



# Enriching lives in Zambia



## Ngoza Matakala

MD: MultiChoice Zambia

**Being the Managing Director of the largest MultiChoice joint venture business in Southern Africa is no mean feat, yet one that Ngoza Matakala has achieved with great aplomb.**

"It has meant developing a thick skin, having the conviction to stand up and do the right thing, being accountable, developing a strong sense of self-belief, and always ensuring that I deliver excellent results, no matter the job at hand," says Ngoza of her personal development since joining MultiChoice Zambia four years ago.

A chartered accountant by profession, Ngoza has a strong background in auditing, and financial and strategic management. She joined MultiChoice Zambia as finance manager, but was appointed to the position of acting managing director a year later when the then MD left the company. She took over the reins as MD in 2016, fully immersing herself in every aspect of the business. Her natural affinity for figures and seeking solutions to statistical challeng-

es have shaped her management style, which today centres on a sound solutions-driven approach.

### MAKING ENTERTAINMENT ACCESSIBLE

Throughout her career, Ngoza says she has drawn on a single piece of advice, given to her by her father many years ago. "They were wise words. He said, 'you are your own competitor; set your own standard and aim to achieve it'. That advice has governed my professional career, and still serves me today as head of the MultiChoice family in Zambia," says Ngoza, adding that the committed team with which she works fuels her own drive, dedication and sense of purpose.

This team has been instrumental in helping to bring Ngoza's vision for the company to life. The vision includes enhancing the customer experience at every touch point; making world-class entertainment more accessible to Zambians; remaining relevant; and further entrenching the company in local communities.

To this end the company has augmented the number of premium entertainment channels offered across the full spectrum of its DStv and GOtv packages;

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introduced greatly reduced monthly premiums to increase the affordability of these packages to customers; and significantly increased its acquisition of locally produced content.

### DEVELOPING THE LOCAL FILM INDUSTRY

Ngoza is particularly passionate about the latter. This has resulted in opportunities for a number of local production companies to showcase their work on DStv, and for top local talent to shine, helping to launch and grow their film careers. This includes Zuba, Zambia's first and highly popular telenovela, and the catchy drama series Fever, both of which have exposed Zambian talent to the international market.

"A number of production houses are currently producing local content for MultiChoice Zambia. This is for use on Zambezi Magic. Although this channel is broadcast exclusively for six Southern African countries, a lot of the content aired here is produced in Zambia, significantly heightening our local content offering for Zambians," says Ngoza.

She adds that the company is consistently recognised for this valuable contribution to the local film industry. However, it's not only within the broader film sector that the company is supporting skills development, it is also empowering local camera operators, commentators and sound engineers through its SuperSport training programme. The ultimate objective here is to create a wholly Zambian crew to operate the outside broadcast units for live sports matches.

This is a clear case of quality knowledge transfer and to date more than 70 Zambians – including

people with no prior film knowledge – have been trained as part of this programme. As a result, the local football league has become more popular on SuperSport, leading to greater programming and community support for the league.

### INVESTING IN ZAMBIAN COMMUNITIES

This sense of community has always been important to Ngoza, and so under her leadership, MultiChoice Zambia has grown its direct investment in local communities.

Most notably, the company has bolstered its contribution to education through the more than 300 MultiChoice Resource Centres (MRCs) it operates countrywide. Established in 2004 and run in close co-operation with the Ministry of Education, this programme facilitates audio visual learning by providing a free satellite dish, TV set and decoder with access to eight educational channels to participating schools.

This support for Zambian youth is maintained through the DStv EutelSat Star Awards, a pan-African collaboration between MultiChoice Africa and Eutelsat that aims to nurture an interest among students in science and technology, and encourage further study in these fields.

Over and above this, MultiChoice Zambia has for the past 20 years supported the Kabwata Orphanage for vulnerable children through providing in-kind donations of books, shoes, shopping vouchers, blankets and sponsorships. It has also assisted the University Teaching Hospital's Children's Malnutrition Ward for close to 15 years, providing free TV subscriptions and sponsoring nutritional supplements for patients as well as maintenance in the ward.

Ngoza says these initiatives bring home the reality of MultiChoice's brand purpose of enriching lives in Zambia. "I'm very grateful for the opportunity to work for a company that is able to affect such positive changes in people's lives. We don't just say we enrich lives, we really do. I'm so proud of that. Every day I feel that this is where I am supposed to be."