

Kwese free sport launches in Rwanda

Econet Media has launched its 24 hour, free-to-air all-sport channel in Rwanda. This channel joins another recently launched one in Kenya as one of the fully owned Kwesé channels.



Image by 123RF

Kwesé's premium sports programming is also available in a number of markets in sub-Saharan Africa including: Ethiopia, Senegal, Mauritius, Mozambique, Nigeria, Seychelles, Congo DRC, Benin, Togo, Uganda, Ghana, Angola and Tanzania on affiliate channels. A further five countries are currently planned for this year and the company has already licensed more than 10 other countries to receive Kwesé premium content.

The Kwese Free Sports channel is the first free to air sports channel offering 24 hour coverage of exclusive premium sports content. The company currently has the exclusive pan-African rights for some of the most sought after content in the world which include the EPL, NBA, Formula One, EFC, The Spanish Copa Del Rey, English Rugby and Brazilian soccer, to name a few. It is also the first time these major sports have been available to everyone free of charge.

The channel, which began broadcasting on 22 September 2016 in Rwanda, is available on any FTA set-top box (STB) or digital TV with a built-in set-top box. This is the latest development in the evolution of Econet Media's Kwesé portfolio which continues to bring African viewers access to premium content in the most accessible way possible.

Speaking about the latest progress Econet Media CEO, Joe Hundah said: "Rwanda is a very important market for Kwesé

Sports and we are glad that we have now got our station on air. This is a young vibrant country with people who are passionate about sports."

Hundah said five other countries will go on air with their own stations before the end of the year. "We are moving quickly now. A pan-African, free to air, sports network is an idea whose time has come."

"We are thrilled to have reached this important milestone. Our goal is to bring African viewers the very best viewing experience and we are able to provide this for free in a way that is accessible for our viewers," added Ben Amadasun, CEO Kwesé Free Sports.

Kwesé Free Sports will also in time showcase local productions giving local viewers a platform to share their stories on this truly African broadcast platform. "Supporting local producers is part of our commitment to making a positive contribution to the local industry", said Cedric Pierre Louis, acting-general manager Kwesé Free Sports, Rwanda. The diversity of content will give local producers an exciting platform on which to develop fresh and dynamic content.

Most countries have enthusiastically endorsed the concept and the Kwesé team is working towards ensuring people receive a quality product in the most accessible way possible.

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