

BBA7 branded 'StarGame'

By Gregory Gondwe: @Kalipochi

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MultiChoice Malawi has announced that the seventh season of [Big Brother Africa](#) will be called Big Brother Africa 'StarGame'.

Making the announcement in a statement issued to the local media yesterday, 12 March 2012, MultiChoice Malawi regional manager manager, Titania Katenga-Kaunda said that fittingly, the 'star' themed name was announced at the same time that M-Net confirmed Grammy nominated American rapper J.Cole will perform at the series launch.

The statement also quotes M-Net Africa managing director, Biola Alabi, who says one of the main reasons for the success of Big Brother, in Africa and abroad, is that it creates its own stars from the minute housemates step into the spotlight.

"The show is built on the idea that, given the chance, anyone can be a star, anyone can find themselves shot to stardom. So this year, we're honoring this essential element of the show directly in the title, putting the concept of rising stars and dreams of stardom right at the front of what is a challenging, fun, dramatic game," Alabi is quoted as saying.

J.Cole to perform



She says Multichoice Africa is thrilled that they can kick off Brother Africa 'StarGame' with international star, J.Cole.

"J.Cole is fast becoming a superstar, an amazing artist who is taking the world by storm. We are very pleased that he will be performing for the very first time in Africa on our stage," she says.

Multichoice Africa explains that with J.Cole's visit which has been facilitated by Los Angeles based One Entertainment who facilitated Busta Rhymes' appearance at last year's Big Brother show, the 27-year-old Germany born star is scheduled to perform three songs, to be revealed closer to the time, at the launch of the reality show.

He will also be filmed for a special insert on Channel O during this time, talking about his work, life and ambitions.

New logo



M-Net says it has also given fans a first look at the new logo, showcasing a bold new identity for 2012 with a retro inspired yet futuristic style.

"A large curved font highlights the new name in a deep red garnet color, while the iconic Big Brother eye gets a liquid platinum finish with a glittering gold mirror-ball at its centre," according to the statement, which adds, that the logo is a glossy accented space pushing forward between the eye and the new name, perhaps hinting at a series focused on movement, progress and speed.

Big Brother Africa 'StarGame' is scheduled to begin on DStv Channel 198 on 6 May 2012 and will once again headline sponsored by Coca-Cola.

For more, go to bigbrotherafrica.dstv.com.

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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. Follow him on Twitter at @Kalipochi.

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