

TOLO

FRONTPAGE_NO_TRANSLATION_AVAILABLE

TOLO takes its name from the Dari word for dawn. Afghan owned and operated, TOLO's news, current affairs, lifestyle and entertainment programming has focused on reflecting the changing face of the nation since 2004.

TOLO is respected as a source of apolitical, independent and reliable news, relied on by audiences and news makers alike. The landmark current affairs program, the 6.30 Report has tackled taboo issues including paedophilia, corruption, forced marriages and fundamentalism and was awarded the Reporters Sans Frontieres (RSF) Fondation de France Prize for contributing the most to the cause of press freedom in Afghanistan in 2005.

TOLO's entertainment mix has focused on introducing local content, with programs such as the wildly popular Afghan Star talent contest now in its third season. Bonu, meaning 'women' in Dari, was Afghanistan's first 'Oprah' style chat show when it launched in 2005. Bonu examines topics such as education, changing societal norms, marriage, leadership, motherhood and physical and mental health. New this season is Raz hae een Khana "the secrets of this house", the first Afghan produced and based drama which has been embraced by enthusiastic audiences.

Popular regional entertainment, including Kyunki, which enjoys a staggering 94%^[1] audience share during its peak timeslot, is also part of the TOLO entertainment mix.

TOLO is available free to air across Afghanistan, and regionally via satellite.

Organisations turning to TOLO to reach their audiences include Akira, Alekozay, Coke, Counter Narcotics Department, Continental Biscuits, ISAF, LG, Nestle, Roshan, UNFPA, UNICEF, Unilever, Western Union

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[1] Altai Consulting, National Media Consumption Survey, May 2006