



# Nation Media Group

Media of Africa for Africa

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25<sup>th</sup> August, 2016

## MEDIA STATEMENT

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### **Nation Media Group (NMG) Partners with Regional Media Stations**

In line with our new strategic objective of transforming the Group into a modern Twenty First Century digital content company, we are partnering with regional media stations – Star TV, Njata TV and Lolwe TV to offer our audiences a wider range of programming.

Our partners through this arrangement will have access to our key programmes such as NTV News, Breaking News, The Trend, Sports Shows etc. We will also have access to their content. We believe that this will help both parties build audiences and increase reach throughout the country. The Partnerships we have signed today is but the beginning of a journey which we believe will redefine the broadcasting landscape in the country.

We are excited of yet another first in this region and we look forward to entering into many such strategic and sustainable partnerships. We continue to reassure our shareholder and stakeholders that we are committed to deliver on our broad strategic objectives of being the leading media house in this region.

**- Ends -**

### ***For further details contact:***

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### **About Nation Media Group**

Nation Media Group (NMG) was founded by His Highness the Aga Khan in 1959 and has been listed in the Nairobi Stock Exchange since the early 1970s. Over the years, the company has grown to become the largest independent media house in East and Central Africa with operations in print, broadcast and digital media, which attract and serve unparalleled audiences in Kenya, Uganda, Tanzania and Rwanda.