

New media brands launch in Africa - 15 May 2017

BY LOUISE MARSLAND

We all know that the internet has democratised information where it is not restricted. What the internet and social media has also done, is enable anyone to become a publisher, or to enable the publishing of information in a more accessible manner to all.

So it is great to see the launch of new media for the continent, about the continent, using not only traditional media platforms, but also a strong digital media presence on all social media and digital platforms - another indication of the speed at which Africa is getting [connected](#).

Zimbabwe is in the news with the launch of a new magazine and web platform for the Zimbabwean diaspora, called '[Zim Abroad](#)'. And a Zimbabwean media group has also launched a new digital-based business analysis programme for Africa, called '[This Week in Africa](#)'. Great new media developments.

Have a great week!

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