

# CNBC Africa to launch 1 June

International business news television network CNBC will launch its African channel on 1 June 2007. CNBC Africa will focus on business, economics and markets news across South Africa and sub-Saharan Africa. The station will also feature live crossings of essential business, economics and markets news from CNBC Europe, US, Middle East, Dubai, India, Pakistan and other CNBC affiliates across the world.



Trevor Ormerod, head  
of CNBC Africa

Says Trevor Ormerod, head of CNBC Africa, “The African business markets are burgeoning and investors, big and small, need information that is accurate, immediate and easily accessed. Our experienced anchors, market analysts and bureau chiefs will deliver live business news and immediate analysis to discerning audiences across sub-Saharan Africa.”

## Local content and feeds

CNBC Africa will broadcast local content from its main studio in Sandton, Johannesburg, and will take feeds from bureaus in Lagos, Abuja, Nairobi and Cape Town from 1 June. Further bureaux in Africa will be established on a roll-out basis.

The CNBC Africa signal will be accessible to all DStv subscribers, as well as free-to-air across SA and the rest of sub-Saharan Africa on the Sentech Vivid platform.

CNBC Africa will be anchored by a host of well-known South African TV faces, including Bronwyn Nielsen, Leigh Roberts, Lerato Mbele, Nikiwe Bikitsha, Mandlakazi Mpahlwa and Peter Ndoro. The bureau chiefs include Debbie Sharwood in Cape Town and Richard Crompton in Nairobi. Gary Alfonso has been appointed to head up programming and Susie White as sales and marketing director; both are highly experienced in their respective fields.



CNBC Africa presenters

## Dynamic and competitive environment

“The television industry is a dynamic and competitive environment and I’m looking forward to launching this exciting business channel to the market,” comments Ormerod.

“We will be able to offer South African and African advertisers exceptionally innovative sponsorship and sales packages to reach the movers and the shakers of African business, with a distinctly global feel.”