

## 'East Africa's Got Talent' show to be transmitted exclusively on Citizen TV

The East African version of *Got Talent* where talented East Africans will have an opportunity to showcase their skills will be aired exclusively on Citizen TV.



Image source: Gallo/Getty.

The show which was created by British talent competition judge Simon Cowell is available in 58 countries and will now showcase Kenya, Uganda Tanzania and Rwanda.

The chief customer officer of Safaricom, Sylvia Mulinge stated during the launch last April, “This will be a platform to display the talent of people of all ages who have any gift that they would like to share with the world.”

*East Africa's Got Talent* will be available in August 2019.

Five years ago, the Guinness World Records recognized the *Got Talent* show as the world's most successful reality TV formats.

Safaricom is the main sponsor of the East African leg in collaboration with Fremantle and Syco Entertainment, as well as Rapid Blue, a South African production company.

Source: *NexTVAfrica.com*.