

# Sasani acquires major share in Global Access

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Listed media services group Sasani has acquired a further major stake in audio-visual communications, training solutions and production facility, Global Access Telecommunications Services South Africa.

This follows the purchase of a 55% share of the business previously held by ABSA. The transaction has boosted Sasani's direct share in Global Access to 85% with group management now controlling the business.

Commenting on the acquisition, Sasani CEO James Whitehouse says, "Sasani and ABSA have held interests in Global Access since the company's inception in October 1997. We have served side-by-side on the board of directors, contributing jointly to the strategic development and daily management of Global Access over the years. ABSA's decision to divest its stake in Global Access, primarily on the grounds of the business being non-core to the banking group, led to Sasani being offered first option on ABSA's shareholding. Our knowledge of Global Access and our insight into the potential opportunities for the business going forward inspired our decision to accept the offer."

Traditionally focused on providing corporate South Africa with a technology-based platform for disseminating communication and training interventions, Global Access owns and operates extensive audio-visual production and post-production facilities as well as broadcast capabilities. The company, which is housed in Broadcast House in central Johannesburg, provides business television services to the corporate market, effectively facilitating the broadcast of an organisation's communication and training requirements to designated, closed user-groups.

A range of comprehensive turnkey solutions is offered, catering for anything from complex training material to urgent communications. Several dissemination options are also available, including point-to-multi-point encrypted broadcasting, using a digital multi-channel platform; and information technology-based solutions for forwarding and storing data and video files for integration into an organisation's IT network.

Several high profile listed and non-listed entities utilise Global Access' televised communications and training services on a regular basis – notably ABSA, First National Bank, Standard Bank of SA, African Bank, SA Airways and BMW. The company's production and broadcast facilities are also used to produce television programming, including soap operas and game shows.

"From Sasani's perspective, there are substantial synergistic benefits to be harvested through the larger-scale incorporation of Global Access into the group," continues Whitehouse. "First and foremost, the pooling of production and post-production resources opens avenues for optimal use of the technology within the greater group. Then there's the enormous scope for unleashing the creative talents of our people, and channelling the resulting creative energy appropriately. In fact, with the resources at its disposal, Global Access has the scope to broaden its focus area beyond providing facilities for creating and televising corporate communications and training to pro-actively developing content tailored for specific audiences."

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