

Media group readies for broadcast media

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Vision Group, Uganda's most profitable media industry and commercial printing company is set to spread its tentacles in the broadcasting industry. The group is ready to set up a television and radio station according to the group's Chief Executive Robert Kabushenga.

Kampala - According to the group's official publication, *The New Vision*, the company plans to launch the two media outlets by the end of this year. The radio will focus on information and entertainment, which Kabushenga described as "infotainment". He said investment into the broadcasting media was motivated by the desire to fulfil advertising demands of demands the group's customers "who prefer to have a one stop for their media solution."

Ready-to-air television equipment, consisting of a transmitter, generator and a combiner atop Kololo one of Kampala City's seven hills, has already been installed, which means, according to Kabushenga, that "before this year is done we shall be on air".

There are also plans to start a Saturday and Business newspaper which will bring the group's publications to eight. Company titles currently comprise *The New Vision*, *Sunday Vision*, *Rupinyi*, *Orumuri*, *Etop* and *Bukedde*.

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