

Sabido applies for a satellite TV subscription broadcasting licence

Issued by [e.tv](#)

1 Sep 2006

Sabido (Pty) Ltd, the sole shareholder of free-to-air television service, e.tv, has applied for a satellite television subscription broadcasting licence. Sabido's majority shareholder is Hosken Consolidated Investments, a trade-union controlled black empowerment company listed on the Johannesburg Stock Exchange.

e.sat intends to provide a unique subscription television broadcasting service to middle income South Africans who are presently under-served by subscription television. It will do so by providing a predominantly locally-compiled programming service which includes movie, news and sports channels.

e.tv has a proven track record as a successful commercial television broadcaster in the South African market. After a tough launch in a highly competitive environment in 1999, e.tv became cash positive in 2004. The station now commands a 22% audience share and is the second largest television channel in the country.

e.tv CEO Marcel Golding said: "In applying for a commercial satellite subscription broadcasting licence, e.sat intends to leverage the experience gained by Sabido and e.tv in launching and operating a successful South African commercial television business." Golding added that e.sat was uniquely positioned to introduce competition into the pay-television market.

▫ **eExtra runs for the try line with new rugby programme** 21 May 2024

▫ **Young star shone brightly!** 8 May 2024

▫ **A newly bottled #KeldersVanGeheime is ready to be served!** 7 May 2024

▫ **OUTtv Proud shows its colours on eVOD** 29 Apr 2024

▫ **The court has decided!** 16 Apr 2024

[eMedia](#)



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

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>