

MBC TV enters deal with BBC

Malawi Broadcasting Corporation (MBC) has entered into a deal with the British Broadcasting Corporation (BBC) to start broadcasting 'BBC Focus on Africa' which aired on 18 June 2012. This is part of an expansion of the BBC's offering of television, radio and online.

 By Gregory Gondwe: @Kalipochi 19 Jun 2012

MBC director general, Dr. Benson Tembo hailed the debut of BBC's Focus On Africa programme which he described as unique and solid opportunity to meet the continent's information needs.

"The BBC could not have chosen a better partner than new MBC TV in Malawi with growing professionalism and increasing geographical reach," said Tembo, "Undoubtedly, the programme will be a great success."

BBC's African editor, Solomon Mugerwa said Africa is now one of the fastest developing news markets in the world.

"This new investment will expand our services for African audiences," said Mugerwa, whose news gathering resources in Africa are part of the global network of 70 bureaux.

The BBC, which first made its broadcast to Africa more than 80 years ago, announced in a press release that it is launching 'its first ever dedicated daily TV news programme in English for African audiences with the expertise of its world service's African service and BBC World News on Television.'

BBC African talent

The release further stated that the programme will draw on the pool of BBC African talent in the continent and in London to report on Africa's rising economies, entrepreneurs, innovators, culture, entertainment and sport.

"The programme will cover major news from the continent that will include asking: Is there a way out of the Sudan Crisis? What impact will Europe's economic problems have on Africa's booming economies? How does Africa deal with its growth in natural resources?" the statement further elaborates.

BBC also disclosed that Komla Dumor and Sophie Ikenye will present the daily 30-minute programme which will also challenge African leaders and politicians on tough issues.

The statement says the programme will report on the latest developments in business, technology, and science and speak to those driving change.

The television version of the focus on Africa will also look at how Africa is becoming an information technology hot-spot.

"The programme will report, for example, on Kenyan scientists who are at the forefront in discovering cheaper, locally produced medicines to combat malaria," the statement further says.

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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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