

New programme for digital media management at GIBS

Funded through an endowment by MultiChoice, the new Gordon Institute of Business Science's (GIBS) 'Programme for Digital Media Management' aims to contribute to the pan-African regulatory environment by focusing on fostering knowledge about leading-edge technological and commercial advancements in digital media convergence and its impact on society and the public and private sectors.

The programme aims to develop the general management and leadership skills and capabilities of regulatory officials and private sector role players in order to create a vibrant and competitive market for digital media services across the African continent.

"Lasting legacy"

Says Linda Sing, director of the Centre for Business Analysis and Research (CBAR) at GIBS, "I believe that this programme will equip policymakers and regulators with the necessary skills and personal development required to create a lasting legacy for the advancement of the pan-African regulatory environment."

MultiChoice South Africa Group executive chairman Nolo Letele adds, "The group is pleased to be part of this initiative and would like to make a meaningful contribution to the communications sector in the markets in which we operate.

"We specifically wanted to expose both the industry and regulators to the latest developments in digital media and convergence, as well as global best practice in regulating this sector."

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