

# Multichoice overwhelmed with Big Brother response

By Gregory Gondwe: @Kalipochi

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[Multichoice Malawi](#) says it has been overwhelmed with interest that Malawians are showing soon after the announcement of the seventh season of Big Brother Africa.



Multichoice Malawi regional manager for Central and Northern Malawi, Titania Katenga Kaunda said although they made the announcement earlier, the process towards identifying possible housemates is yet to commence.

"We considered that there are so many things, including football competitions that are scheduled to take place this year which has made us to make the Big Brother announcement earlier than is the case," she said.

A statement issued by Multichoice Malawi indicates that the seventh season of the series will hit DStv screens in May.

"With TV commercials promoting the series return now screening on M-Net, entry for the new season opens in just a few short days," reads the statement, also revealing that Coca-Cola will return as a sponsor.

## More exciting things

"Malawians are sure that this year they will bring the prize money as they have seen how their country folks have been fairing," said Katenga Kaunda, adding that there are more exciting things that are in store for viewers

"According to series executives, viewers can once again get set for drama, action and entertainment with twists and turns galore," the statement says and Katenga Kaunda says this is where most of those that are ready for auditions are prepared to take advantage of.

The statement also quotes M-Net Africa managing director, Biola Alabi, who says the 2012 show is definitely a high demand property that draws and holds audiences from start to finish.

"...While the basics are the same, every season is different from the last. Re-invention is crucial so I am very pleased to confirm that this year we're doing something that has never been done before in the history of Big Brother Africa!" promised Alabi.

Alabi said Big Brother Africa constantly surprises audiences with everything from two houses, more housemates, unexpected guests and new participating countries to unveiling two winners, an All Star reunion, superstar performers and the list goes on.

"So to be able to say that we're doing something that has never been done before in Big Brother Africa is wonderful. And we really believe it's what our audiences want to see next," she said.

## Viewers in for a surprise

The statement quotes Sivan Pillay, managing director for the series format owner and producer Endemol South Africa, who said his company looks forward to surprising and entertaining Africa's viewers with more twists and turns that have seen this compelling format continue to succeed on the continent as it has around the world.

"M-Net has established a highly engaging continental audience for the Big Brother brand," he said.

Katenga Kaunda said not much has been revealed as to how season seven will run as it is built on the principle of springing surprises.

The release however says more details of the new season to be revealed shortly, there is one secret M-Net is opening up about already.

"At the end of 91 days, while many housemates will walk away with fame and the experience of a lifetime, there will be only one winner. So this season, the winner takes all," says Alabi.

Pillay said that the decision of the early announcement is for people who are interested in participating can start thinking about whether they want to take this incredible journey.

"That decision is the first step on a road that may well lead right to the Big Brother house," he said.

For more, go to [bigbrotherafrica.dstv.com](http://bigbrotherafrica.dstv.com)

## ABOUT GREGORY GONDWE: @KALIPOCHI

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at @Kalipochi.

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