

# TSN PRODUCTS & SERVICES

**tsn** TANZANIA  
STANDARD  
NEWSPAPER



**Magazines**



**Diaries**



**Calendars**



**Umbrella**




**T-shirts/caps**




**Banners**



**and other promotional materials**

 HabariLeo\_tz  
dailynews\_tz

 spotileo  
Daily News  
Tanzania  
HabariLeo

 HabariLeo  
dailynewstz

 Daily News  
Digital

## 1. HISTORICAL BACKGROUND

TSN is a Government - owned Media Company. It's history dates back 1930 and is the oldest media house in Tanzania. It started off as Tanganyika Standard Limited. In 1970 it was nationalized and became a public media house owned by the Government of the United Republic of Tanzania.

## 2. TSN PRODUCTS

The Company has both traditional and Non-Traditional Products.

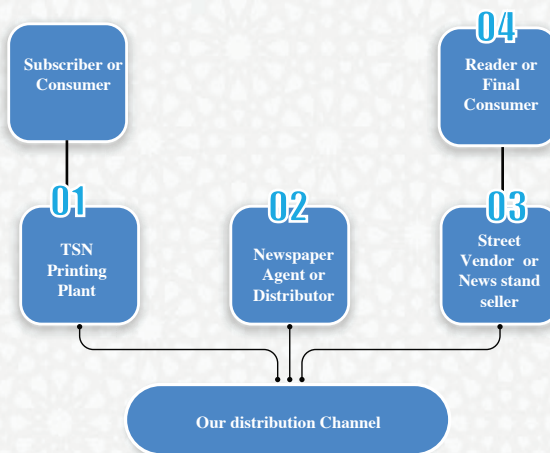
### 2.1 Traditional Products:

Traditional products include publication of;

- **DAILY NEWS**
- **sundaynews**
- **HabariLEO**
- **SpotiLEO**

TSN newspapers provide reliable and authentic news and information hence serve as a reference for both local and international audiences.

### How are Newspapers distributed?





**Readers at News Stand**



**Delivery van transport newspapers to the agent or subscriber.**



**At Newspaper Racks and Kiosks are where exchange takes place.**

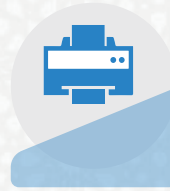
## 2.2 Non – Traditional Products

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Non -traditional products include publication of;



E-paper and  
Electronic Media



Commercial  
printing



Media consultancy



Commercial  
Photography



Business Forums



Library/Documen-  
tation services



Education Initiative



Translation and  
Designing services

## E – paper and Electronic media

With the advent of technology, the Company has put its focus on fully utilizing digital opportunities in order to stay a step ahead. Our customers can now access through our Online editions of Daily News, HabariLEO and SpotiLeo, Facebook, Twitter, YouTube and Instagram. We provide convenience and news in a real time.

While, Online Advertising services give advertisers mileage into the export and global markets.

TSN Digital Platforms Data (August, 2021)

S/N	Platform	Unit Details	Population
1.	Websites	www.dailynews.co.tz	27.7 Million
		www.habarileo.co.tz	36.4 Million
		www.spotileo.co.tz	148.7 K
2.	Social Media	Instagram Dailynews_tz, Habarileo_tz and Spotileo	264,5k
		Facebook,DailyNewsTanzania, HabariLeo,Spotileo	180.1k
		Twitter  @dailynewstz @habarileo	190.4k
		Telegram  @Daily News Updates, @HABARILEO	
		LinkedIn  @Daily News Tanzania @Habarileo	
3.	YouTube	Daily News Digital	149.7 Million
4.	TSN Online Total Audience	Population Engagement 324 Million	

## Commercial printing

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The Company offers printing services of products such as Magazines, Calendars, Brochures, Booklets, Diaries, Newsletters, Newspapers, Leaflets, all kind of flyers, Promotional pads, prospectors, screen printing, branding (cars, cups, umbrella), hand flag, T-shirts, mugs, envelopes, greeting cards, posters, stickers, sale of A4 rim paper.

Media consultancy

We provide professional advice and engagements especially in the area of media and advertising services. We offers services like public relation stories that market their products and also enhance corporate positive image for institutions through the way of advertorials, interviews, social media coverage, translation services, proof reading and creative designing services, production of jingles and documentaries, advisory services to community radios and newsletters, development of media related strategies, policies and plans.

## Commercial photography

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Through our commercial photography Unit, the Company provides still and motion pictures services to corporate, weddings, festivals, funerals, graduation, social and official gatherings, short time training on photo-Journalism.

# Business Forums

Business Forums are meetings to deliberate on issues of national interests, policies and development agenda which aim at spurring socio-economic development of the country. The previous forums were held in Mwanza, Simiyu, Lindi, Tanga, Zanzibar, Tabora, Geita, Arusha and Shinyanga. The average is 1,000 to 1,500 participants from private and public institutions, diplomatic missions and general public to network and discuss issues pertaining business and investment. The partners and sponsors enjoy an opportunity to meet their customers. This is facilitated by means of Presentations, Branding, and Business Networking. Moreover, our partners will enjoy maximum coverage of their participation in the forum..

Library services

TSN library is the oldest newspaper archive in Tanzania. It accommodates almost a century old records including pictures dating back to 1930. It documents the country's contribution and involvement in various international affairs in East Africa, Southern Africa's Liberation Struggle, Africa and the United Nations. The schools, academia and researchers may appreciate and benefit from both physical and digital archive.

## Education Initiative

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In supporting the government efforts in the education sector, TSN is implementing Education Initiative where Academy and Elimika pullouts are produced and inserted and freely distributed with the Daily News and HabariLEO newspapers on Wednesdays and Thursdays respectively.

The stakeholders are welcome sponsor the production of the pullouts, bandwidth (airtime) for making them go and stay online and also, for sponsoring schools' debating competitions and/or Min-bus for the project. Sponsors will have an opportunity to meet their students who are their future customers during debating competitions and schools outreach program. They will also be able to make Presentations, Branding meeting Halls, the project van, the pullouts. Moreover, our partners will enjoy maximum coverage in newspapers and social media platforms during and after debating competition.

### 3. TSN uniqueness to other media houses

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TSN is the most experienced media house in Tanzania, has over 90 years in the media business with Strong brands – Daily News and HabariLEO, SpotiLeo and Sunday News. The Company maintains strong relationship with the Public and Private institutions. It embraces Media convergence. More and above, it owns state of the art printing facilities for both newspaper and digital printing functions. In addition, TSN brands are said to be the most Reputable, credible, reliable and the most trusted source of information. Never the less, the Company owns about a century-old media archive and last but not least it has Nationwide representation.



**OUR CONTACTS:**

Marketing and Promotion Section  
TANZANIA STANDARD (NEWSPAPERS) LTD  
P. O. Box 9033,  
DAR ES SALAAM  
Website: [www.tsn.go.tz](http://www.tsn.go.tz)