

Promise en kykNET praat saam mekaar

How do you get someone to watch a television channel in a different language which they don't speak?



kykNET found that English-speaking South Africans do understand Afrikaans, but are reluctant to speak the language because of how they would sound. To help English-speaking South Africans enjoy Afrikaans content, a compromise needed to be reached. This was done through four deceptively clever print ads in one of the most-read weekly magazines in South Africa: You Magazine. [Click here](#) to read the full release.

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