

ZBC TV spruces up to win viewers, adverts

Zimbabwe's ZBC TV has overhauled its programming as it battles to lure viewers dejected by pathetic programming and a blackout on foreign content.

By [Dumisani Ndlela](#) 15 Jul 2009

Since 1 July 2009 viewers on the state-owned broadcaster woke up to an unfamiliar line-up of programme largely dominated by foreign content.

A number of local programmes were dropped, while new ones were introduced, discarding a 70% local content policy.

ZBC Holdings CEO, Happison Muchechetere, said the overhaul was meant to lure viewers who had deserted the broadcaster for satellite channels, as well as to win back the advertising dollar.

Muchechetere blamed the situation at the broadcaster on lack of revenue, but said antiquated equipment would be replaced if the new programming regime results in an increase in revenue.

“Advertising has (already) gone up a little bit,” said Muchechetere, in an interview on Talking Business with Supa.

It is too common on ZBC TV to get wrong images for news clips, no voices on broadcasts, and very poor picture quality.

For that, viewers are forced to part with US\$50 in licence fees.

ABOUT DUMISANI NDLELA

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