

Renaldo Schwarp spearheads new kykNET show, *Kassie-kuiers*



By [Evan-Lee Courie](#)

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Kassie-kuiers met Renaldo Schwarp is an exciting entertainment programme which will go out weekly on kykNET's digital platforms. If you'd like to know more about popular shows like *Binnelanders*, *Suidooster* and *Boer Soek 'n Vrou*, this is a weekly update you do not want to miss. You won't only be getting the latest news and gossip, Schwarp will also interview actors, presenters and people who work behind the scenes.



We find out more from the talented TV presenter, producer, author and radio host about *Kassie-kuiers met Renaldo Schwarp*...

■ ***Congratulations on the launch of Kassie-kuiers met Renaldo Schwarp! Could you tell us more about the show?***

Thanks! I'm elated to be executive producing and hosting kykNET's first 'digital-first' entertainment talk show, *Kassie-Kuiers*. This show caters to those of us, who just can't get enough of kykNET TV's top-quality TV offering. Every week I spotlight the biggest storylines and burning topics on the small screen.

■ ***The first show aired on Wednesday, 24 November, what sort of response are you expecting?***

I'm looking forward to creating some engaging content for kykNET's already loyal audience base.

“ Research has shown that there was an absolute gap in the local content cycle for a product that caters to consumers of Afrikaans entertainment digitally. ”

But it won't be all glitz and glamour. The programme will also address serious and at times important societal issues. We are working closely with the channel's PR and content teams to ensure that the show covers timely and relevant content themes that are already top of mind with kykNET audiences.

■ ***What can viewers expect to see?***

It's an interactive entertainment extravaganza featuring TV gossip, news, opinions and more from all our favourite soaps and television shows. In each episode, we dish the latest dirt and I go in-depth with their favourite kykNET stars.

In the first episode, we talk to TV villains we love to hate. Gender-based violence and rape will be discussed in the second episode, and we are wrapping up 2021 by looking back at the most shocking plot lines on the channel's soaps.

■ ***I believe this is the first time kykNET has invested in a show that serves digital-first and not just their linear broadcast platform. Could you elaborate on the rationale behind this?***

Absolutely, investing in digital growth and innovation is an absolute must for media brands. I'm grateful that the channel entrusted me to spearhead this project. It's been a few months since we conceptualised this product and leveraging my experience and expertise in digital strategy and broadcast media, I'm excited to build even further on content formats like this.

“ *Kassie-kuiers serves as a 'companion show' for the channel's core television product. In this way, we are aiming to extend reach, but hopefully, also reach new audiences.* ”

New episodes will be broadcast every Wednesday on kykNET's [YouTube](#) channel and other social media platforms, it is also available as a podcast and can be downloaded on services like Apple and Spotify for later listening. We are covering all bases here - not only bringing the top quality content to where audiences are consuming it but also attracting new ones.

It's exciting!
#Newsmaker: Waldimar Pelser, kykNET's new channel director



Emily Stander 22 Nov 2021



■ ***It is undeniable that the TV landscape has changed over the years. Do you think we will see more of this transition/extension happening in the next few years?***

I hope so! Audience behavioural patterns have changed tremendously over the last few years, and digital has become a central part of this ecosystem. Broadcasters can't ignore this and I'm happy to see them invest not only in on-demand content offerings but in their digital content marketing offerings as well.

■ ***Do you think it is imperative for traditional broadcasters to go digital?***

100%. Both the broadcast and digital landscape has evolved and continue to do so. While content will also be king, I strongly believe that 'platforms, packaging and promotion' is just as important.

Watch the first episode

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