

Startimes to set up Sh6.9bn Africa hub in Nairobi

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StarTimes Media has revealed plans to set up a Sh6.9bn complex in Nairobi, which will serve as its Africa headquarters and a dubbing centre for film and broadcast television.



The company which marked its entry into the Kenyan market in 2009 said the site is set to be completed at the end of 2015.

This latest development is StarTimes' key investment in Africa and one likely to have a major positive impact on the country's economy as more multinationals continue to grow their confidence in the country by setting up hub offices in Kenya.

"I wish to commend StarTimes Media for this bold step, it is trend-setting seeing that the headquarters will not only house your Africa operations, but also include a production centre that will see the growth of local productions and talents," Dr Hassan Wario, the Cabinet Secretary for Sports, Arts and Culture said during the ground breaking ceremony.

Insatiable appetite for affordable digital television

According to the Group's President, Pang Xinxing, the decision to set up the Africa base in the country was advised by the sound investment environment in the country, a strong economy and the government's commitment towards attracting increased foreign direct investment.

"Since establishing our operations in Kenya, we have found a cordial operating environment that has facilitated the growth of our business. The Kenyan subscribers have equally shown an insatiable appetite for affordable digital television service, this has seen increased uptake of our service which has gone a long way in giving us confidence to set up our Africa operations in the country," Xinxing said.

Premise

The premise will cover 20,000m² in Karen, Nairobi. It will comprise six units including StarTimes African Headquarters, StarTimes Kenya offices, a Film and Television Dubbing Centre, StarTimes broadcast station, Digital TV research and development centre as well as a Training Center.

Upon completion, this will equally become a complete production centre of clip selecting, dubbing, broadcasting and copyright trading.

The ceremony at Karen in Nairobi took place alongside the official launch of the Beijing Television Series Exhibition a series of programmes meant to expose top Chinese films and documentaries to African media and audience with the aim of promoting film and increased understanding of Chinese culture in Africa.

StarTimes has established the digital television network in 10 African countries so far where the company offers access to premium local and international channels of all genres including news, movies, sports, entertainment, music and documentaries.

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