

Kwesé TV broadcasting licence bid big on sports, short on news

Kwesé TV is hoping to enter the local free-to-air market in South Africa. Kwesé's head of regulatory affairs, Zolile Ntukwana, said the company is currently broadcasting in 19 African countries which would leverage its existing business capabilities to drive the South African operations.



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Kwesé plans to operate five channels, with a strong focus on sports content, which would consist of a 49% share of local sports. It said this rate would be reached during the second year of operation, if it were given a licence.

“What we are saying is that we would have sport content from launch, but the figure we are presenting would be reached in our second year,” said Ntukwana.



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Kwesé said its services would make it the first free-to-air broadcaster in the country to offer a sports channel. However, the company said it had no plan for news content, which is one of the key requirements for licence application.

Source: <http://nextvafrica.com/>.