

M-Net appoints Joseph Hundah as operations director to new business unit

With greater African focus in mind, M-Net has appointed Joseph Hundah to the position of Operations Director for sub-Saharan Africa. The announcement sees the Zimbabwean-born Joseph move from his current position as M-Net's Chief Financial Officer to heading up a new business unit, aimed specifically at meeting the needs of M-Net's audiences in Africa outside South Africa.

"This rich continent has massive potential. The key to our success will lie in understanding continental diversity and appreciating cultural differences. These are the factors that will then drive our content acquisition process. And if we don't find the content to meet our audiences' needs, then we will make it," says the newly appointed Operations Director.

And in making good African productions, Joe believes that success lies in partnerships. "This is critical as partnerships with local film and TV industry contributors will assist M-Net to create content that has a broad appeal across Africa. These professionals understand their markets best and will play a vital role in ensuring that we create relevant content.

"M-Net wants to contribute to the industry's continued growth through co-production and knowledge sharing. Direct structured training and informal production learning are part of our plan for skills transfer. At the end of the day, it will all assist to establish a larger pool of African film and TV crew. And, in providing a distribution platform for content, we're able to deliver wider audiences for African film and TV talent."

A highly qualified chartered accountant who completed his articles with Coopers and Lybrand in 2000, Joseph held the position of Chief Financial Officer for SuperSport International Holdings from 2001 to 2003.

During that time he also held the position of director of several sporting associations including Northerns Cricket, Western Province Cricket, Kwazulu Natal Cricket, Freestate Cheetahs, Griqualand West Rugby, SuperSport United Football Club and the Natal Sharks. He was also a Director of Special Olympics South Africa.

In 2003, the SuperSport veteran took on the responsibility as Chief Financial Officer at Electronic Media Network (M-Net), position he held successfully for 3 years until his latest move.