

BBBEE
Level
4

company
PROFILE



audio-visual specialists

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 www.channelmteto.co.za



KARIEN KRIEL

videographer &
photographer

In 2001, Karien Kriel established Channel Mteto Video Productions after identifying a need in the market for an audio-visual communication medium in the mining industry.

Since those early beginning, Channel Mteto has continued to grow and expand its services - offering marketing video production, safety and training video productions and photographic services.

With a solid background knowledge in mining, Karien specialises in underground videography and

photography, going where most production companies will not go to get the right shot.

She has perfected the art of getting great footage in challenging environments.

Her 16 years of practical experience in videography is complemented by extensive knowledge about audio-visual equipment and principles, ensuring that whatever footage you require, is of the highest quality possible.



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theTEAM



ANEL video editor

Anel is our creative genius - specialising in video editing and post-production. She holds an Honours Degree in Audio-visual Production Management. Before joining Channel Mteto, Anel completed an internship with a production company, working on broadcasted television shows for DSTV. She has been with Channel Mteto for seven years.

OUR partner network

Complementing our full-time team, is our network of specialist freelancers who help enhance our services and products to our clients:

Ilana
Jacques
Chane
Shane

our SERVICES



- Company Profiles
- Services and/or Product Launches
- Product Demonstrations
- Case Studies
- Project Showcases
- Recruitment



- Safety Procedures, Rules and Regulations
- Hazard Identification and Treatment
- Safety Product Launches
- Accident Simulations
- Behavioural Safety Training
- Safety Legislation



- Management Messages
- Company News
- Communication Campaigns
- Company Policies and Procedures
- Change Communication
- Company Vision, Mission and Values



- Annual Banquets
- Award Ceremonies
- Conference Overviews
- Launch Events
- Sporting Events
- School Events

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CORPORATE videos

Research has shown that, on average, we only remember about 10% of what we hear, but if we pair that with relevant images, we remember 65% of the information. That is because our brains are incredibly visual.

Videos already account for 75% of all online traffic and 55% of people watch online videos every day. In fact, four times as many customers would rather watch a video about a product than read about it and including a video on your website landing page increases conversion rates by 80%.

With statistics such as these, your company can not afford to overlook the power of video for corporate marketing.

At Channel Mteto, we use only the latest high-definition recording equipment and post-production software, combined with professional still photography to produce high-quality Corporate DVDs you can be proud to share with existing and potential clients.

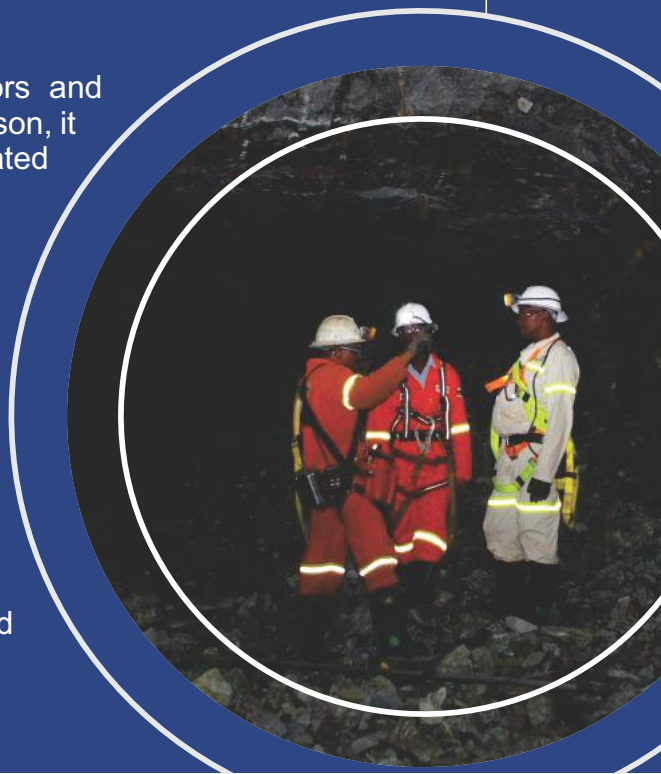
SAFETY & TRAINING videos

Safeguarding the health and safety of employees, visitors and communities is a critical factor for all companies. For this reason, it is of utmost importance to communicate safety and health related information effectively.

Not only is visual information more memorable and engaging, it also ensures that the message is communicated consistently to all your audiences.

Channel Mteto uses high-quality equipment, uniquely suited to any harsh environment, including underground operations, processing plants and refineries. We use your own employees as actors to ensure that your videos are not only memorable, but relevant and relatable to your audience.

All of our staff have valid medical fitness certificates and receive annual heat tolerance testing.



COMMUNICATION videos



Because video can 'show' rather than 'tell' an audience, it takes only seconds to convey a message that would take up paragraphs to explain. And with recent advances in technologies, it can be distributed through a variety of channels, including mobile devices.

So powerful is the medium, that a study by UK-based research company Melcrum, found that 93% of Internal Communication teams believe that video is an important communication tool and two-thirds plan on increasing their budget spend on internal communication videos.

Communicating effectively with your employees is a vital part of your company's success. These are the people who execute your business strategy, interact with clients and personify your brand values. Make sure that you communicate with your team as effectively as possible.

SPECIAL EVENTS videos

Capture your precious moments on video and keep record of the most important events in your life. Through video you can share your special events with family, friends, team members and clients and relive your happiest memories time and time again.

From planning to post-production, we work with you every step of the way to ensure that every special moment at your event is captured forever.

With special events there are no do-overs, so make sure you get a company that has experience in shooting in unscripted environments. At Channel Mteto, we make use of multiple cameras and still photography to ensure that every moment and every angle is covered.



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our CLIENTS



our CLIENTS



our **WORK**

CORPORATE



RSV CORPORATE PROFILE



During 2013, Channel Mteto was contracted by RSV to produce its corporate company profile. The project included scripting, underground and surface footage, photographic services and logo animation.

We also created time-lapse audio-visual content of key projects to illustrate the Group's technical capability.

THEMBELANI PROJECT DEVELOPMENT

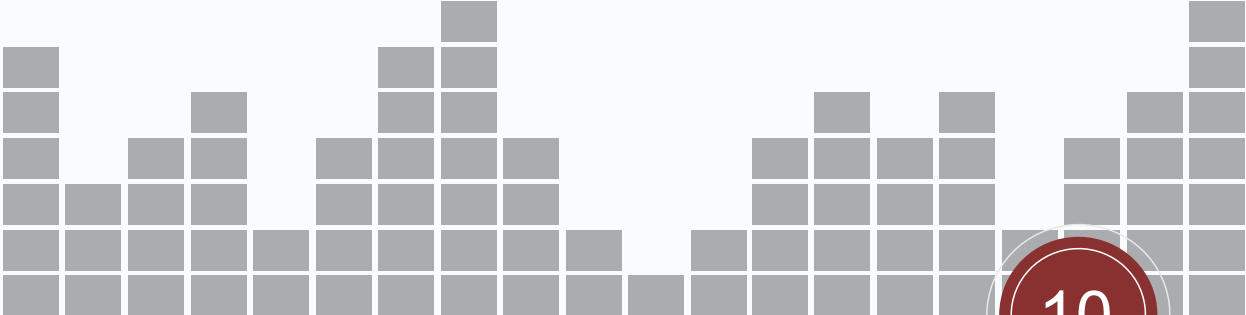
Anglo American Platinum started the Thembelani Project in 2006 and contracted Channel Mteto to keep a video diary of the development of the project from sinking to final production.

During the five-year project, Channel Mteto provided underground and surface videography and photography of all stages of development, as well as time-lapse audio-visual presentations of key moments during the project.



CORPORATE





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our **WORK**

SPECIAL
EVENTS



BAFOKENG RASIMONE PLATINUM CEO AWARDS



The BRPM CEO Awards function is an annual event during which BRPM's Top Teams are recognised and awarded.

Channel Mteto produces audio-visual content that is played throughout the ceremony and also provides photographic and videographic coverage of the function.

We also assist with AV management during the event.

PLATINUM GROUP METALS MASEVE SAFETY CAMPAIGN

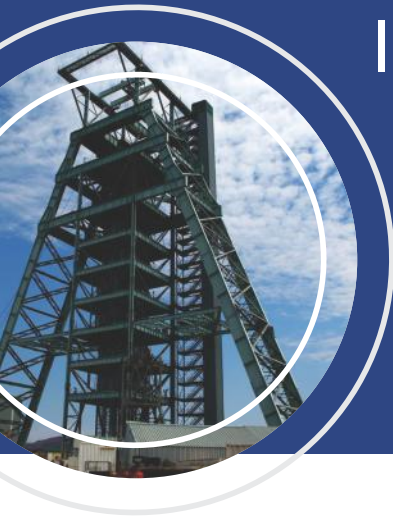
PTM Maseve Mine's Hi5 Safety Campaign was launched in 2014. As part of its internal communication campaign, Channel Mteto has produced several safety and training videos for use as part of the campaign.

We also assisted the mine with roll-out campaigns, providing printed banners, booklets, photo booths and gift packets.

SAFETY &
TRAINING



our **WORK**



IMPALA 20 SHAFT

The Impala 20 Shaft Project commenced in 2004 and Channel Mteto was contracted to provide videographic coverage of the project from start until finish in 2010.

During this time, Channel Mteto also produced all of the project's safety and training videos.

CORPORATE



MINESAFE CONFERENCE

The annual MineSAFE Conference is jointly organised between the Southern African Institute of Mining and Metallurgy, The Association of Mine Managers of South Africa, the South African Colliery Managers Association and the Mine Metallurgical Managers Association and is aimed at achieving Zero Harm in the South African mining industry.

This is a premier mining event and Channel Mteto has produced various audio-visual content for use during the conference, as well as provided videographic and photographic services during the Industry Awards Day.



SPECIAL
EVENTS



Contact
Us
Today



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