

## **Be innovative, media houses advised**

Government has advised media houses to be innovative and re-think on how to generate their revenue if they have to withstand the harsh effects of Covid-19.

Information and Broadcasting Services Permanent Secretary Amos Malupenga says revenue generation for media houses is under pressure because of the reduced business and a slump in economic activities caused by the coronavirus.

Speaking during the re-launch of the Zambia Daily Mail E-paper in Lusaka today, Mr. Malupenga said the current situation required the media to be resilient and find means to sustain their operations.

He said the media industry in Zambia, like others world-wide, have not been spared by the harsh effects of the coronavirus.

"It is not time for media houses to fold their arms in surrender as citizens need true and verifiable information with or without Covid-19," he said.

Mr. Malupenga commended Zambia Daily Mail for the initiative which he said would help the company in its efforts to steady its financial position especially during these challenging times of the coronavirus pandemic.

He further said the E-paper innovation was important in the current dispensation where physical contact among people is being discouraged to avoid the spread of the disease.

Mr. Malupenga also commended Daily Mail for engaging young Zambian entrepreneurs as developers and designers of the platform for their e-paper.

He said this is in line with Government's youth empowerment agenda in which it is promoting youth innovation and involvement in the development of the country.

And Zambia Daily Mail Managing Director Nebat Mbewe said the launch of the e-paper will supplement the hard copy and ensure the company's financial sustainability during the pandemic.

He said the innovation is also in line with the Company's 2016 -2020 strategic plan which he said is woven around diversification in provision of quality news to ensure financial sustainability.

Mr. Mbewe said given the adverse effects of Covid-19, the e-paper is the way to go as it ensures social distancing without losing touch with news.

He explained that amidst the coronavirus pandemic, customers will be able to access the E-paper in the comfort of their homes both in Zambia and abroad.

Mr. Mbewe explained that Customers can pay for their subscription using Mobile money platforms such as Airtel, MTN, ZAMTEL and VISA electronic debit cards.

He has since urged members of the public to take advantage of the E-paper and subscribe to have quality news.

**Press and Public Relations Unit**

**Ministry of Information and Broadcasting services**

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