

MARKET ANNOUNCEMENT

For immediate release

Breakfast at Fiji One Extends Duration

11th October 2019, Suva, Fiji – Fiji Television Limited today announced that they will revamp their Breakfast at Fiji One show to move from one hour 30 minutes to a full two hour show.


Breakfast at Fiji One, the first ever breakfast show of its kind in our nation has been entertaining viewers live for over 5 years. Fiji TV takes pride in bringing viewers fun, yet informative content and fresh news every morning.

As trendsetters in the media world, Fiji TV is constantly looking for new ways to take their brand to new heights. Even though their viewers enjoy waking up to all the show has to offer every single morning, they feel that there is still so much more they can offer. Fiji One viewers can enjoy an extra 30mins of exciting contents because the show will be moving to a full 2 hour live show. This launch will include, one full hour of the latest local news, sports, world news, business, and in-depth stories. The rest of the hour will be filled with fun, real and relatable contents.

Fiji TV Chief Executive Officer, Karen Lobendahn said that “Fiji One is constantly looking at ways to grow the brand. Breakfast at Fiji One has been on air for a little over 5 years and it’s only right that we give our viewers more content. We hope that our viewers will enjoy the show and we thank them for their loyalty. We also thank our sponsors for their commitment and for growing with us”.

Breakfast at Fiji One extends to 2 hour duration from Monday the 14th of November LIVE on Fiji One.

“Always Something Good to Come Home to”


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Director
Fiji Television Limited


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Company Secretary
Fiji Television Limited

For more information, please contact Company Secretary, Tarena Alexander on email: talexander@fijitv.com.fj

