

Lights. Camera. Connection.

High-impact storytelling for brands

PRESS PLAY

pop²⁴



Modern storytelling demands flexibility — and that's where we thrive.

Versatile by design. Strategic by nature.

we create

**video, audio, virtual and
AI-powered content**
designed for the platforms
people actually use.
From social and digital
to broadcast and
brand-owned channels.



How?

By combining **creative thinking**, **advanced technology** and **workflows**, and leveraging **Media24's ecosystem** we help brands cut through the noise with content that:

Connects | Maximises impact | Budgets wisely

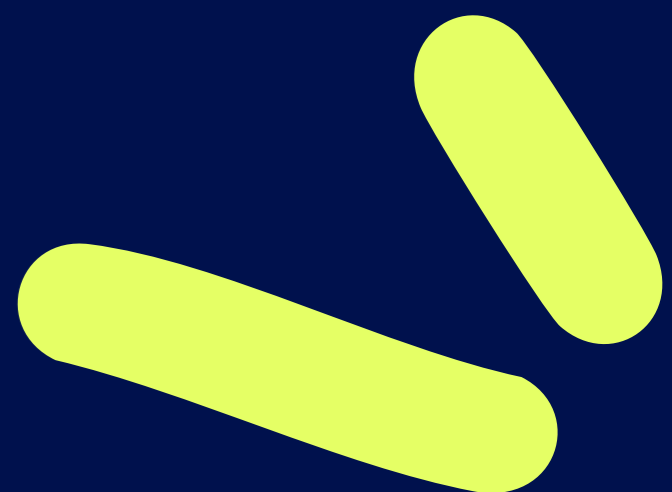
Why we have an unfair advantage

Access to South Africa's top plan makers, directors, creators and crews. Ready to move fast when the moment matters.

In-house studios, including a game-changing LED screen. Shoot premium content at any budget.

An AI-powered creative engine that accelerates ideation, testing and optimisation. Pushing boundaries, without killing the soul of the work.

Backed by MEDIA24, which means better rates, smarter distribution and fewer middlemen.



We specialise in

end-to-end content production

– from idea to execution to scale.

FOR:

pop²⁴

○ brands

No agency, no problem.

We deliver a full 360 solution - from creative through to final delivery and everything in between - on a flexible, project basis. No expensive retainers, no unnecessary layers, just **high-quality**

○ agencies

We are your **delivery partner**. You own the strategy, we bring it to life with **speed, reliability, quality and best-in-class pricing.**

○ producers

Stop choosing between technical excellence and practical constraints. **Our studios, crew and equipment are available for rentals — enabling multiple locations, weather-proof shoots, and real-time creative approval.**

○ platforms

Our experience with **MultiChoice** channels like **VIA** and **kykNET**, alongside **Showmax** and other **streaming platforms**, means we don't just deliver content — we deliver content that performs.

Our services

Video and audio production

Post-production

Virtual production

AI-driven content creation and scaling

Podcast and vodcast production

Studio and facility hire

Catering and production support

at **pop**²⁴

pop²⁴

AI is not a replacement for creativity. It's a creative accelerator.

We use AI to:

Visualise ideas and environments before filming

Create AI renders and virtual worlds

Produce non-filming AI content

Scale and adapt content across platforms

Extend campaign life and reach

with

ALIRIAN



Spec ad | Created only for illustrative purposes.



Gideon Milling | 30" TVC

How do you benefit?

More value. In-house studios, AI-powered workflows and Media24 backing remove inefficiencies — so your budget works harder.

Speed without compromise. Top-tier talent, ready-to-shoot facilities and agile teams mean you move fast, without sacrificing quality.

Content built to travel. Created once. Adapted intelligently. Scaled across platforms where your audience actually is.

Sharper decisions. Smarter creative. AI accelerates ideation, testing and optimisation — reducing risk before production begins.

One partner. Total accountability. From idea to execution to scale — fewer handovers, clearer ownership, better outcomes.

The word 'Studios' is written in large, bold, lime-green letters across the center of the image. The letters are semi-transparent, allowing the background studio scenes to be visible through them. The background is a collage of various studio environments, including a modern living room set, a kitchen set, and a virtual production stage with large LED screens.

From lifestyle and podcast studios to immersive virtual production spaces, each environment supports modern, multi-platform storytelling.



PRESS PLAY FOR A VIRTUAL TOUR





Volume studio

- 3m x 14.4m LED wall
- Highest definition in the Southern hemisphere
- Multi camera 8k / 4k recording
- Unreal engine playback
- Live digital and linear broadcast capable
- Contemporary control room and multi cam setup
- 165m²

Designed for immersive storytelling, dynamic virtual environments and live broadcast capability.

**STUDIO ONLY RATE:
R32 000 per day**

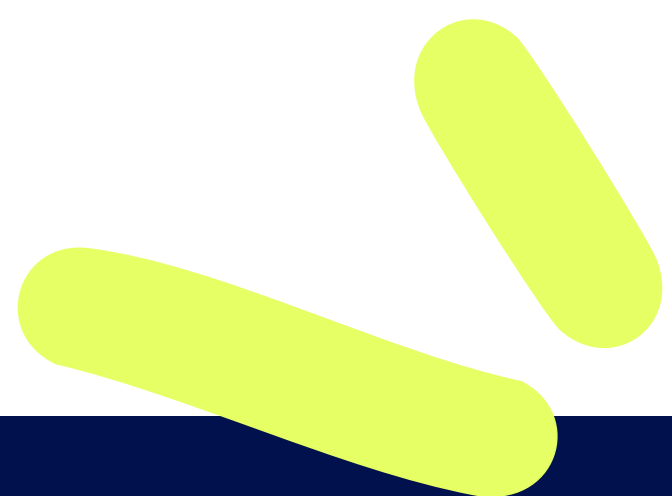


Studio A

Lifestyle studio with a customisable/removable kitchen set.

- Makeup and dressing room
- Control room.
- Full lighting grid + sound proofed
- 157m²

**STUDIO ONLY RATE:
R10 500 per day**





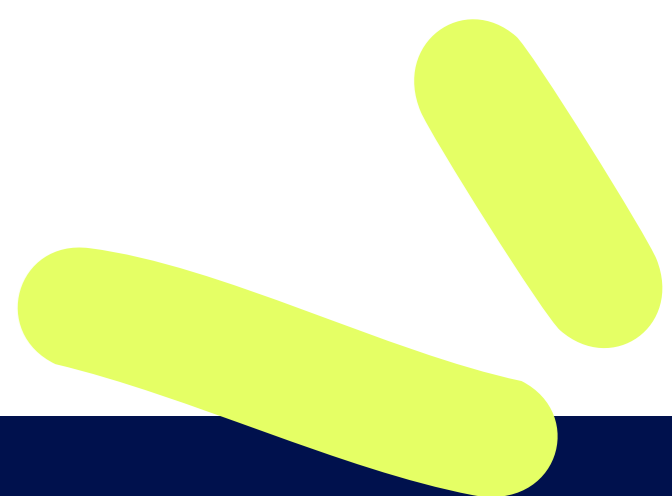
▶ [Click to see the space in action.](#)

Studio B

Black box studio with lighting grid and soundproofing.

- Seats up to six people.
- Studio B and C can be combined for larger floor plan
- 41m²

**STUDIO ONLY RATE:
R5 500 per day**





▶ [Click to see the space in action.](#)



Studio B

Studio C

Additional LED studio

- 3m x 4.8m LED wall
- Highest definition in the Southern hemisphere
- Multi camera 8k / 4k recording
- Unreal engine playback
- Live digital and linear broadcast capable
- Contemporary control room and multi cam setup
- 96m²

**STUDIO ONLY RATE:
R15 000 per day**



▶ [Click to see the space in action.](#)

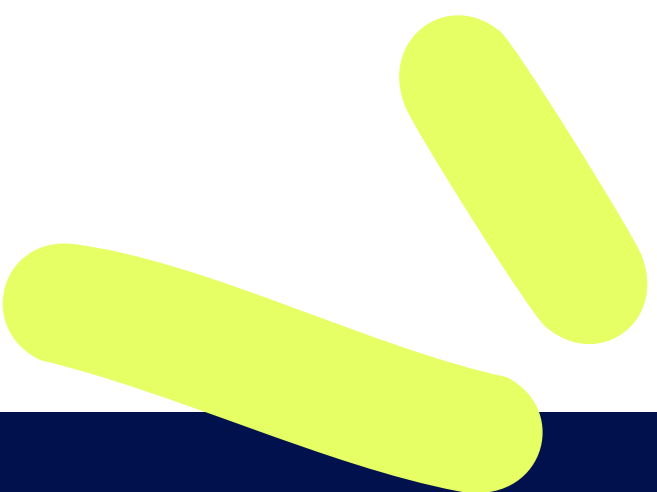


Studio C

Podcast studio

Sound treated space with
Rodecaster and iMac setup.
Perfect for podcasts and vodcasts.

STUDIO ONLY RATE:
R2 000 per day



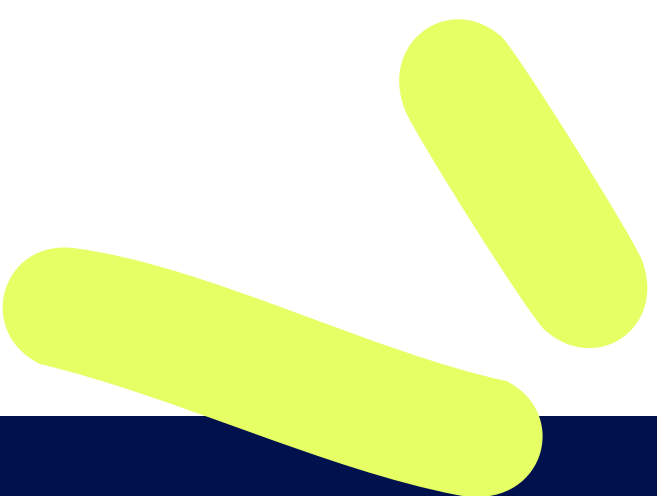


**Podcast
Studio**

Kitchen studio

Fully equipped food production studio with scullery, 12 x mobile cooking units and event capability.

STUDIO ONLY RATE:
R4 000 per day





[▶ Click to see the space in action.](#)

pop²⁴

Kitchen Studio

Best Gear



CAMERA	MONITORS	LIGHTING ACCESSORIES
Sony Burano	Atomos Ninja 5"	FL206 Fresnel
Sony FX6	Atomos Shinobi 5"	FL11 Fresnel
Sony FX3	Atomos Shinobi ii 5"	Nanlite 90cm Parabolic Softbox
Sony FX30	Atomos Shinobi 7"	Nanlite 80cm Lantern
Sony FS7	SmallHD 7"	Godox 85cm Lantern
Sony FS5	Lillyput 24" Monitor	Nanlite 60cm Softbox
Sony A7s	WIRELESS TRANSMITTERS	Nanlite 150 Mixpanel Softbox
Sony A7III	Hollyland Wireless Transmission System	Nanlite 150cm Octogonal Softbox for Panel
Blackmagic Studio 4K	CAMERA GRIPS	5in1 Reflector
Blackmagic Pocket Cinema 4K	DJI RS3 Pro	California Sunbounce
OSMO Action 4	DJI RS4 Pro	Set of Flags
LENSES	Manfrotto 504x Tripod	4x4 Polyboard
Canon 24-70mm F2.8	Cam Gear V10P Tripod	12x12 Blackout
Canon 70-200mm F2.8	Shoulder Rig	LIGHTING GRIPS
Sigma 24-70mm F2.8 MK1	EasyRig MiniMax	C-Stand
Sigma 24-70mm F2.8 MK2	EasyRig Vario 5 With Serene Arm	Black Light Stand
Sigma 35mm F1.4 DG DN	SmallRig Fluid Video Tripod	Triple Riser Combo Stand
Sigma 50mm F1.4 DG DN	Rhino Motorised Slider	Double Riser Combo Boom Stand
Sony 16-35mm F2.8	Rhino Mechanical Slider	Knuckle
Sony 16-35mm F2.8 MK2	FliyKing 3ft Slider	Barrel Clamp
Sony 24-70mm F2.8	LIGHTING	Maffer Clamp
Sony 24-70mm F2.8 MK2	Nanlite 720B	Sandbag
Sony 70-200mm F2.8 GM OSS II	Nanlite 300B	CAMERA ACCESSORIES
Sony 70-200mm F2.8 GM OSS	Nanlite 300B ii	Shape Follow Focus
TTArtisan 50mm F1.4 Tilt Lens	Nanlite 150 Mixpanel	Camera Mattebox
DZOFilm 10-24mm F2.9	Nanlite 120 PavoSlim	Camera Raincover
DZOFilm 20-70mm F2.9	Nanlite 60B	BlackMagic SDI-HDMI 12g Converter
Olympus 40-150mm F2.9 Pro	Nanlite 60B ii	COMMS
LENS ACCESSORIES	Nanlite PavoTube II 6C	Hollyland C1 Solidcom Set
Metabones EF-E Mount	Nanlite 30C 4ft Tubes	ClearComm Studio Com Set
Hoya 67mm CIR-PL	Nanlite 15C 2ft Tubes	2 way walkie with earpiece
Hoya 77mm Fusion One Next CIR-PL	Nanlite 30XR 4ft Tubes	
Hoya 67mm ND8	Apature Infinibar 8 Light Kit	
Nisi 77mm ND 1-5 PRO NANO	Apature Light Shaping Kit for Infinibar	
Nisi 77mm ND 2-400	Redhead	
Nisi 82mm ND 1-5 PRO NANO	KinoFlo 250MX LED	
Nisi 82mm ND 2-400		

Rental prices on request



Other services / add-ons



PRODUCTION SERVICES

- Producer
- Production manager
- Production assistant
- Casting/talent liaison

CAMERA DEPARTMENT

- DOP
- Camera operator
- Camera assistant

CATERING

- On-set catering

AUDIO DEPARTMENT

- Voice over recording
- Voice over artist
- Sound operator

ART DEPARTMENT

- Production designer
- Wardrobe stylist
- Makeup artist
- Hair stylist
- Set Builder
- Art assistant
- Food Stylist
(+ ingredients)
- Food assistant
- Set design
- Props
- Photographer

DIRECTING

- Director
- Technical director
- Floor manager

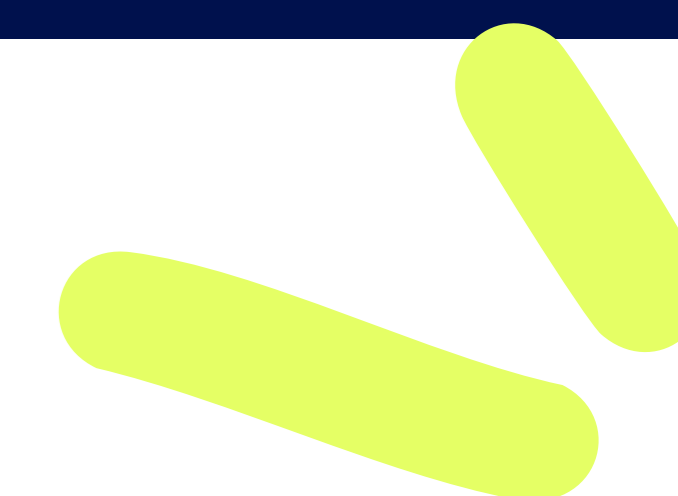
CREATIVE

- Ideation / concept
- Script / research
- Story boards

POST PRODUCTION

- Edit
- Final mix
- Grading

**Prices
on request**



*pop*²⁴ is built for brands and creators who want high-end production, without the traditional overheads.

Fast. Flexible.

Reliable.



Some of our clients

WOOLWORTHS



NETWERK



Checkers



NIVEA



showmax

via.



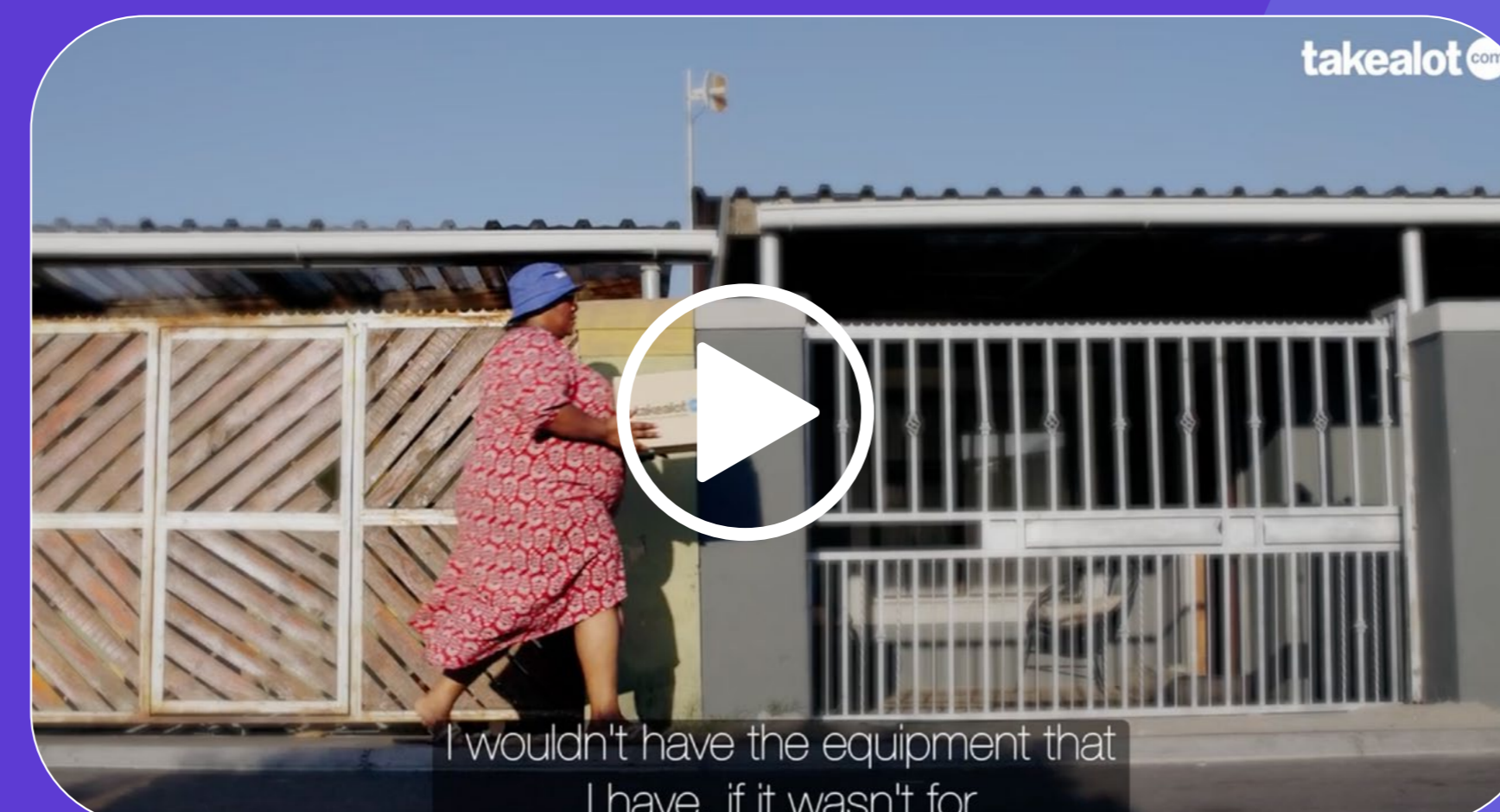
decakila



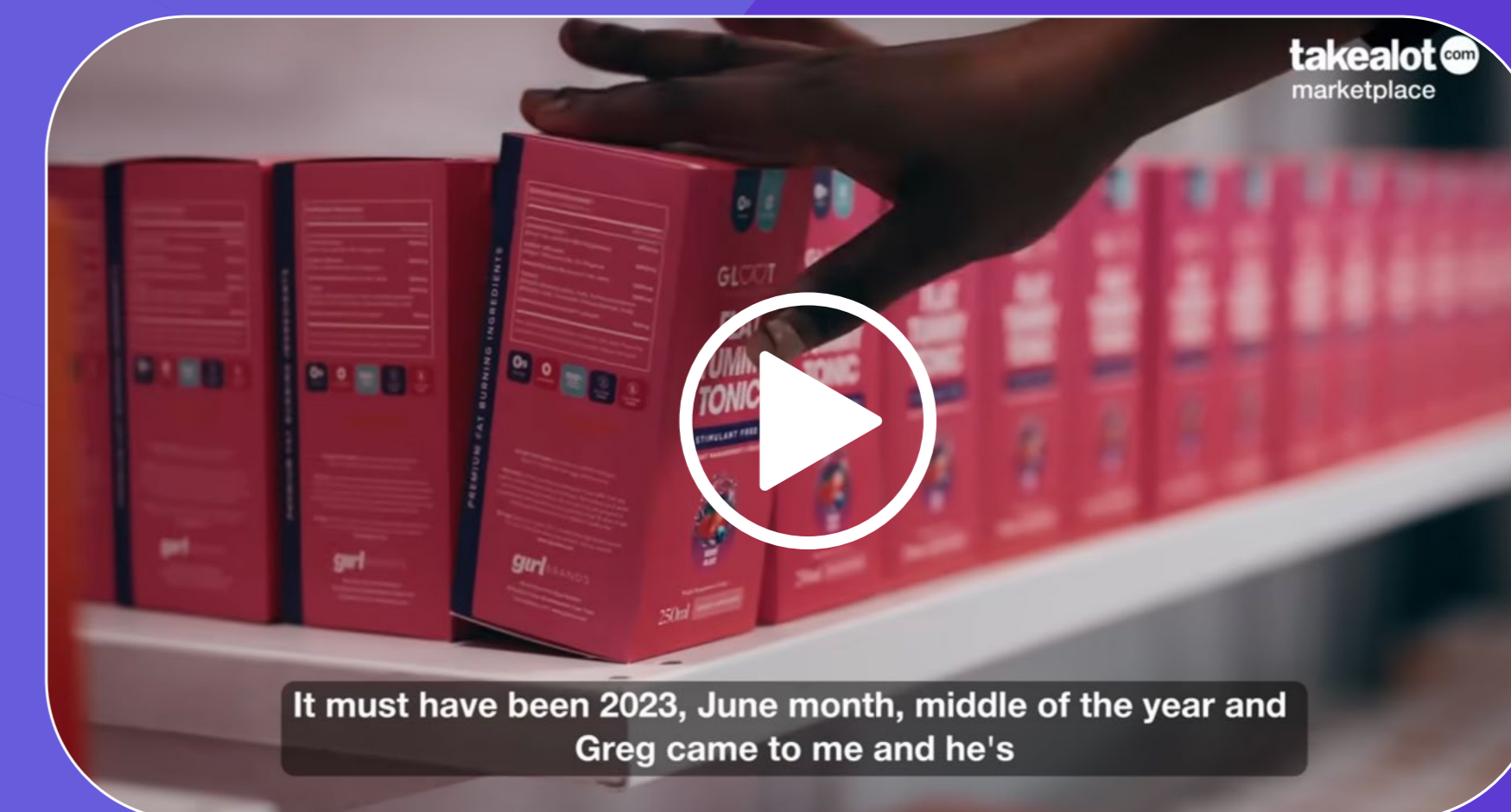
Branded Content Projects



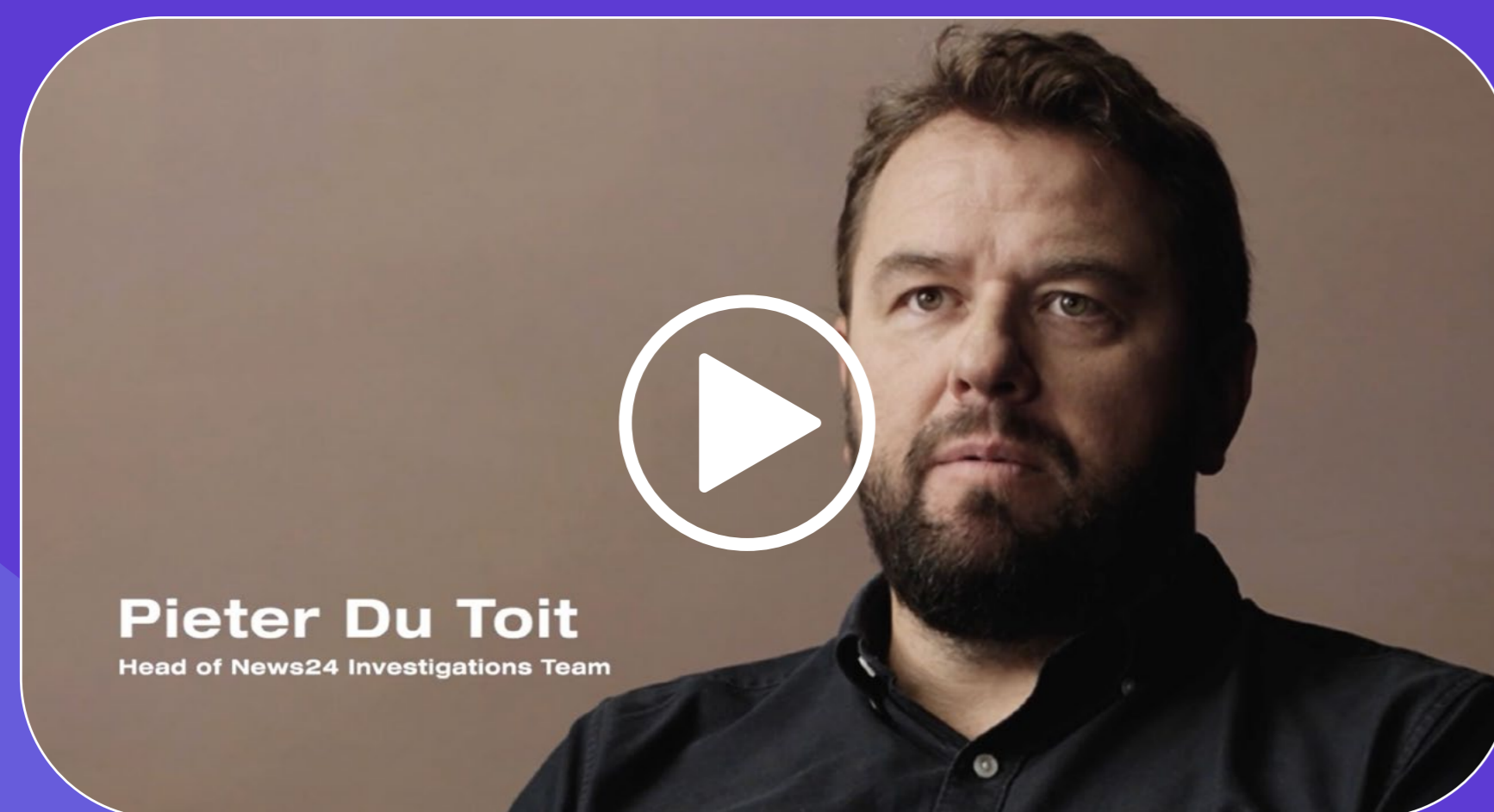
**WHAT'S THE DIFFERENCE?
A WOOLIES FOOD PODCAST**



**TAKEALOT PERSONAL
SHOPPER SERIES**



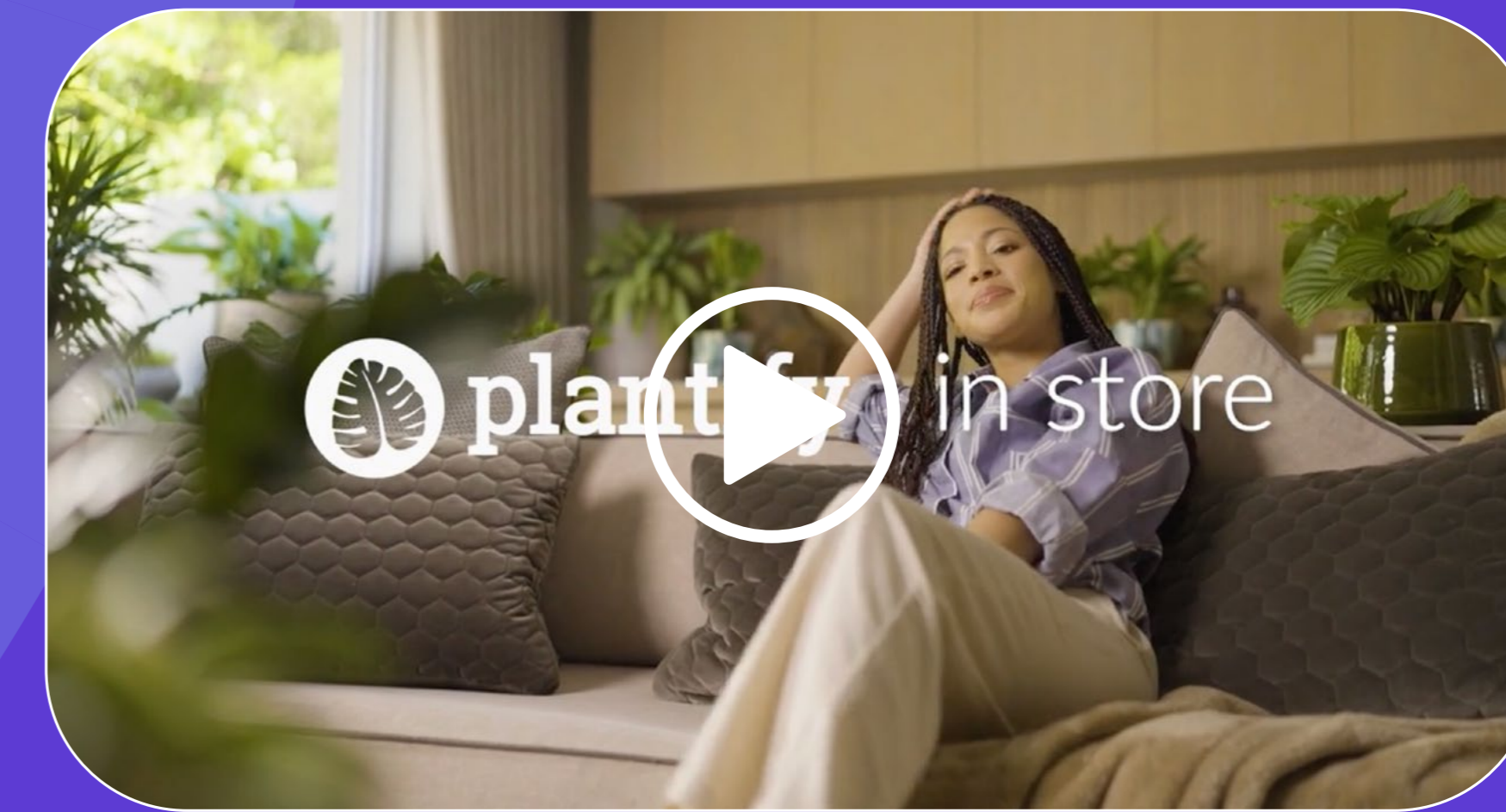
**TAKEALOT MARKETPLACE
SELLERS SERIES**



**NEWS24 INVESTIGATIONS
ELEVATE SERIES**



**BABYLONSTORIES
BABYLONSTOREN VODCAST**



**PLANTIFY
30'' TVC**

Longform Projects



SAFTA
2023
WINNER

Sunday Sexy Love
Mzansi Magic



SAFTA
2024
NOMINATION

SAFTA
2026
NOMINATION

Wie's Nuus
kykNet



SAFTA
2024
NOMINATION

Slim Vang Sy Baas
VIA



SAFTA
2024
NOMINATION

2 NOMINATIONS
NATIONAL FILM AND
TELEVISION AWARDS

The Mommy Club
Showmax



SAFTA
2024
NOMINATION

Bae Beyond Borders
Showmax



SAFTA
2026
NOMINATION

Beulah: Queens van die Kaap
Showmax



SAFTA
2026
NOMINATION

Mommy Club: Sugar & Spice
Showmax



WINNER
WAN-IFRA
DIGITAL MEDIA
AWARDS

Ek wil nie myself verloor nie
Netwerk24 short doccie

Packages

Edit only/ AI video

BASIC EDIT

Includes:

- 5 x edit days + 2 x client reverts
- Voice over and/or library music
- Final mix, grade and delivery
- Output: 1 x video

From R52,500*

*All jobs are quoted based on specific client briefs



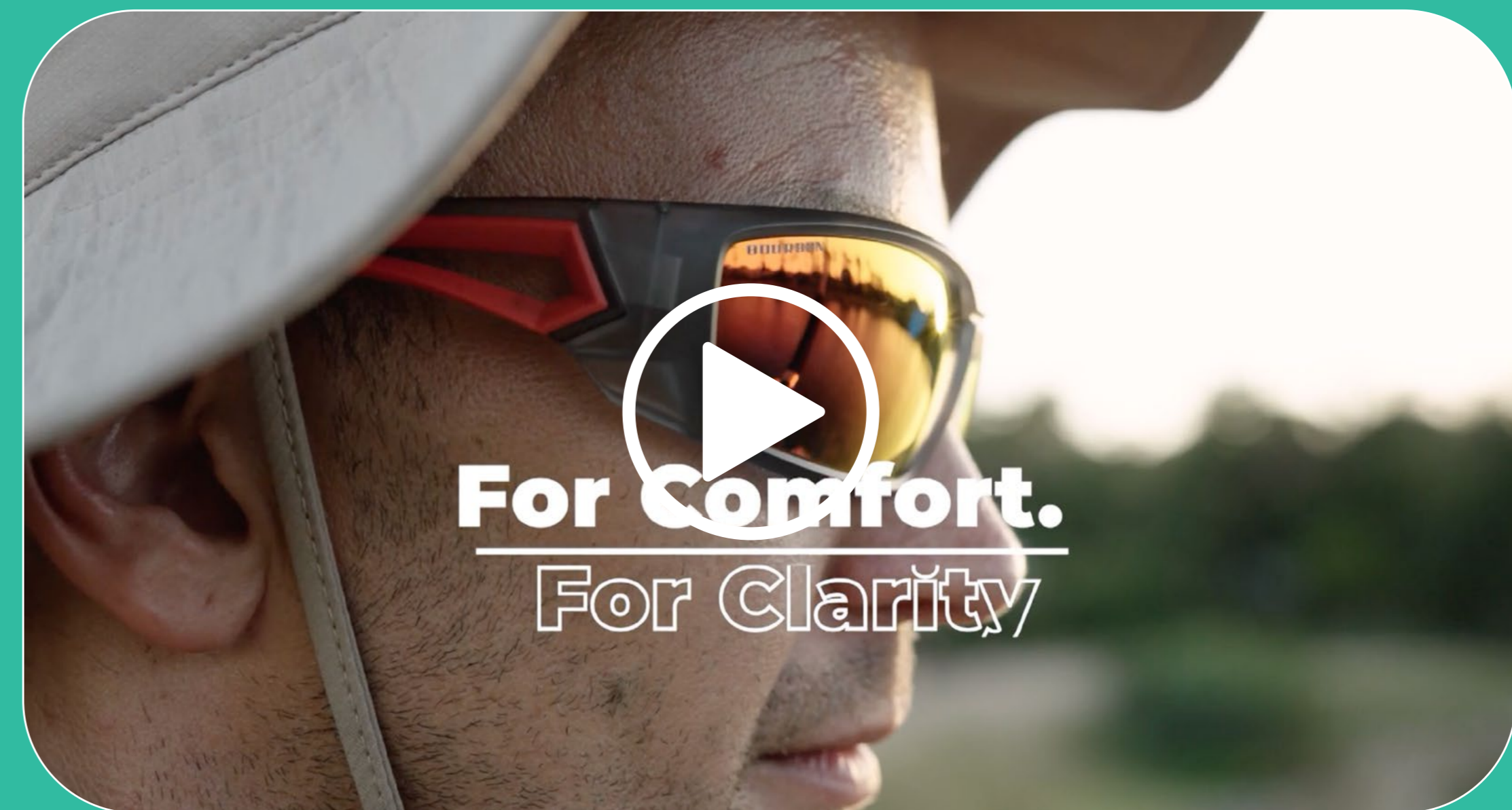
Shoot option 1

BASIC SHOOT

Includes 1 day shoot with:

- 1 x Camera operator with gear
- 1 x Sound operator
- Director
- 5 x Edit days + 2 x client reverts
- Voice over
- Library music
- No location fee
- Output: 1-3 videos

From R109,000*



*All jobs are quoted based on specific client briefs

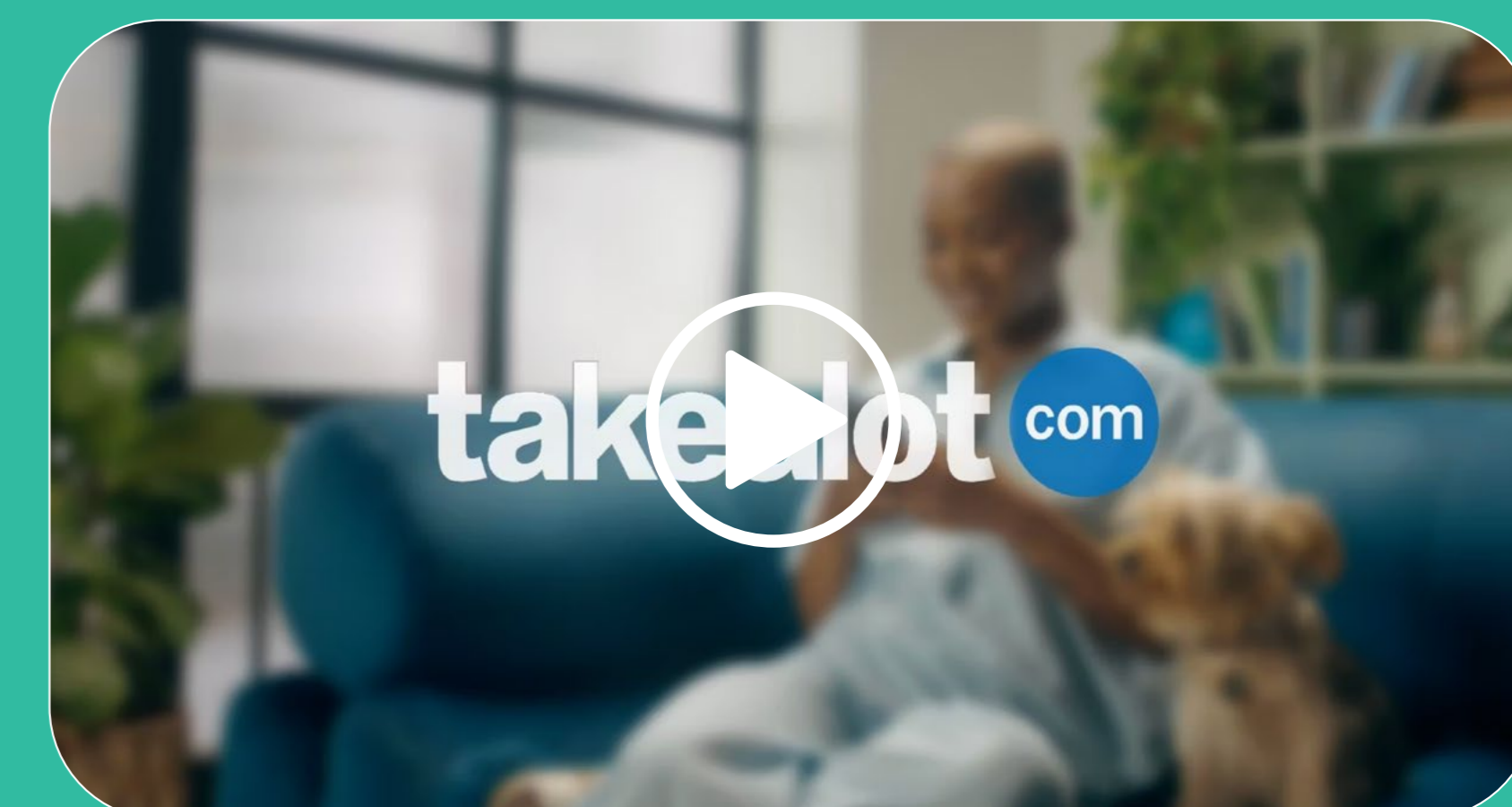
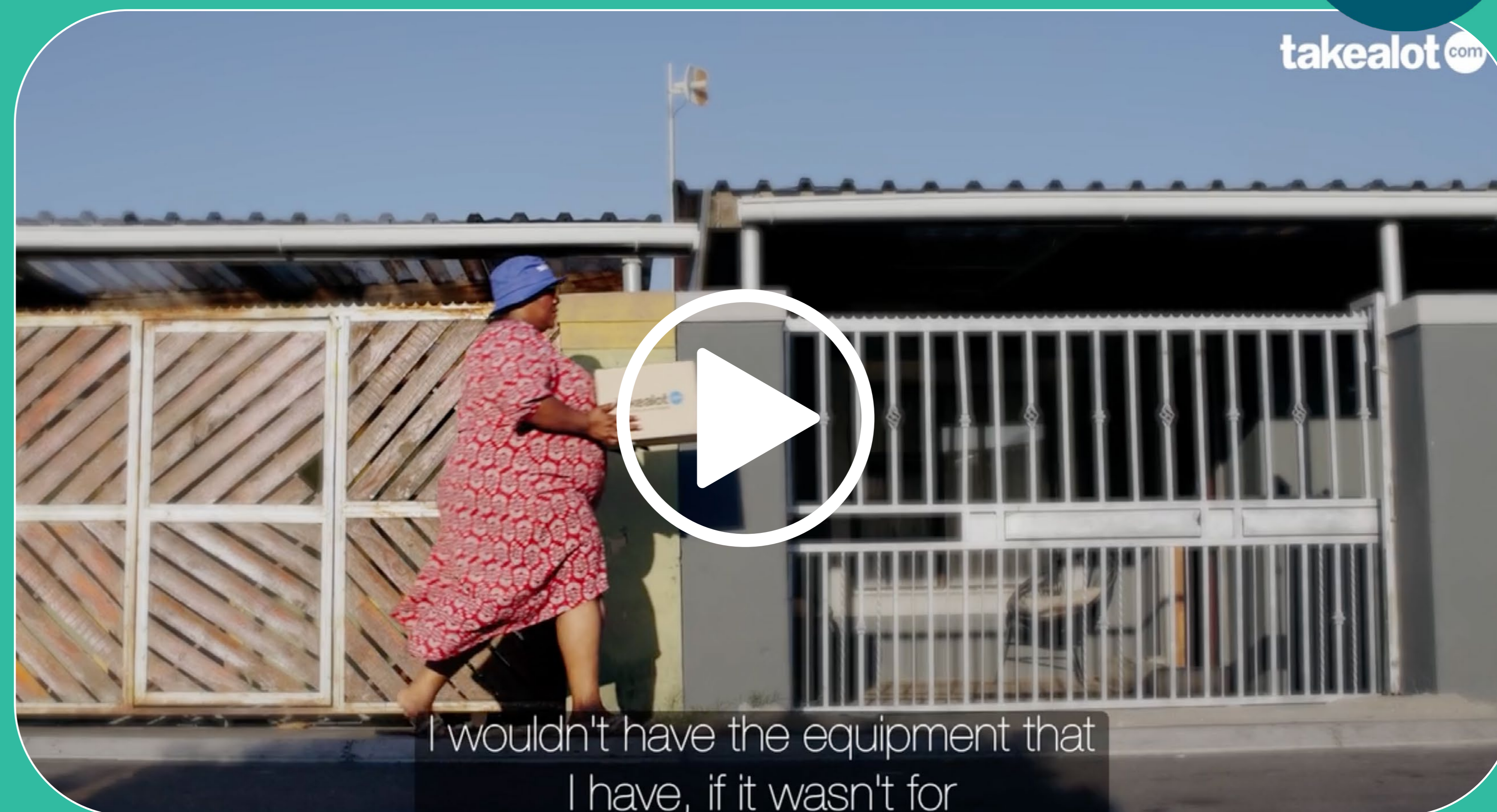
Shoot option 2

ADVANCED SHOOT

Includes:

- 2 x Camera operator with gear
- 1 x Sound operator
- Director
- 5 x Edit days + 2 x client reverts
- Voice over
- Library music
- No location fee
- Output: 1-3 videos

From R120,000*



*All jobs are quoted based on specific client briefs

Podcast (audio only)

- **Includes:**

- Audio recording
- Podcast studio
- Post production



- **Book for 1 day** (can deliver 3 episodes): R26,040*
- **Book for 3 consecutive days** (can deliver 9 episodes): R66,960*
- **Book for 5 consecutive days** (can deliver 15 episodes): R111,600

**SAVE
14%**

*All jobs are quoted based on specific client briefs

Vodcast (audio and visual)

- **Includes:**

- 3 x cameras + operators (3 x angles)
- Audio recording
- Podcast studio
- Post production



- **Book for 1 day** (can deliver 3 episodes): R75,040*
- **Book for 3 consecutive days** (can deliver 9 episodes): R192,960
- **Book for 5 consecutive days** (can deliver 15 episodes): R321,600*

*All jobs are quoted based on specific client briefs

**SAVE
14%**