

“Living the Dream” with Generations

SABC1 and Generations presents an evening of glitz and glamour on Tuesday 30th May in celebration of Generations 2000 Episode. What better way to celebrate the “South African Dream”. It has caught the imagination of the nation, as it plays out daily on SABC1 to millions of fanatic viewers!

SABC1 GM Ray Nkwe feels that, “Through this event, the channel and the daily drama provides stakeholders the opportunity to live the dream and to celebrate the phenomenal 12 year success of Generations on our television platform.”

“It is also an opportunity for us to express our appreciation to the producers, cast and crew for the wonderful work they have done. We salute them for producing an admirable product.”

“Generations is South Africa’s biggest and most successful daily drama. Not only is it entertaining, but also informative and educational. It boasts a phenomenal share performance of 18 AR’s and 50% market share.”

Since its initial broadcast in February 1994, Generations has continued to be the most-watched local daily drama. This highly popular daily drama has consistently held the highest ratings of any local programme on television. This is undoubtedly one of the greatest locally brewed success stories.

Generations enjoys a fanatical following, shared among all races, cultures, languages, and ages. Dramatic intriguing storylines and the multi-lingual and multi-cultural approach of the creators, have contributed greatly to the success of this most-watched daily drama.

Issued by Publicity Manager for SABC1 on behalf of the Channel

HISTORY

In its 12th year of existence as South Africa's longest-running television drama series, Generations can proudly claim to have not only survived political and social changes during this exciting period, but also to have evolved in tandem with our nation from the birth of its democracy in 1994 to the present time.

At the ‘ten-year watershed’ of democracy, Generations complied with broadcast channel SABC 1's decision to reposition its own brand

identity to target a younger market. In late 2003, Generations repositioned in terms of writing, production, management and artists. Old storylines were interrogated, revisited and adapted where necessary, new storylines were created, and new talent was identified in all aspects of production. Generations took this opportunity to redirect its appeal to a younger audience, without ignoring the loyal fan base that has followed the storyline faithfully over the years.

The story universe has shifted from an advertising backdrop to that of a broader media empire.

Generations' is the brainchild of Mfundi, Michael and Scott Vundla. Mfundi spent several years in exile in the USA where he studied scriptwriting as well as film production in Hollywood. On his return to South Africa in 1993, Generations was commissioned by CCV-TV, the fore-runner of SABC1.

Back then Mfundi used to hang around his brother and his colleagues, who established the first black advertising agency. Later, he joined forces with well-known independent director/producer Friedrich Stark, and the series was created through their mutual design.

Well-told rivalry, treachery and blackmail are the ingredients that have made Generations one of the most forceful dramas South Africa has ever produced. Suspense, intrigue and tension are the order of the day as the plot unfolds and romance influences relationships between warring parties from rival companies.

In 1993 Generations started with a weekly dose, on Friday nights at 9:10pm. From April 1998 it was screened four nights a week, and since April 2002 the series has been broadcast Mondays to Fridays at 8:00pm, realising one of Mfundi's long-held hopes that "Generations will be aired daily".

In May 2002, the series broadcast its 1 000th episode, and in 2004 it celebrated its 10th year of broadcast, together with the country's 10th year of democracy. 2004 is also the year in which the series repositioned itself in order to stand the test of time for another decade.

Generations endeavours to continue providing its fans with top local entertainment.