



NWABISA JOY MATYUMZA

Content Strategy & TV Channel Development Expert

Randburg, Johannesburg

PROFILE SUMMARY

I have over 12 years' experience in the Sub-Saharan Africa television industry. Within this time, I have launched numerous TV and radio channels in South Africa and across various African countries, as well as managed international & local channels for DStv. My key expertise lie in developing content strategies, turn-around strategies for low performing channels and providing executive oversight to cross-functional teams across the continent. During the past 12 years, I have built a vast network of relationships across the broadcast industry, from producers, state ministries to regulatory bodies, both locally and internationally. I am passionate about the development of the African TV and Film industry and believe that my expertise would add value for the SABC.

EDUCATION

- **MBA** – Henley Business School (in progress)
- **Post-Graduate Diploma**, Management Practice – Henley Business School (2018)
- **Executive Negotiation Certificate** – GIBS (2019)
- **Bachelor of Arts**, Media – UCT (2009)

CURRENT MEMBERSHIPS

- Member Board of Trustees - MultiChoice Foundation Trust Kenya
- Advisory Board Member - Content For Africa Industry Programme

PROFESSIONAL EXPERIENCE

DIRECTOR: MULTICHOICE TALENT FACTORY

MultiChoice January 2022 - current

- Lead the MultiChoice Groups' shared-value initiative focused on community investment and improving production quality across the continent – ensure alignment with ESG targets
- Establish strong relationships with external partners, strategic alliances, and industry forums within TV and education industries
- Oversee the management of MTF Academies across Africa (East, West and Southern Africa)

- Develop training curriculum that aligns with the Groups content strategy
- Develop social impact partnership programmes across Africa
- Partner with government ministries on improvement strategies for the industry
- Manage CSV budget for MultiChoice Africa Holdings

SENIOR MANAGER: CONTENT STRATEGY (SOUTHERN AFRICA)

MultiChoice November 2018 – December 2021

- Developed and managed the content strategy for 7 Southern Africa countries (Botswana, eSwatini, Malawi, Mauritius, Namibia, Zambia & Zimbabwe).
- Developed & implemented content strategy for Southern Africa, including determining what channels should be acquired, programming should be licensed, of what types, how much of it, and developed creative licensing structures to implement the strategy.
- Led all aspects of major negotiations with TV and Radio channels including content selection, deal structuring, contract review, and communication of deal parameters internally.
- Managed strategic relationships with content suppliers, industry bodies, government ministries in the various countries.
- Vetted content submissions using objective and subjective judgment.
- Collaborated with Marketing, Product, PR, Distribution, Finance, Legal, Operations and others to represent the Content perspective, and operationalize contractual requirements.

CHANNEL PORTFOLIO MANAGER

MultiChoice October 2016 – October 2018

- Managed portfolio of over 50 international and local TV and Radio channels
 - Portfolio of suppliers included NBC Universal, VIACOM, Turner, Fox Group, SABC, eMedia, Siyaya TV, Urban Brew and various other
- Developed improvement strategies for under-performing channels
- Worked cross-functionally to analyze and uncover opportunities for optimization and innovative growth levers to drive channel performance
- Drove holistic partner growth strategy using data and insights, broader market trends and internal perspective to drive success in partnerships.
- Partner with Content Marketing teams to ensure flawless execution of programming tentpole campaigns

- Delivered key presentations to senior leadership both within MultiChoice and with external Partners

CONTENT SPECIALIST

MultiChoice May 2015 – September 2016

- Channel Performance Management: provided external and internal partners with content insights into various impacts of scheduling strategies on performance
- Continuous channel monitoring and engagement with channel and marketing teams
- Ensured broadcast content complies with regulatory body requirements (BCCSA, ICASA)
- Worked as liaison between channel suppliers and Regulatory team on content compliance issues
- Monitored TV & Film industry developments and trends (local & international)

JUNIOR CONTENT SPECIALIST

MultiChoice September 2012 – April 2015

- Assessment of channels and their suitability for various platforms with a focus on Nigeria and Kenya DTT
- Analyse viewing research material and prepare monthly reports
- Competitor research and analysis for South, West and East African countries

JUNIOR PLATFORM SPECIALIST

MultiChoice July 2011 – August 2012

- Assist in the management of channel additions, removals and changes on platform
- Evaluate technical quality of potential channels – video, audio & graphics
- Assist in verification of communication plans for platform changes

PLATFORM MANAGEMENT INTERN

MultiChoice August 2010 – June 2011

CURRENT AFFAIRS TALK RADIO HOST & PRODUCER

MixFM April 2010 – September 2010

- Host of weekend current affairs show 9am - 12pm

- Originated interview ideas based on the weekly news agenda of top stories around Johannesburg & South Africa, and feature topics that connected the audience
- Researched, pre-interviewed, and booked guests to interview.
- Wrote and compiled interview questions.
- Communicated with the production team on all aspects of interview production.
- Edited audio for the radio broadcast on deadline.