

## StarTimes invested \$1.9m for new TV channel in Kenya

StarTimes Media is developing a new content channel in Kenya which will target mainly women with local programs. Rembo TV will be available across Kenya, Tanzania and Uganda and will have reality shows and has a language policy for its content that is set to ensure that 60 percent, 30 percent and 10 percent of programs are done in Kiswahili, English and vernacular languages respectively.



Image source: Gallo/Getty.

“Our investment in Rembo TV is a statement of our longterm commitment to the Kenyan market. As the 24-hour channel goes live, we intend to be home of uninterrupted entertainment attending to our subscribers demand for reality TV shows,” said StarTimes chief executive officer Andy Wang.

Rembo TV will be available on all StarTimes bouquet options both on terrestrial and satellite platforms as the firm eyes listing new subscribers and ensuring retention. The latest move comes at a time when pay-tv subscription rates have dropped significantly owing to increased competition.

Kenya Film Commission (KFC) and the Communications Authority of Kenya has welcomed Startimes for investing in the development of local content, saying the move would help generate more job opportunities in the creative industry. “Focus on local content by Rembo TV is a welcome move that creates employment and opportunities for players in the local film industry,” said KFC chief executive officer Timothy Owase.

Source: *NexTVAfrica.com*.