

# e.sat wins subscription television license

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e.sat welcomes the decision of ICASA (Independent Communications Authority of South Africa) to issue it with a subscription television license.

e.sat is a 100% owned subsidiary of Sabido Investments (Pty) Limited, whose main operating investment is e.tv, South Africa's first private free-to-air commercial television channel with a daily audience of 10.6 million. Sabido's investments include Dreamworld Film City Limited and other media and content aggregation businesses.

Bronwyn Keene-Young, e.tv's chief operating officer says: "e.tv and e.sat are poised to enter into the multi-channel environment in 2008. Planning for new channels is at an advanced stage.

"We will be evaluating the future pay-tv market following today's announcement and will announce our plans within the next two months. e.sat's and e.tv's entry into multi-channel television, as well as ongoing acquisitions on the continent will enable the group to continue to develop a broad-based media company across Africa."

The award of the pay-tv licence follows Sabido's recent acquisition of 49% of Botswana-based Gaborone Broadcasting Company.

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eMedia Investments is a South African-based media group with a number of core assets in the television and radio broadcasting sector.

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