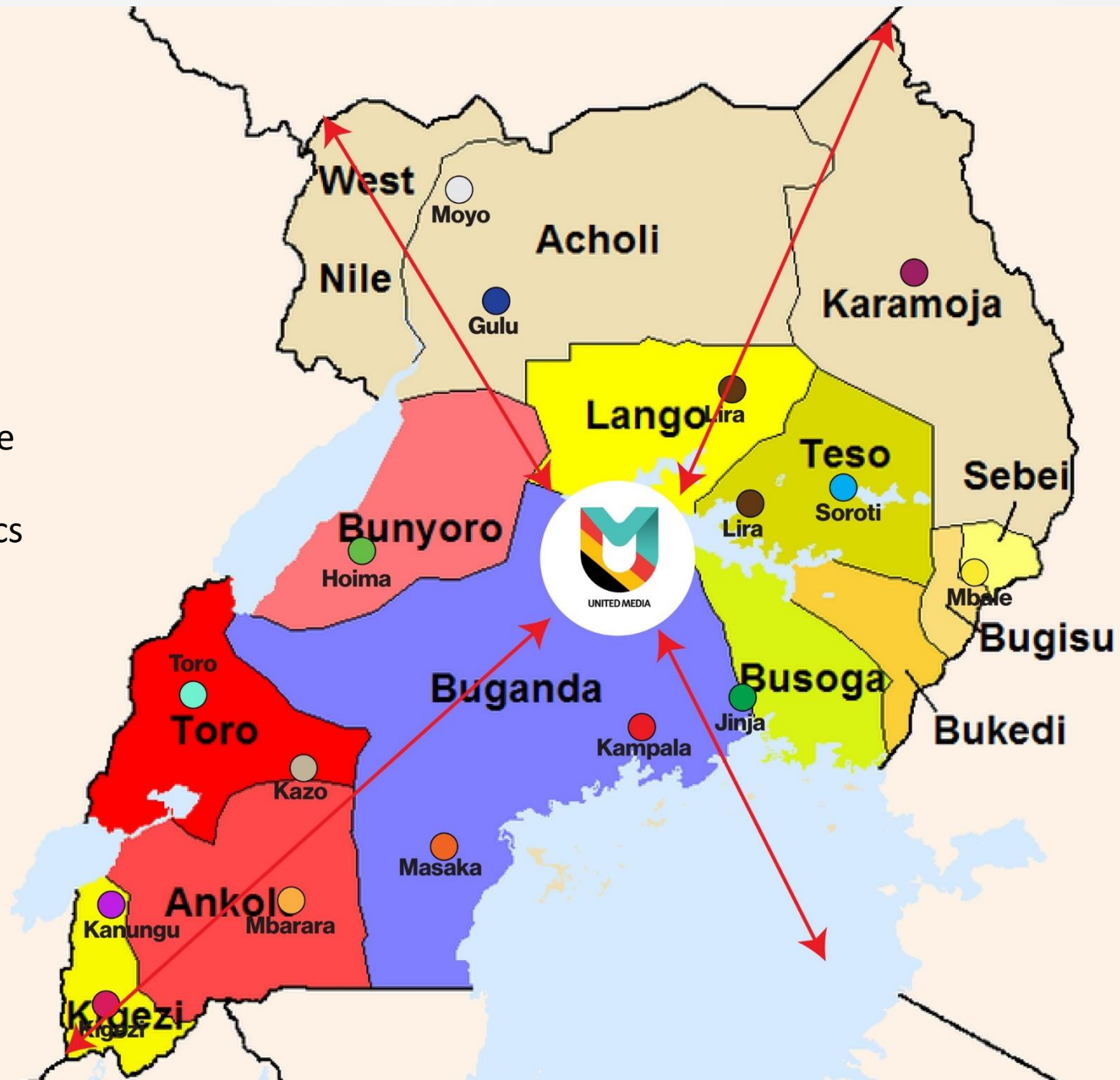


UNITED MEDIA

COUNTRYWIDE COVERAGE

Guaranteed;

- Reach
- National coverage
- Dialects
- Customized tactics



Our Key Stakeholders



Customers



Audiences



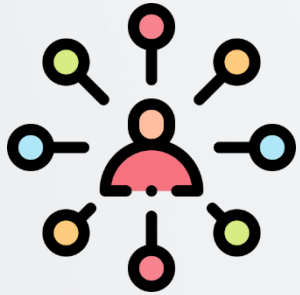
Partners

Unique Value Proposition

❖ Create access to audiences and deliver impact

- We source the media required
- Localized engagement
- Wide Reach
- Produce campaign materials/ads and customize where necessary
- Adopting different campaigns to various audience segments
- We place orders
- Monitor execution
- Produce reports
- Pay the media houses
- M&E
- Nation wide syndicated interviews/talk shows where necessary

Why Work With United Media



Amplified Reach and Influence



Enhanced Brand Exposure



Targeted Engagement



Collective Impact and Social Responsibility



Managing of the Media campaign



Convenience & Affordability



M&E of Campaign



SOME EXECUTED CAMPAIGNS



Behavioral change campaign toward the adoption of the digital economy.



Environmental campaign dubbed Taasa Obutonde
(Save Our Environment)



Our Happy Partners





**Unifying media for
impactful change.**

