

Malawi hosts Southern Africa Broadcasting Association meeting

Malawi, on Saturday, 29 June 2013, hosted a day-long annual board meeting of directors of Southern Africa Broadcasting Association (SABA) at Livingstonia Beach Hotel in Salima. The meeting, among others, discussed issues of digital migration and the beaming of the FIFA 2014 World Cup in Brazil.

In his opening speech during the official reception dinner for the meeting, acting principal secretary for Information, Grey Mang'anda said he was pleased that the World Cup was part of the agenda items for the meeting.

"Millions of citizens are banking on this meeting for them to watch the games in Brazil. I commend you all distinguished delegates for coming up with the agenda that is relevant to all member states," said Mang'anda.

Speaking earlier, director general of Swazi Television (TV), The Royal Highness, Bongani Austin Dlamini appealed to members of SABA to speak with one voice on issues of digital migration.

"Digital migration is a concern to SABA. It is important that each and every country must have a feel of the situation on the ground regarding the process," said Dlamini.

He said the project should not be viewed as an innovation, but rather as a strategic plan that will ensure that information was transmitted at all levels.

Speaking on behalf of the host broadcaster Malawi Broadcasting Corporation (MBC), board chair, Evans Namanja said the meeting was a platform where countries shared ideas on the ways to improve service delivery.

Namanja then told the house that MBC is doing everything possible to cope with the present demands in the field and that it has already started actions towards rebranding.

"As part of moving with time, a few weeks ago we launched the MBC online and soon we will be launching our strategic plan, house style and editorial policy and rebrand," said Namanja.

Source: [allAfrica](#)

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