



## **A Media Landscape Study:**

Unpacking Ownership in Zimbabwe's Creation  
and Delivery of News Content

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**A RESEARCH REPORT**

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## Foreword



### **Prince Dubeko Sibanda**

*Former Chairperson of Parliamentary Portfolio Committee on Media and Broadcasting Services*

Zimbabwe has gone through significant changes in the media sector in the last decade. This has seen incremental gains in the number of media organizations' operating as well as the recent enactment of more democratic media and information laws including the newly passed Freedom of Information Act (2020).

The greater number of media on the market has come with greater opacity in the nature of ownership, control, and independence of media outlets. While the plurality in the sector implies greater diversity of voices, media monitoring reports over the last few years have noted a worrying trend towards consolidation of state-centric voices and constriction of independent voices in the media. This has raised questions over who has power and influence in the Zimbabwean media and whether the plurality we have seen has been accompanied by diversity.

The Windhoek Declaration on Promoting Independent, Pluralistic African Press, states the need for independent media, declaring that, "the establishment, maintenance and fostering of an independent, pluralistic and free press is essential to the development and maintenance of democracy in a nation, and for economic development." This study by Media Monitors, therefore comes at an opportune time, providing greater understanding of the media landscape in Zimbabwe given the myriad of changes that have occurred.

I believe that Media Monitors, through this research has managed to give an accurate and reliable snapshot of the state of the media in Zimbabwe which will benefit media stakeholders in their endeavors to develop policies and laws that complement the needs of the sector and Zimbabwe at large as reflected in this report.

I do hope that this report will help enlighten stakeholders on the state of Zimbabwe's media and also be a talking point to buttress the development of policies that promote plurality with diversity in ownership of the media and content creation.

# A Media Landscape Study

## Unpacking Ownership in Zimbabwe's Creation and Delivery of News Content

### 1. Introduction

Following the relaxation of the media regulatory regime during the Government of National Unity (GNU) (2009 – 2013) Zimbabwe has seen increased plurality in the media sector, particularly in broadcasting. While qualitatively, the nature of this new pluralism has been questioned, particularly against principles of diversity, there have been some positive developments for the industry. The 2013 Constitution, for example introduced stronger provisions on freedom of expression and the media that did not exist in the Lancaster House Constitution. Section 61 of the 2013 Constitution expands freedom of expression to include artistic expression and academic freedom, but also importantly specifically guarantees freedom of the media (Section 61(2)). In addition, broadcasting and other electronic media were guaranteed freedom of establishment with very few restrictions. The Constitution also mandated State-owned media to have editorial independence, be impartial and fair.

This study on Zimbabwe's media landscape was conducted to get accurate and verified data on the nature of the media industry in Zimbabwe. It complements other studies that have been conducted, which include the African Media Barometer that assesses the national media environment in various African countries including Zimbabwe. The research also complements results from the Information and Media Panel of Inquiry (IMPI), a study on the media industry conducted by the Ministry of Information in 2014. This work involved an in-depth study of the media industry and its players, to understand ownership patterns, and the nature of the industry as well as diversity, independence and sustainability of the sector. Focus was media in print, radio and television sectors. Given the nature of online media, difficulties in accessing information, and the diversity and fluidity of online media, the research proposes a separate study on the online sector in Zimbabwe.

The research was premised on an assumption that the nature of the industry and how it has developed affects the extent of free expression and how it is exercised in and through the media in Zimbabwe. Key trends noted in the landscape of the local media industry include, among others:

- A struggling newspaper industry, whose high number of registered publications is not matched by the number of publications actually publishing which limits the reach and influence of these publications.
- Increased cross media ownership by a few media conglomerates who dominate the industry - media companies, particularly the larger ones increasingly operate across media platforms. All print media/newspapers have an online presence for example, and a single company will have interests in two or more platforms.
- A highly commercialized media sector, backed by advertising, as the main business model for the media across private, state, public or community media enterprises.
- Pluralism without diversity, evidenced by the concentration of the biggest enterprises in a few hands – in spite of the industry boasting over 260 registered outlets in print, broadcast and online media, ownership of these is concentrated in a few media companies.

## 2. Registered and Operational media outlets in Zimbabwe

Research conducted by Media Monitors indicates that while Zimbabwe has a sizeable number of registered news outlets many of these are not operational for various reasons which include viability challenges and political interference.

	Newspapers	Other publications	Radio stations	Television stations	Other broadcasting services	Online/Digital outlets
<b>Registered</b>	116	95	16	2	3	11
<b>Operational</b>	33	-	16	1	1	**

**Table 1: Registered and Operational media outlets in Zimbabwe**

Note: \*\* The Broadcasting Authority of Zimbabwe has registered video on demand services and webcasting services. However, the actual numbers of news websites that focus on Zimbabwe online are much larger with new sites opened everyday as websites and on social media.

### 2.1 Media institutions in Zimbabwe – Understanding the players

Media institutions operating in Zimbabwe can be divided along a broad dichotomy between privately owned and state (government owned and controlled) enterprises within the different platforms.

The government of Zimbabwe has interests in newspapers, radio, television, as well as a range of other services within the media industry. Ownership of newspaper companies, particularly private enterprises with a significant national presence is generally difficult to trace. While shareholding structure is listed with the Zimbabwe Media Commission (ZMC), most companies’ shareholding is held by other companies, where the links of these companies with individuals is usually rumored but remains unclear. Records kept by many companies under the Registrar of Companies are usually incomplete with instances where researchers were told different files were either in circulation or were missing, despite returning several times to find information. Ownership of local/community newspapers on the other hand was easily identifiable with specific individuals who are listed as shareholders in these companies.

#### 2.1.1 Media Institutions ranking

Researchers developed a ranking of media institutions according to size and noted that the government controlled institutions are mostly ranked as either large or medium enterprises, making government interests dominant in the sector.

##### 2.1.1.1 Tier 1

This category is dominated by large companies that own or have interests in at least three media sectors across print, broadcasting, digital, satellite and online, and have a national presence. Skynet (Pvt) Ltd, owners of the Multichoice Zimbabwe franchise are the exception, and have been included because of its dominance in the content distribution/pay TV market. The government of Zimbabwe has interests in three (60%) of the largest media companies in the media sector, while two businesspeople have majority interests in the other two, 40%.

### 2.1.1.2 Tier 2

These media companies have been classified as medium sized operating in one sector; however, they have strong regional or national presence with one or more media outlets. Three of the four medium sized companies are privately owned, are newspaper publishing companies, with the fourth, New ZIANA owned 100% by the Zimbabwe Mass Media Trust, a public entity. All medium sized companies identified are newspaper publishers. The three privately owned companies are Modus Publications, publishers of the Financial Gazette, Associated Newspapers of Zimbabwe (ANZ) publishers of the *Daily News* and Masvingo Mirror (Pvt) Ltd, publishers of The Mirror. While the Mirror is not a national newspaper, its circulation has gone beyond one province and has therefore been classified as a medium sized publisher.

ANZ, publishers of the *Daily News*, is listed as owned by Jester Media Holdings (77%) and TD Holdings (23%). Jester Media Holdings is owned by Jethro and Esther Goko, with 22 800 and 7 200 shares each<sup>1</sup>. However, when approached for confirmation, ANZ Finance Executive indicated that this structure was inaccurate, but failed to confirm the actual registration details, indicating that they had not received board approval to release the correct information.

### 2.1.1.3 Tier 3

Companies in this tier are categorized as small and generally operate in a single community or have low print runs. Owners of local commercial radio stations outside those owned by the larger media companies such as Zimpapers or AB Communications were classified as small as they only operate within a 40-80km radius from their transmission site. Ray of Hope Trading, owned by Munyaradzi Hwengwere, owns YaFM which broadcasts in Zvishavane. Fairtalk Communications, owned by Cont Mhlanga and Qubani Moyo, operates Breeze FM in Victoria Falls and Skyz Metro FM in Bulawayo.

### 2.1.1.3 Tier 4

The other media companies that operate in the sector are broadly either:

- Individual or family owned media businesses, small in size, operate in one sector, mostly in the newspaper industry, and generally publish intermittently.
- Online media.

Tier 1 (Large)	Tier 2 (Medium)	Tier 3 (Small)	Tier 4 (Other)
<ul style="list-style-type: none"> <li>• Zimbabwe Newspapers (1980) Ltd (ZimPapers)</li> <li>• Zimbabwe Broadcasting Corporation (ZBC)</li> <li>• AB Communications</li> <li>• Alpha Media Holdings</li> <li>• Skynet**(Multichoice Zimbabwe franchise)</li> </ul>	<ul style="list-style-type: none"> <li>• Associated Newspapers of Zimbabwe</li> <li>• Modus Investments</li> <li>• Masvingo Mirror</li> <li>• New ZIANA</li> </ul>	<ul style="list-style-type: none"> <li>• Fairtalk Communications</li> <li>• Ray of Hope</li> <li>• Twins Investments</li> <li>• Zzimbabwe Heritage Trust</li> <li>• TellZim</li> </ul>	<ul style="list-style-type: none"> <li>• 12 Community publishers</li> <li>• Online publishers</li> <li>• Magazine publishers</li> </ul>

**Table 2: Media companies by size**

<sup>1</sup> Deeds and company registry office

The government of Zimbabwe has some measure of control in three of the Tier 1 companies: in Zimpapers, the Ministry of Information exercises control through a public trust. In ZBC, the government has 100% shareholding, and in Skynet, the government owned transmission company Transmedia, has a 20% shareholding.

## 2.2 Summary of the large media companies

This section summarises the large media companies' ownership and structure in Zimbabwe paying particular attention to their shareholding structure, type of Institution, orientation, and type of owner and the guiding laws and regulations. The table below indicates that all controlling shareholders have shares above 50% with the Ministry of Information, Media and Broadcasting services having the largest controlling shares of ZBC (99.9%). These companies are registered as either public, private or parastatals but they all operate as commercial entities.

Description	Zimpapers	ZBC	AB Communications	AMH	Skynet
<b>Ownership - controlling shareholders</b>	Mass Media Trust  51.09%	Ministry of Information  99.9%	AB Communications Pvt Ltd  90%	Vusumuzi Investments  61%	
<b>Type of Institution</b>	Publicly listed company	Parastatal	Private Company	Private Company	Private Company
<b>Orientation</b>	Commercial	Commercial	Commercial	Commercial	Commercial
<b>Media outlets</b>	Newspapers Radio Content distribution Webcasting	Radio Television	Radio Newspapers Video-on-demand Webcasting Other	Newspapers Webcasting Video-on-demand	Satellite broadcasting
<b>Type of owner</b>	Public Trust	Government	Private company	Private company	Private company
<b>Guiding laws, regulation</b>	Broadcast and print media law  Stock exchange	Broadcast law  ZBC Commercialization Act  Companies Act	Broadcast and Print media law   Companies Act	Print media law   Companies Act	Broadcast law   Companies Act

**Table 3: Media companies' ownership and structure**



### 3. Government/State interests in Zimbabwe's media

The government of Zimbabwe has control over two of the big media companies in the country, ZBC and Zimpapers.

#### 3.1 About ZBC

ZBC is a parastatal owned by the state through the Ministry of Information and Publicity in accordance with the ZBC Commercialization Act (2001). It was registered as a company in 2003, as a holding company for:

- Radio Zimbabwe (Pvt) Ltd
- Three frequency modulation (Pvt) Ltd
- National frequency modulation (Pvt) Ltd
- Spot frequency modulation (Pvt) Ltd
- Zimbabwe Television (Pvt) Ltd
- On Air (Pvt) Ltd

#### Shares in ZBC are divided as follows:

- Ministry of Information and Publicity ..... 19998 shares (99.9%)
- Doreen Sibanda..... 1 share
- Justin Mutasa ..... 1 share

*(Source: Deeds and Companies Registry Office, ZBC file number 9185/2003)*

ZBC is governed by statute, and the role of the main shareholder, the ministry is elaborated in various laws. Thus, the Ministry is involved in:

- Appointment of shareholders who hold shares on behalf of the State.
- Appointment of board members of ZBC where the President consults the Minister and the Parliament Portfolio Committee on Standing Rules and Orders before appointing members. Current members of the ZBC board appointed in July 2019 are:
  - Josaya Tai
  - Helliate Rushwaya
  - Thomas Bvuma
  - Tsitsi Dangarembizi
  - Dorothy Mabika
  - Devnanda Popatla
  - Thompson Dube
  - Brian Matangandebvu

- Approval of license fees is guided by statutory instrument, and the Minister can exempt any class of listeners from payment of fees. The ZBC is governed by two Acts. According to the Acts, any person who holds shares in ZBC does so nominally on behalf of the State.
  - **Broadcasting Services Act (BSA) Chapter 12:06, 2016:** ZBC is deemed to be licensed as a public broadcaster under this law to provide every class of broadcasting service that it provided before passing of the law. The Minister is mandated to ensure that it is issued with other relevant licenses. ZBC holds three licenses: free-to-air radio and television; commercial licenses for national commercial television; and national commercial radio and local commercial radio.

The ZBC is entitled to collect listener fees from anyone in possession of a receiver in Zimbabwe and has the right to transmit an un-encoded signal from every subscription satellite broadcaster. The ZBC is in turn obliged to provide free information services in the event of an emergency; provide sufficient coverage of national events; provide a fair, balanced, accurate and complete service.

- **Zimbabwe Broadcasting Corporation (Commercialisation) Act, 2001**, which caused the creation of the ZBC as a commercial broadcasting company. Shareholders of the company are people “nominated by the Minister, after consultation with the President and in accordance with any directions that the President may give him, and shall hold shares on behalf of the State”.

### 3.1.1 ZBC and public broadcasting in Zimbabwe

ZBC is the only licensed public broadcaster in Zimbabwe. It has a monopoly over terrestrial television in Zimbabwe and currently holds two television licenses, although only one television station is functional. The company owns the most radio stations with four national radio stations and two local radio stations operating in Bulawayo and Gweru.

The operations of the ZBC under these two acts do not live up to the requirement to balance the company's public service mandate as set out in the BSA and its commercial mandate in the ZBC Commercialization Act.

While ZBC is a state entity, it currently does not receive a budgetary allocation and is expected to raise its own funds. ZBC funds are raised from license fees, although these currently constitute just 3% of the company's funding base because of a high rate of non-payment. The majority of funds are raised through advertising.<sup>2</sup>

As a public broadcaster, ZBC is obliged to “...feature diverse content genres, be inclusive in terms of demographic and cultural interests, ensure universal public access, promote local culture, identity and nation-building, and promote national interest and national security...”<sup>3</sup>

2 Interview with Gilbert Nyambabvu- ZBC Head of News and Current Affairs 09/10/19.

3 Interview with Gilbert Nyambabvu- ZBC Head of News and Current Affairs 09/10/19.

The current funding model, however, where ZBC is required to raise its own funding, makes this broadcasting model unsustainable, particularly given that the company is in competition with other national commercial broadcasters. While the Ministry of Information acknowledges the need for ZBC to operate as a public broadcaster, the belief is that commercialization is justified on the basis of the need to maintain independence of the entity.<sup>4</sup>

ZBC currently operates ZTV, the country's only television channel, four national radio stations: Classic 263 and Power FM from the Pockets Hill studios; and Radio Zimbabwe and National FM from the Mbare studios; as well as two local radio stations - Khulumani FM in Bulawayo, and Central FM in Gweru.

### 3.1.2 Editorial Independence and ZBC

As a state entity, editorial independence is a key component in the way that ZBC is run, according to Section 61 (4(a) of the 2013 Constitution which states that all state-owned media of communication must "be free to determine independently the editorial content of their broadcasts or other communications". The ZBC has an editorial policy that guides the content produced by the broadcaster. While a copy of this policy was shown to the research team, it was not available for any in-depth assessment. ZBC Head of News and Current Affairs however insists that ZBC news content is independent from influence by the Ministry, the main shareholder. He indicates that while there is some interaction with the ministry, the latter does not dictate the type of content that is produced and there is some independence in terms of the news that is produced. While the Ministry sets up briefing meetings with State media, Mr. Nyambabvu states that *"it will not be directing the institution on how to do its job, it is simply asking for the right context to be put into perspective when reporting."*

Despite the assertions of the independence of ZBC, the lack of clarity in the law around how the institution shall clearly manage its public service mandate and remain sustainable and independent, either from political players or advertising interests, continues to place the institution at risk of interference. A new law on the ZBC that provides this clarity will most likely provide greater independence of the institution, in line with the Constitution. In addition, a clearly set out editorial policy made open for public consultations and inputs would aid in changing public perceptions on the role and performance of the ZBC.

## 3.2 Zimbabwe Newspapers Group (1980)

Zimpapers owns the largest number of newspapers in Zimbabwe, currently publishing 13 titles. The company also runs the national commercial radio station Star FM and three national commercial radio stations, Capitalk, Diamond FM and Nyaminyami FM. While licenses for Capitalk and Nyaminyami are held by Kingstons Holdings Pvt Ltd, these stations are run by the Zimpapers Group. The group holds other broadcasting licenses for content distribution and webcasting.<sup>5</sup>

4 Interview with Dr. A Mutambudzi Ministry of Information, Publicity and Broadcasting Services-Director of Media Services.18/10/19.

5 Interview with William Chikoto-Zimpapers Editorial Executive 4/09/19.

While Zimpapers is a publicly listed media company registered on the Zimbabwe Stock Exchange, the company is a public/state media entity. Controlling shareholding is held by the Zimbabwe Mass Media Trust (ZMMT) with 51.09% of the shares. The Trust was created in 1981 to localise shareholding of Zimbabwe's main publishing house through holding shares in Zimpapers on behalf of the public and ensure independence from government interference in newspaper publishing. Other shareholders include Old Mutual Life Assurance Company Zimbabwe Limited with 10.24% shares, Hamilton and Hamilton Trustees Ltd with 5.46% shares and Hotair Investments with 4.72% shares among other shareholders including management and employee trusts.

While the ZMMT was created as a body meant to ensure independence of newspapers from the government, in practice government interference was noted from the beginning, especially in the hiring and firing of editors who did not heed the editorial line given by the Ministry of Information. Since around 2001 during the tenure of Jonathan Moyo as Information Minister, the status of the trust has been opaque, with a default position that companies under the trust operate as government entities. It appears as though the top bureaucrats at the Ministry of Information are the only people who have an idea what the status of the Trust is. While a request was made to the Ministry for a copy of the Trust deed, the document was not availed. In an interview with Dr. Major Mutambudzi, the Director of Media Services in the Ministry of Information, it was revealed that government is planning to set up a new Trust through the appointment of a new board. While the Trust is said to be self-perpetuating, Dr. Mutambudzi indicated that a 1999 amendment to the Trust deed gave powers to the President over the Trust. The ZMMT is meant not just to have powers over Zimpapers, but two other companies, New ZIANA and Kingstons Holdings.

Operationally however, Zimpapers as indicated is registered as a company on the Zimbabwe Stock Exchange, and its operations are also partially governed by the rules that govern companies on the stock exchange. Rules on the stock exchange determine the nature of board appointments, especially as these are to be announced by the board itself. In addition, the rules determine shareholding structure within the institution. The company is run as a private company and does not receive any funding from the government. The company, in fact, pays a dividend to government.<sup>6</sup>

ZMMT/government controls Zimpapers board appointments or membership, as the majority shareholder. While the company has its own editorial Charter, an interview with Zimpapers Editorial Executive acknowledged that the principal shareholder does have an interest in content produced. While direct accountability is to the board, appointment of the CEO and the editors is done in consultation with the main shareholder.

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6 Interview with William Chikoto-Zimpapers Editorial Executive 4/09/19.

## 4. Private interests in Zimbabwe's Tier 1 companies

AB Communications and Alpha Media Holdings (AMH) are the other two companies outside government controlled entities that have a large stake in the industry.

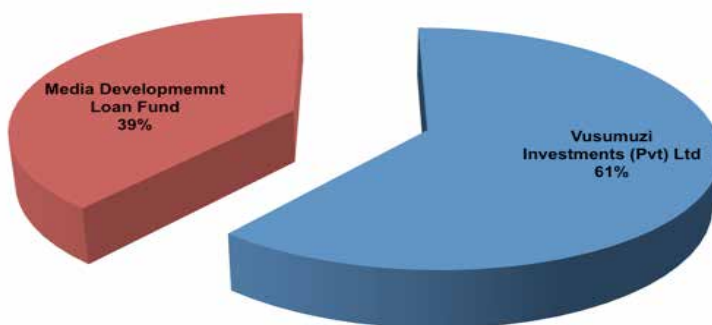
### 4.1 AB Communications

AB Communications is a private, commercial media company, listed as owned by AB Communications (Pvt) Ltd, which owns 90% of the company, and the Employee Trust, 10%.<sup>7</sup> While AB Communications (Pvt) Ltd is listed as owner, the majority shareholder of the company could not be independently verified as files could not be obtained from the company registrar. AB Communications Chief Executive Officer (CEO) indicated that majority shareholding of the company is held by a "family trust". Since licensing in 2011, AB Communications has been linked with businessman and former ZANU PF Member of Parliament Supa Mandiwanzira who has acknowledged his interests in AB Communications in various interviews.<sup>8</sup>

AB Communications has interests in print media, national and local television and other media interests. AB Communications business interests include: Supa Sounds Pro - Public address; TruckAds Media – Advertising/ media events; Mighty Movies, Finger Records – music production; ZiFM, Hevoi, 98.4 – Radio; and Business Times – Newspaper.

### 4.2 Alpha Media Holdings

Alpha Media Holdings is a private, commercial media company, with shares held officially by Vusumuzi Investments (Pvt) Ltd and the Media Development Loan Fund. While AMH CEO Ken Mafukidze confirmed the current shareholding, he indicated that this is set to change as the Media Development Loan Fund has indicated its intention to let go of its shareholding. The new structure is yet to be finalized.



Vusumuzi investments, the majority shareholder in AMH is a family trust which is controlled by Trevor Ncube, an entrepreneur and publisher and members of his family. Alpha Media Holdings owns one of the four daily newspapers in the country, NewsDay and two weekly newspapers, The Standard and Zimbabwe Independent. In addition to AMH, Trevor Ncube's family trust, Vusumuzi Investments has majority shareholding in Heart and Soul Broadcasting Services which holds licenses for Webcasting and Video-on-demand broadcasting services.

<sup>7</sup> Deeds and Company Registry Office.

<sup>8</sup> Interview with Supa Mandiwanzira, VOA, August 12, 2012, Accessed on: 10/10/2019.

## 5 Zimbabwe's Print Media Sector

As of August 2019, Zimbabwe had 116 registered newspapers, according to the Zimbabwe Media Commission (ZMC). Of these, just 33 were confirmed to be in circulation and available in hard copy.

Number of registered newspapers	116
Number of magazines registered	69
Number of news agencies registered	7
Other	16
<b>Total registered mass media services</b>	<b>211</b>

**Table 4: Breakdown of registered mass media services**

Zimpapers, at 13, has the highest number of newspaper titles, owning four of the six circulating daily newspapers. ZMMT owned news agency and publishing company, New Ziana has the second highest number of publications, with eight titles, although these circulate at provincial level. Risper Media owned by Jasper Maphosa and Partinella Ngozo, has five registered newspapers. While the table below indicates the number of registered newspapers and their publishers, as indicated, the majority of these titles are currently not in circulation, or in some instances publish intermittently.

## 5.1 Registered Publishers and newspapers

Publisher	No. of Publications	Shareholding structure
<b>Zimpapers</b>	13	Zimbabwe Mass Media Trust, 51.09% Old Mutual Life Assurance Company, 10.24% Hamilton and Hamilton Trustees Ltd, 5.46% Hotair Investments (Pvt) Ltd, 4.72% Zimpapers Managers' Share Trust, 4.59% Zimpapers Employees' Share Trust, 3.41% Zimbabwe Newspapers Pension Fund, 3.39%
<b>New Ziana</b>	8	Zimbabwe Mass Media Trust
<b>Risper Media</b>	5	Jasper Maphosa 80% Partinella Ngozo 20%
<b>Adpoint Services</b>	4	Ephraim Efrem 50% Tawanda Munikwa 50%
<b>The Observer</b>	4	Barnabas Thondhlana (100 shares)
<b>Zuela Investment</b>	4	Chakazamba 50% Onai Mpatapanja 50%
<b>Alpha Media Holdings</b>	3	Vusumuzi Investments P/L 61%, Media Development Loan Fund 39%
<b>Associated Newspapers of Zimbabwe</b>	3	Jester Media P/L 77% TD Holdings 23%
<b>Community Newspapers of Zimbabwe</b>	3	W Mponda (100 shares), FT Mponda (100 shares), BA Mponda (100 shares)
<b>Midlands Printers</b>	3	N Mashiri 100%
<b>International Tarch-Icon Film and TV production</b>	2	G Chaparadza (90 Shares) T Chaparadza (10 shares)
<b>Masvingo Mirror (Pvt) Ltd</b>	2	Marvin Madyara 50% K Madyara 50%
<b>Midlands Monitor</b>	2	Tendai Manhundu, (600 shares) Edgar Ncube (400 shares)
<b>Atond Services</b>	1	T Marindire 80%, F Hove 20%
<b>Incubation Multimedia Pvt Ltd</b>	1	J. Muonwa 33.3% N. Muonwa 33.3% S. Muonwa 33.3%
<b>Jongwe Printing</b>	1	(unconfirmed)
<b>Matthew Brown Investments Pvt Ltd</b>	1	F. Kavinga 50% H. Masaninga 50%
<b>AB Communications</b>	1	AB Communications P/L - 90% Employee Trust, 10%
<b>Modus Publications</b>	1	(Unconfirmed)
<b>TellZim News</b>	1	Golden Maunganidze 55% P Kuzipa 45%
<b>The Twins Investment</b>	1	Blessing Mangena 60% G. Madzinga 40%
<b>Zimbabwe Heritage Trust</b>	1	Zim Heritage Trust

Table 5: Registered publishers, and shareholding structure

## 6. National newspapers and ownership

Zimbabwe has a relatively small number of national daily newspapers in circulation. These comprise of three daily newspapers, *The Herald*, *The Daily News* and *NewsDay* published by Zimpapers, ANZ and AMH respectively. The country also has several weeklies that include *The Sunday Mail*, *The Standard*, *Zimbabwe Independent*, *Financial Gazette*, and *the Daily News on Sunday*, as well as the newly established business newspapers, *Business Times*, *Business Connect* and *Business Weekly*.

Ownership of the national newspapers has been the most difficult to establish. While ZMC records show ownership patterns of all the publications registered, cross verification revealed difficulty in establishing actual ownership, and an additional difficulty in establishing influence behind the various newspapers that bring news and information to the public. While Zimpapers has a shareholding structure listed on the ZSE for example, information about who controls the ZMMT, the majority shareholder is opaque. Without documentation, such as the Trust deed itself, the ownership, control and policies of this institution will be determined by whoever is in power and heads the Ministry of Information at any given point.

Ownership of the other two national daily newspapers, *The Daily News* and *NewsDay* could also not be clearly established. AMH is linked to Trevor Ncube through Vusumuzi Investments. Newspaper reports have claimed Ncube has 100 percent ownership of AMH, however, upon inspection, documentation to this effect could not be established and interviews with AMH revealed that shareholding is under negotiation and could not be disclosed at this point. The same was indicated by ANZ.

Ownership, particularly of national newspapers whose sphere of influence on the population is high, would be important to understanding the newspaper's ideological leaning and understanding how newspapers frame the news and in whose interests. Lack of this information also limits citizen's understanding of the news they read, and therefore how they should consume it.

### 6.1 National daily newspapers – Reach, circulation and readership

To try and establish reach, actual circulation and readership of newspapers around the country, the study sought information of newspapers' print runs, countrywide distribution and readership statistics. Six newspapers in the country publish daily under three publishers as highlighted below. Zimpapers publishes four of these daily newspapers, although only one of these has a national presence. Two other newspapers, AMH's *NewsDay* and ANZ's *Daily News* have a national presence, with the remaining three, circulating to a regional (across provinces) or a community audience. All the daily newspapers publish in English.

Total estimated readership of daily newspapers according to statistics by the Zimbabwe All Media Products Survey (ZAMPS) is just below 2,5 million. *The Herald* has the highest readership according to the survey.



	Newspaper	Publisher	Geographic Scope	Estimated Readership
1	<b>The Herald</b>	Zimpapers	National	1, 411 819
2	<b>Daily News</b>	ANZ	National	949,175
3	<b>H-Metro</b>	Zimpapers	Provincial	701,453
4	<b>NewsDay</b>	AMH	National	677,322
5	<b>Chronicle</b>	Zimpapers	Regional	413,677
6	<b>B-Metro</b>	Zimpapers	Regional	-

**Table 6: Daily newspapers in Zimbabwe**

Source: Zimbabwe All Media Products Survey (2018)

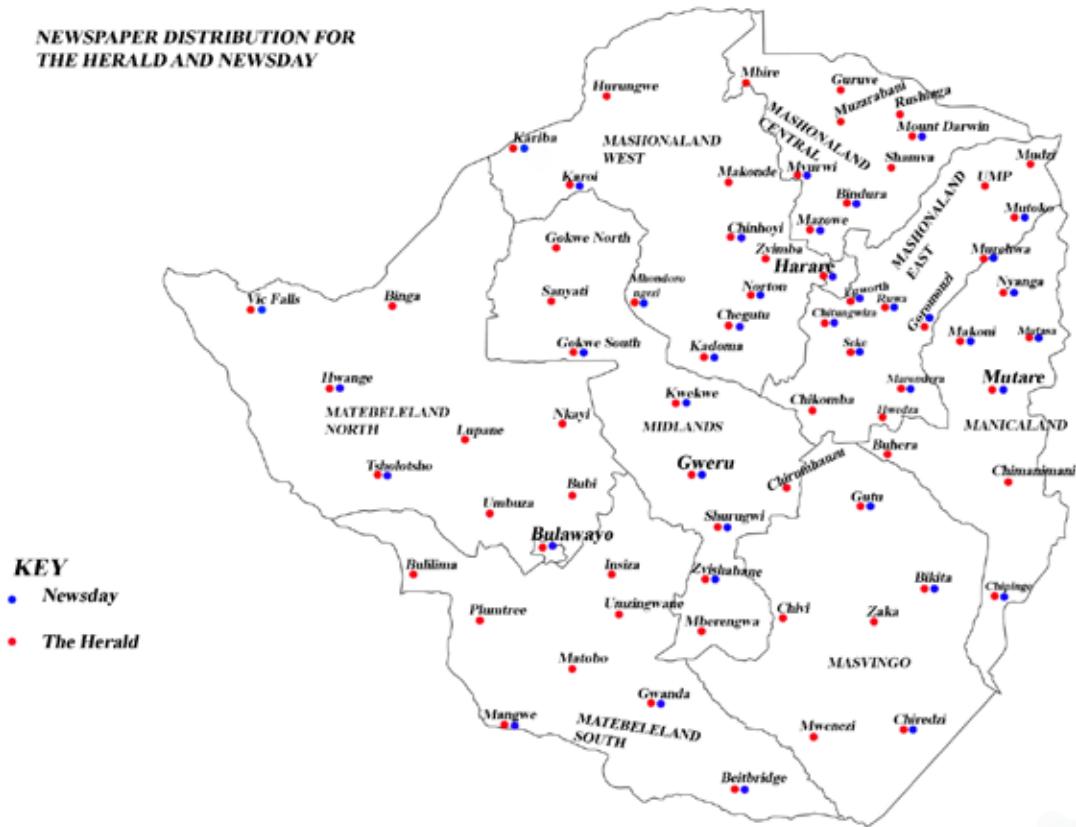
All the publishers of daily newspapers in the country declined to state actual print run of their publications with relatively similar reasons. There seems to be fear and mistrust in the industry in terms of what revealing newspaper circulation figures would mean, particularly losing competitive advantage to another competitor should figures for example prove to be low against a competitor's claims. A recommendation from the publishers is the establishment of an Audit Bureau of Circulation that will release circulation figures of the newspapers based on audited figures.

In terms of actual newspaper distribution only the *Daily News* declined to release circulation figures citing that the need for board approval to release these figures. *The Herald* and *NewsDay* indicated that newspapers are distributed across all ten provinces in the country. The *NewsDay* indicated challenges however in reaching all districts as their distribution reaches only 42 out of the country's 59 districts. While *The Herald* publishers stated that they distribute newspapers across the country, they stated challenges in reaching all districts at the same level.

*"All national newspapers circulate nationally though there are a few challenges because some of them go by bus and commuter omnibus. If you have a place like Muzarabani maybe there are 10 people who buy because of disposable incomes so we can't run a delivery truck there. The distribution is such that every province and district gets newspapers distributed and that is for the national papers. Provincial/regional newspapers like Manica Post circulate in Manicaland, H-METRO is for Harare province, and Chronicle, Matabeleland. Some areas we might not be able to reach, we have agents in most areas and they order papers. It's up to the agent to distribute these newspapers. To point out exactly where the newspapers reach is a problem. Places like Zvishavane even though it is a small town you might find that it might have a higher circulation than places like Bulawayo. In places where there are mines you find that they spend more. It's not only to say big cities have higher circulation, like now Bulawayo has less activity. But you will also find out that other publications like Kwayedza do very well in rural areas."*<sup>9</sup>

9 Interview with William Chikoto-Zimpapers Editorial Executive 4/09/19

**NEWSPAPER DISTRIBUTION FOR THE HERALD AND NEWSDAY**



### 6.2 National daily newspapers – Content

All three daily national newspapers publish in English. A one day monitoring of the publications highlighted some trends in the content of the publications. In terms of issues that the newspapers focus on, news on The Arts on this particular day made up the highest percentages in *The Herald* and *NewsDay*, while *Daily News*' highest percentage of space was dedicated to stories on Business and the Economy. *Daily News* dedicated very little space in its publication to Politics and Governance at just 3%, which was the main focus in *The Herald* and *Newsday*.

News Outlet	Politics & Governance	Business & Economy	Social & Legal	Science & Health	Crime & Violence	Arts
<b>The Herald</b>	17%	24%	11%	16%	2%	30%
<b>Daily News</b>	3%	34%	20%	7%	8%	27%
<b>NewsDay</b>	25%	16%	10%	10%	4%	35%

**Table 7: % space dedicated to different news focus areas**

### 6.3 National daily newspapers focus areas

Most news in terms of geographic coverage in all newspapers was generic news that did not focus on a particular geographic area. There was however more news that had an urban focus as compared to a rural one, where news covered specific localities.

Publication	Generic	Urban	Rural	Regional	International
<b>The Herald</b>	78%	11%	0%	4%	7%
<b>Daily News</b>	72%	20%	4%	4%	0%
<b>NewsDay</b>	77%	9%	2%	0%	11%

**Table 8: Geographic focus of Zimbabwe’s daily newspapers**

#### 6.4 National daily newspapers and advertising

Of the three daily newspapers, the *Daily News* had more advertising content taking up more space in the publication than the other two daily newspapers. While actual revenue of any of the publications was not made available, a significant portion of content on a given day as evidenced by the figures below goes to advertising.

Publication	Editorial	Advertising
<b>The Herald</b>	68%	32%
<b>Daily News</b>	38%	62%
<b>NewsDay</b>	67%	33%

**Table 9: Space dedicated to editorial and advertising**

Publications	Top Advertiser
<b>The Herald</b>	Cassava Fintech Bindura Nickel Pvt Ltd NMB PSC Electro Sales Hardware Old Mutual
<b>Daily News</b>	Pioneer61 Coffee Cassava FinTech Bindura Nickel Pvt Ltd Brentos Coffee Shop Gain Cash & Carry Illy Coffee Cafe Nush
<b>NewsDay</b>	Sasai NMB MedTech TelOne HCC

**Table 10: Main advertisers in the national daily newspapers**

## 7. National weekly newspapers

In addition to publishers of the three main daily newspapers, a few other publishers circulate their publications nationally. Most of these publications have a business focus, except *The Patriot*, a newspaper run by a trust, Zimbabwe Heritage Trust.

### 7.1 National weekly newspapers and publishers

	Publication	Publisher
1	<b>The Independent</b>	AMH
2	<b>The Standard</b>	AMH
3	<b>Daily News on Sunday</b>	ANZ
4	<b>Financial Gazette</b>	Modus Publications
5	<b>Business connect</b>	The Twins Investment
6	<b>The Patriot</b>	Zimbabwe Heritage Trust
7	<b>Sunday Mail</b>	Zimpapers
8	<b>Business Times</b>	AB Communications
9	<b>Business Weekly</b>	Zimpapers

**Table 11: National weekly newspapers and their publishers**

### 7.2 National weekly newspapers and content

Four of the nine national weekly newspapers focus on business news, as more than 50 percent of their content is on business and the economy. These newspapers, *The Business Times*, *Business Weekly*, *Financial Gazette* and *Zimbabwe Independent*, publish midweek. None of the newspapers publishing weekly have a strong focus on politics and governance.

### 7.3 Weekly national newspapers focus areas

Research indicates that of the monitored weekly newspapers more focus was put on business and economic stories and politics and governance.

News Outlet	Politics and Governance	Business and Economy	Social and Legal	Science and Health	Crime and Violence	Arts
<b>Business Times</b>	2%	90%	0%	0%	0%	7%
<b>Business Weekly</b>	0%	69%	2%	16%	1%	12%
<b>The Sunday Mail</b>	7%	34%	20%	6%	5%	28%

News Outlet	Politics and Governance	Business and Economy	Social and Legal	Science and Health	Crime and Violence	Arts
Daily News on Sunday	17%	23%	1%	11%	4%	45%
Financial Gazette	10%	76%	4%	3%	1%	6%
The Standard	16%	28%	13%	5%	1%	37%
Zimbabwe Independent	14%	68%	7%	5%	0%	7%
Business Connect	33%	36%	6%	8%	3%	14%
The Patriot	19%	25%	46%	0%	1%	10%

**Table 12: % space dedicated to different news focus areas in weekly newspapers**

#### 7.4 National weekly newspapers and advertising

Publication	Editorial	Paid Publicity
Business Weekly	58%	42%
Business Times	16%	84%*
The Sunday Mail	41%	59%
Daily News on Sunday	78%	22%
Financial Gazette	42%	58%
The Patriot	90%	10%
The Standard	61%	39%
Zimbabwe Independent	81%	19%
Business Connect	48%	52%

\*Paid publicity was mostly for financial statements

**Table 13: Space allocated to editorials and advertising**

## 8. Regional/local publications

In addition to the larger national daily newspapers, there is quite a high number of regional publications. Eight of these are operated by New ZIANA, owned by the ZMMT. The rest of the local publications are owned by private individuals.

Publication	Distribution by Province
<b>B Metro</b>	Bulawayo, Matabeleland North and South, Masvingo, Midlands
<b>Ilanga</b>	Bulawayo, Matabeleland South
<b>Kwayedza</b>	Harare, Mashonaland Central, East and West, Masvingo, Manicaland, Midlands
<b>Manica Post</b>	Harare Urban, Manicaland
<b>Masvingo Star</b>	Masvingo
<b>Midlands Observer</b>	Midlands
<b>Nehanda Guardian</b>	Mashonaland Central
<b>Public Eye</b>	Midlands
<b>Pungwe</b>	Manicaland
<b>Suburban Avondale</b>	Harare
<b>Sunday News</b>	Bulawayo, Matabeleland North and South, Masvingo Midlands
<b>Telegraph</b>	Mashonaland West
<b>TellZim</b>	Midlands, Masvingo, Manicaland
<b>The Makonde Star</b>	Mashonaland West
<b>The Mirror</b>	Midlands, Manicaland, Mashonaland East, Masvingo, Matabeleland South
<b>Two Nations</b>	Midlands, Manicaland, Mashonaland East, Masvingo Matabeleland South
<b>Umthunywa</b>	Bulawayo, Matabeleland North and South, Masvingo Midlands
<b>Weekly Gazette</b>	Midlands

**Table 14: Geographic Scope of regional publications**

Province	Number of publications
Bulawayo	4
Matabeleland North	3
Matabeleland South	6
Masvingo	8
Midlands	10
Mashonaland Central	2
Mashonaland West	2
Mashonaland East	3
Harare	2

Table 15: Provincial reach assessment of regional publications

### 8.1 Regional newspapers focus areas

News Outlet	Politics & Governance	Business & Economy	Social & Legal	Science & Health	Crime & Violence	Arts
B Metro	0%	0%	10%	12%	18%	61%
Business Connect	33%	36%	6%	8%	3%	14%
Ilanga	33%	8%	24%	9%	7%	19%
Kwayedza	0%	15%	34%	8%	12%	31%
Manica Post	13%	7%	4%	9%	17%	50%
Masvingo Star	4%	24%	18%	6%	18%	30%
Midlands Observer	15%	37%	13%	9%	11%	15%
Nehanda Guardian	38%	8%	4%	38%	4%	9%
Public Eye	15%	6%	41%	8%	0%	31%
Pungwe	13%	6%	5%	10%	28%	38%
Suburban Avondale	0%	0%	38%	33%	0%	29%
Sunday News	40%	18%	10%	5%	4%	25%
Telegraph	10%	22%	30%	11%	5%	22%
TellZim	41%	11%	25%	2%	7%	14%
The Makonde Star	6%	44%	7%	5%	0%	38%
The Mirror	21%	3%	13%	61%	0%	2%
The Observer	5%	44%	24%	4%	16%	6%
Two nations	32%	12%	43%	0%	8%	5%
Umthunywa	3%	7%	16%	5%	6%	63%
Weekly Gazette	6%	21%	42%	21%	11%	0%

Table 16: Operational regional newspapers in Zimbabwe and their focus areas

## 8.2 Geographic focus of some local newspapers

Publication	National	Urban	Rural	Regional	International
<b>B Metro</b>	29%	29%	7%	20%	15
<b>Ilanga</b>	41%	24%	0%	0%	35%
<b>Indonsakusa</b>	43%	35%	4%	17%	0%
<b>Kwayedza</b>	44%	41%	6%	6%	3%
<b>Manica post</b>	47%	28%	9%	5%	12%
<b>Masvingo Star</b>	28%	22%	28%	6%	17%
<b>Midlands Observer</b>	39%	39%	17%	6%	0%
<b>Nehanda Guardian</b>	59%	12%	12%	12%	6%
<b>Public eye</b>	25%	56%	6%	0%	13%
<b>Pungwe</b>	62%	23%	8%	0%	8%
<b>Suburban Avondale</b>	30%	70%	0%	0%	0%
<b>Sunday News</b>	73%	27%	0%	0%	0%
<b>Telegraph</b>	42%	29%	13%	4%	13%
<b>TellZim</b>	28%	28%	36%	4%	4%
<b>The Makonde Star</b>	36%	59%	0%	0%	5%
<b>The Observer</b>	50%	18%	32%	0%	0%
<b>Two Nations</b>	0%	56%	44%	0%	0%
<b>Umthunywa</b>	0%	97%	0%	0%	3%
<b>Weekly Gazette</b>	0%	100%	0%	0%	0%

**Table 17: Geographic scope of some local newspapers**



## 9. Broadcast Media

Broadcast media in Zimbabwe are licensed by the Broadcasting Authority of Zimbabwe, a body created under the Broadcasting Services Act (BSA) Chapter 12:06. The Act mandates BAZ to “receive, evaluate and consider applications for the issue of any broadcasting license or signal carrier license”, among other roles. Licenses for broadcast media services are offered in Zimbabwe in various categories that include:

- Signal carrier license
- National commercial radio
- National commercial television
- Local commercial radio
- Content distribution
- Video-on- demand
- Webcasting
- Various diffusion services and satellite uplink services

To date, 33 broadcast media services are licensed by the BAZ across the seven categories, excluding diffusion and satellite uplink services. Of these licences, 18 are for radio and television.

### 9.1 Radio and Television

Current radio and television licenses issued in Zimbabwe are for commercial broadcasting in three categories: national commercial radio; local commercial radio; and national commercial television for TV. No licenses have been issued for community broadcasting, and ZBC is the licensed public broadcaster according to the BSA.

A national commercial TV broadcasting license is a free-to-air audio-visual commercial broadcasting service with national coverage, which is operated for profit or as part of a profit-making enterprise which:

- (a) is intended or appears to be intended to appeal to the general public; and
- (b) is capable of being received by commonly available equipment.

A commercial radio broadcasting license is a free-to-air audio broadcasting service operated for profit or as part of a profit-making enterprise which:

- (a) is intended or appears to be intended to appeal to the general public; and
- (b) is capable of being received by commonly available equipment.

A national commercial license has national reach or coverage while a local commercial license covers a specific region/ province in terms of reach (Broadcasting Services Act: Chapter 12:06, 2016). The 18 radio and television licenses are held by six companies. Three companies hold national commercial licenses, one holds national commercial television, and six hold local commercial radio licenses. All the media houses that hold national commercial licenses also hold the licenses for the other license types. ZBC holds the only national commercial television license in Zimbabwe, for ZTV and Channel 2. Channel 2 is currently not operational.

Five companies hold the rest of the radio and television broadcasting licenses aside from ZBC. These are:

- Zimpapers
- AB Communications (Pvt) Ltd
- Fairtalk Communications (Pvt) Ltd
- Ray of Hope
- Kingstons Holdings (Pvt) Ltd

While Kingstons Holdings is a company that is still in existence and holds two local commercial radio licenses for Nyaminyami FM (Kariba) and Capitalk FM (Harare), these stations are currently run by Zimpapers.<sup>10</sup>

9.1.1 Television and Radio Licenses

Broadcasting Service licensed	Broadcasting License Holders	Licensees	Languages used
<b>National Commercial radio</b>	Zimbabwe Newspapers (1980) Limited	Star FM	English, Shona, Ndebele
	AB Communications (Pvt) Ltd	ZI FM	English, Shona, Ndebele
	Zimbabwe Broadcasting Corporation Holdings (Pvt) Ltd	National FM	16 languages
		Radio Zimbabwe	Ndebele, Shona
		Power FM	English
Classis 263 FM	English		
<b>National Commercial television service</b>	Zimbabwe Broadcasting Corporation Holdings (Pvt) Ltd	ZTV	
		Channel 2	

<sup>10</sup> Interview with William Chikoto-Zimpapers Editorial Executive 4/09/19.

Broadcasting Service licensed	Broadcasting License Holders	Licensees	Languages used
Local commercial radio	Fairtalk Communications (Pvt) Ltd	Breeze FM (Victoria Falls)	English, Nambya, Tonga, Ndebele, Shona
		Skyz Metro FM (Bulawayo)	English, Shona, Ndebele
	Ray of Hope (Pvt) Ltd t/a YaFM	Ya FM (Zvishavane)	
	AB Communications (Pvt) Ltd	Hevoi FM (Masvingo)	English, Shona, Ndebele
		98.4 FM (Gweru)	English, Shona, Ndebele
	ZIMPAPERS Limited	Diamond FM (Mutare)	English, Manyika dialects
	Kingstons Holdings (Pvt) Ltd	Capitalk FM (Harare)	English, Shona, Ndebele
		NyamiNyami FM (Kariba)	English, Languages in the region
	Zimbabwe Broadcasting Corporation Holdings Pvt Ltd	Khulumani FM (Bulawayo)	English, Ndebele, Xhosa, Kalanga, Venda, Sotho, Tonga
		Central FM (Gweru)	English, Ndebele, Shona

**Table 18: Broadcasting service licenses and language used to broadcast by license holders**

*Source: (Information provided by the Broadcasting Authority of Zimbabwe, Licensee Category List 2019; licensee websites)*

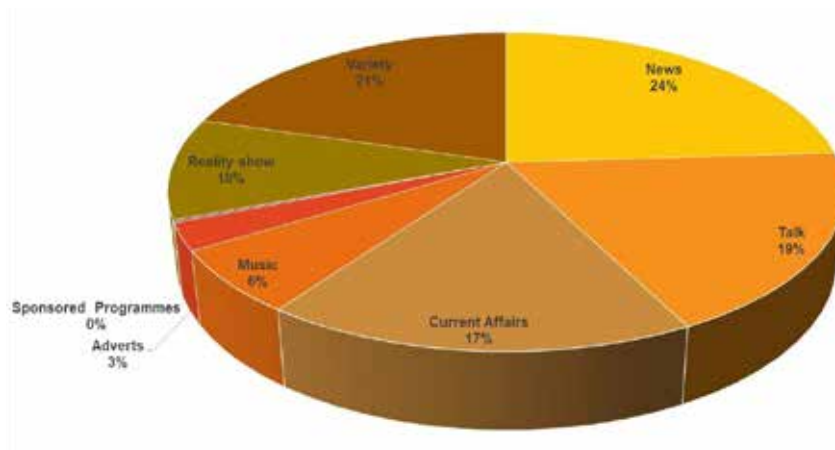
## 9.2 Broadcasting Content

Below are media monitoring findings of a research conducted on ZTV content broadcasting.

### 9.2.1 ZTV

News, talk and current affairs programming make up the majority of content on ZTV compared to entertainment programmes. Adverts take up around three percent of the broadcast time. Languages used on the particular monitoring day on ZBC TV were English, Ndebele, Shona, Sign and Tonga.

## Coverage trends on ZBC TV



### 9.2.2 Radio

All radio stations monitored have similar programming trends, with a predominant focus on music and entertainment. While there are variations among the stations, music still takes up the majority of time on all stations. There was more paid publicity (sponsored programmes and advertising) on national commercial radio stations than the state controlled radio stations, local commercial stations and online radio stations. ZiFM had the highest percentage of sponsored programmes, while Diamond FM had the highest percentage of adverts.

Station	News	Talk	Current Affairs	Music	Adverts	Sponsored Programmes	DJ Commentary	Documentary	Live
<b>ZBC RADIO STATIONS</b>									
Classic263	6	15	3	50	3	0	19	0	5
National FM	9	17	3	44	0	5	20	2	0
Power FM	7	7	0	48	1	9	28	0	0
Radio Zimbabwe	12	6	3	41	0	8	30	0	0
<b>NATIONAL COMMERCIAL STATIONS</b>									
Star FM	5	14	0	41	5	9	27	0	0
ZiFM	8	8	3	58	1	14	7	0	0
<b>LOCAL COMMERCIAL RADIO STATIONS</b>									
98.4FM	6	22	0	67	1	0	4	0	0
Capitalk	6	21	5	39	1	4	23	0	0
Diamond FM	4	4	5	56	9	3	15	0	0
Skyz Metro	10	20	0	39	3	3	25	0	0
YaFM	16	23	3	24	6	4	4	0	20

Table 19: % time spent on programming types

### 9.2.3 Broadcast languages on radio

ZBC's national FM broadcast in the highest number of languages, using 10 languages on the monitoring day. Only Classic 263 and Power FM broadcast in one language.

Radio Station	Broadcast Language	Number of languages used
Classic 263	English	1
Power FM	English	1
National FM	Chewa, English, Kalanga, Nambya, Ndau, Ndebele, Shona, Sotho, Tonga, Venda	10
Radio Zimbabwe	Chibarwe, English, Ndebele, Shangani, Shona	5
Star FM	English, Shona	2
ZiFM	English, Shona, Ndebele	3
98.4 FM	English, Ndebele, Shona	3
Capitalk FM	English, Shona	2
Diamond FM	English, Ndau, Shona	3
Skyz Metro FM	Chibarwe, English, Kalanga, Ndebele	4
YaFM	English, Shona, Ndebele	3

**Table 20: Radio and TV Broadcast languages**

### 9.3 Other licensed broadcasting services

BAZ licenses other broadcast media to operate in Zimbabwe and has licensed 15 other broadcasting services.

Broadcasting Service Licensee	Service licensed
<b>Signal Carrier Service</b>	Transmedia Corporation (Pvt) Ltd
<b>Content distribution service</b>	Skynet (Pvt) Ltd t/a Multichoice Zimbabwe
	Econet Media (Pvt) Ltd t/a Kwese TV
	Zimpapers 1980 (Pvt) Ltd t/a ZTN
<b>Video on Demand service</b>	TelOne (Pvt) Ltd
	Econet Media (Pvt) Ltd
	AB Communications (Pvt) Ltd
	Heart and Soul Broadcasting (Pvt) Ltd
	Nhaka Productions (Pvt) Ltd
	Zimbabwe Broadcasting Corporation (Pvt) Ltd
	Zimbabwe Broadcasting Corporation (Pvt) Ltd
<b>Webcasting Service</b>	Econet Media (Pvt) Ltd
	AB Communications (Pvt) Ltd
	Heart and Soul Broadcasting Services (Pvt) Ltd
	Zimpapers (1980) Ltd
	Zimbabwe Broadcasting Corporation (Pvt) Ltd

**Table 21: Broadcasting services licensed**

## 9.4 Signal Carrier/Transmission

Transmission of radio and television signals plays a significant role in whether people access the various services, the quality of this reception and the media services (TV and radio) that they can access. Transmedia is a state-owned company, and the only company licensed to provide radio and television signal distribution services for broadcasters in Zimbabwe. The company was created in terms of the ZBC Commercialization Act. Transmedia is also mandated to among other things:

- Migrate from analogue signal distribution to digital technology.
- Provide internet, web development and e-commerce services around the country.
- Provide satellite broadcasting services.
- Provide datacasting, broadcasting and webcasting services.

Transmedia provides transmission services to all radio and television services in the country, with ZBC as its biggest client. Transmedia has 24 transmission sites around the country providing analogue and digital transmission services.

### 9.4.1 Transmission services in Zimbabwe

Transmission at the 24 transmitter sites is not uniform. The tables below show percentage of transmission sites with between 1 – 5 services of the ZBC national radio and television stations (ZTV, Power FM, Radio Zimbabwe, Classic 263 and National FM). Transmedia places geographic coverage of Radio Zimbabwe at around 80%, and this is less for the other services which it places at around 70%. Classic 263 however has the lowest geographic coverage of the ZBC stations as the service transmits at only 10 sites (41.6%).

Number of services available	Percentage
<b>All five services at transmission site</b>	37.5%
<b>4 services</b>	25%
<b>3 services</b>	29.1%
<b>2 services</b>	4.1%
<b>1 service</b>	4.1%

**Table 22: % of transmission sites transmitting between 1 – 5 ZBC media services**

*Source: (Transmedia)*

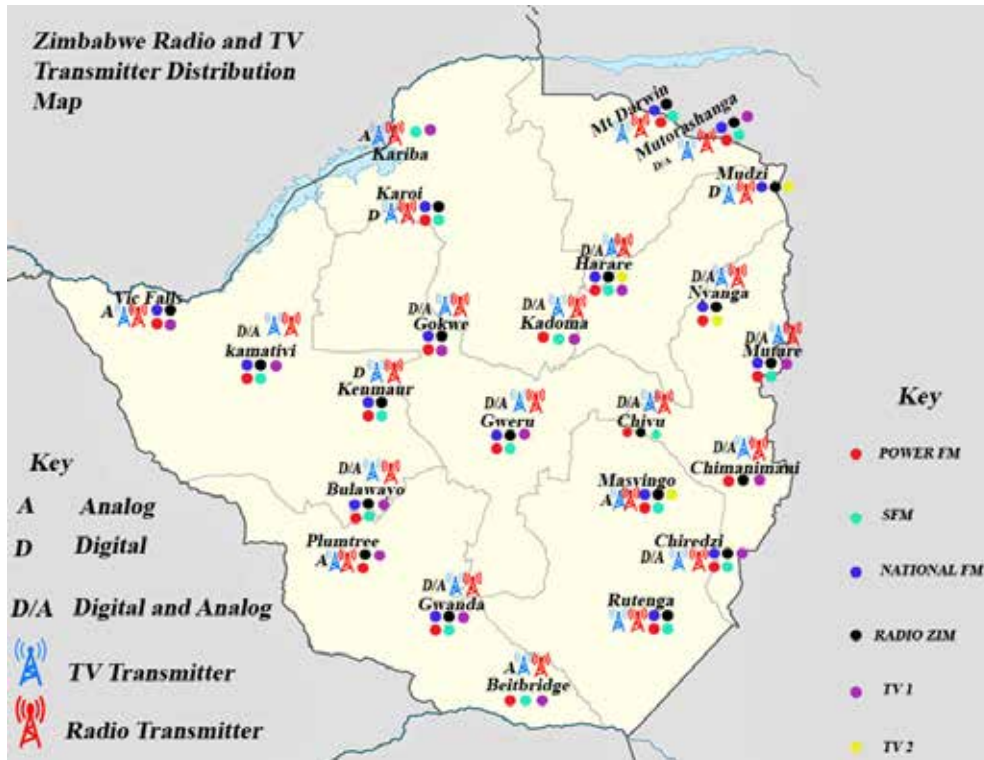
Service	% available
<b>Radio and television</b>	87.5%
<b>Radio only</b>	12.5%
<b>TV only</b>	0%

**Table 23: % Services available at each transmission site**

Media service/ channel	Nationwide transmitter coverage	% coverage
<b>Radio Zimbabwe</b>	24	100%
<b>Power FM</b>	21	87.5
<b>ZTV</b>	20	83.3%
<b>National FM</b>	16	66.6%
<b>Classic 263</b>	10	41.6%

**Table 24: Transmission of the different stations around the country on available transmitters**

*Source: Statistics used from <http://transmedia.co.zw/services/transmission-services/>*



## 9.5 Content distribution service

Three companies hold content distribution licenses: Skynet (Pvt) Ltd t/a Multichoice Zimbabwe; Econet Media (Pvt) Ltd; and Zimpapers 1980 (Pvt) Ltd. Skynet holds the Zimbabwe franchise for Multichoice Africa and Transmedia owns a 20% shareholding in the company under a 2002 agreement.

A content distribution service is provided by a content distributor; comprising content aggregated within or outside Zimbabwe that is made available in Zimbabwe with or without payment of a subscription fee and the reception is through satellite transmission.<sup>11</sup> While Econet Media's Kwese TV and Zimpapers' ZTN currently hold content distribution licenses, their services are currently non-functional and Multichoice Zimbabwe retains a monopoly of paid digital satellite services in Zimbabwe. Kwese operated for just about a year and a half in 2017 and 2018 and have applied for the suspension of their license which is under consideration by BAZ. ZTN has not launched its content distribution service.

<sup>11</sup> Statutory Instrument 39 of 2011, Broadcasting Services (Licensing and Content) (Amendment) Regulations, 2011 (No. 2)

## 10. Conclusion

In this assessment of Zimbabwe's media landscape, it is observed that even though Zimbabwe has a sizeable number of media outlets registered as either private or government controlled entities many of them are no longer operational due to viability and political challenges. The majority of the licensed institutions have a commercial mandate which has influenced how they operate and the content they produce.

The government of Zimbabwe has a very strong presence in Zimbabwe's media landscape as it has the controlling stake in the largest media institutions in the country. It has interests in the publicly owned print and electronic media institutions with the largest stake in the ZMMT and the Ministry of Information Media and Broadcasting Services.

In terms of broadcast media, the state controlled broadcast media has the most diverse languages in broadcasting whilst the privately-owned media used fewer languages. This indicates that ownership patterns have a great influence on published content.

Public institutions in Zimbabwe still have a long way to go in ensuring Access to Information as envisaged in the Constitution. The deeds and company registry office was reluctant to release information on shareholding and ownership structures of some of the independent print media institutions operating in Zimbabwe. Follow-up interviews with Chief Executive Officers from media institutions did not bring much needed clarity of the institutions' ownership status. This raises a lot of questions as to who the owners of these companies are and why the information is not in the public domain. It is noted that even though most media institutions are registered they ceased their operations either due to viability or political reasons. Their lack of operation is evidenced by their failure to produce physical or online publications of their content.

Media House executives were reluctant to share copies of editorial policies as they stated that these were not available for the public domain. It was also observed that there is a decline in print run and circulation by mainstream media publications. Most of the mainstream print media institutions refused to release information on the actual figures they were printing and distributing.

Media ownership has a great effect on its ability to serve the public interest in society. Gaining profits from advertisers and serving the 'national interest' has shifted the media's focus to more of entertainment and political programs. Failure of media houses to produce editorial policies indicates that there is no policy of regulating content and addressing issues of diversity and educating of the population.



## Afterword



### **Patience Zirima**

#### ***Lead Researcher (Media Monitors Director)***

In November 2020, the Broadcasting Authority of Zimbabwe issued six national commercial free to air television licences. The licences were awarded to Rusununguko Media (Pvt) Ltd trading as NRTV, Jester Media trading as 3K TV, Acacia Media Group trading as Kumba TV, Fairtalk Communications trading as Ke Yona TV and Channel Dzimbahwe trading as Channel D, and Zimbabwe Television Network (ZTN). The issuance of these licences breaks the ZBC monopoly as the only licensed terrestrial television broadcaster in the country. While this development represents incremental progress in quantitative terms, further research on ownership and content will still need to be conducted to determine the level of diversity their appearance brings to the media industry. As has already been indicated elsewhere in this report, Jester Media, Fairtalk Communications and Zimbabwe Television Network (ZTN) are licensed media houses, holding various licenses in print, radio and digital which further concentrates media outlets in the hands of a few companies. The media industry risks having a uniform structure in reporting and having the same content and views just distributed via different channels.

## Annex 1

### Bibliography

#### Interviewees

- Interview with Rufaro Zaranyika Engineer, Transmedia 05/08/19.
- Interview with Joyce kupukai Senior Law, Officer Broadcasting Authority of Zimbabwe.
- Interview with William Chikoto-Zimpapers Editorial Executive 4/09/19.
- Interview with Mr P Gwara- Chief Executive Officer, Associated Newspapers of Zimbabwe 05/09/10.
- Interview with Engineer Hombarume, ZBC Chief Executive Officer 13/09/19.
- Interview with Mr Punish Murumbi AMH Commercial Manager 16/09/19.
- Interview with Gilbert Nyambabvu- ZBC Head of News and Current Affairs 09/10/19.
- Interview with Mr Ken Mafukidze AMH Chief Executive Officer 14/10/19.
- Interview with Supa Mandiwanzira, VOA, August 12, 2012, Accessed on: 10/10/2019.
- Interview with Dr. A Mutambudzi Ministry of Information, Publicity and Broadcasting Services- Director of Media Services.18/10/19.

## Annex 2

### Laws

- Broadcasting Services Act (BSA) Chapter 12:06, 2016
- Broadcasting Act Chapter 12:01 Revised Edition 1996
- Broadcasting Services Act No.3/2001
- Information provided by the Broadcasting Authority of Zimbabwe, Licensee Category List 2019; licensee website
- Chapter 12:04 Radio Communication Services Act
- Statistics used from <http://transmedia.co.zw/services/transmission-services/>
- Statutory Instrument 39 of 2011, Broadcasting Services (Licensing and Content) (Amendment) Regulations, 2011 (No. 2)
- Statutory Instrument 69 of 2011
- Statutory Instrument 21 of 2014
- Zimbabwe Broadcasting Corporation (Commercialisation) Act, 2001

## Annex 3

### Documents

Chronicle 19/08/19 Zimpapers driven national interests.

First report of the public accounts committee on compliance issues for the Ministry of Finance and Economic Development 07/19.

Company Registration details from Deeds and Companies Registry Office.

Company Name	Registration Number	Registration details
<b>Zimbabwe Broadcasting Corporation (ZBC)</b>	9185/03	File received.
<b>AB Communication</b>	433/2000	The file could not be located
<b>Kingstons Holdings (Pvt) Ltd</b>	18580/04	The file could not be located
<b>Mass Media Trust</b>	Not Registered	The Trust is not registered and this explains why it does not have the registration number.
<b>FairTalk Communications (Pvt) Ltd</b>	Registered in Bulawayo	The Company is registered in Bulawayo so this apparently implies that the registration details can be found in Bulawayo as well.
<b>Ray of Hope</b>	6457/06	They couldn't find the file.
<b>Alpha Media Holdings</b>	15971/05	File cannot be located.
<b>Associated Newspapers of Zimbabwe</b>	8881/97	They couldn't find the file and they then asked the media researcher to check if it was listed among those ones in the security file. The company was there and the researcher was further referred to the Records and Information supervisor, Mrs Makwara. Unfortunately, she could not find it. She said they are looking for it too since it seems to be on demand.
<b>Zimbabwe Heritage Trust</b>	Not Registered	The Trust is not registered
<b>Modus Publications</b>	8450/50	Information with regards to the shareholding structure needs to be updated as it still recognise Dr Gideon Gono as the major shareholder.
<b>Jester Media Services (Pvt) Ltd</b>	2317/93	File received.
<b>TD Holdings (Pvt) Ltd</b>	23543/08	File received.
<b>Vusumuzi Investments (Pvt) Ltd</b>	7190/96	The file could not be located.
<b>Hamilton and Hamilton Trustees</b>	Not Registered	Not registered.
<b>Hot Air Investments (Pvt) Ltd</b>	8457/97	The file could not be located.

Press Release from the Ministry of Information Media and Broadcasting Services 31/09/19

The Birth, Operations and Demise of Zimbabwe Inter-Africa NewsAgency By Peter Mandava vol.2.2

Transmedia Existing sites progress

Website Analysis Overview report 09/19

Zimbabwe Media Commission-Media Houses by Publication

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Zimbabwe All Media Products Survey (2018)



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