

## 《StarTimes President: Local people are biggest beneficiaries》

"How can an uneducated grandmother benefit from the digitalization process? If you can help us solve this problem, then there is no problem for us."

"This is indeed a very interesting question....whether a new technology can be fully utilized, or new product can be successfully promoted, would lie on whether it is closely linked to an individual's personal benefits ... By realizing digitalization, a whole new industry will be formatted, and this will create more job opportunities, generate more tax revenues, and enhance the social development and enrich local people's lifestyle ... In the future, local people will only have to pay at a very low rate of about US\$2 per month, with much wider choices and higher quality of TV programs, so I do believe the biggest beneficiary is local people."



StarTimes Group President Pang Xinxing in a group interview Photo/Li Shouen

The above dialogue is between an African reporter and StarTimes Group President Pang Xinxing during a group interview at the sidelines of the 7th African Digital TV Development Seminar, which was held on May 22-23 at the Sunrise East Kempinski Hotel by Yanqi Lake in Huairou, Beijing.



7th African Digital TV Development Seminar held on May 22-23 in Beijing Photo/Li Shouen

As one of the most famous system integrators, technology providers, network operators, and content providers in China's television broadcasting industry, and the most influential Chinese digital TV operator in Africa, StarTimes group has funded and organized the high level seminar.

At the opening ceremony, Tuo Zhen, Vice-Minister of the Publicity Department of the Central Committee of the Communist Party of China, told participants that both China and Africa are entering a new phase of development and bilateral cooperation, which are at a historical high moment, and this brings new opportunities for media cooperation between the two sides.



Tuo Zhen delivers speech at opening ceremony Photo/Li Shouen

He called on both sides to work more closely to enhance the people-to-people bond and culture exchanges by bringing actual benefits for Africans through TV digitalization with win-win cooperation in the media sector .

Tong Gang, Vice-Minister of China's State Administration of Press, Publication, Radio, Film and Television (SARFT), believes the seminar, which is held just one week after the first Belt & Road Forum for International Cooperation (BRF) and at the same site, is a good reminder to participants that a brighter future lies ahead for both sides.



Tong Gang delivers speech at opening ceremony Photo/Li Shouen

He said with deeper cooperation in the media sector, more direct and unbiased voices will be heard from all sides, and the discourse powers would be strengthened, which can usher in benefits for both peoples.

Raufu Lai Mohammed, Minister of Communication and Culture from Nigeria, appraised China's great achievements during the past several decades and hopes to learn from the country's experiences, which could help Nigeria's development.



Raufu Lai Mohammed delivers speech at opening ceremony. Photo/Li Shouen

He explained that Nigeria is seeking a transformation into a multi-dimensional economic development mode, sparking an urgent need for digitalized development that is emerging. Nigeria is welcoming cooperation with enterprises including StarTimes on TV digitalization and content production.

Various themed panel discussions were held where delegates had engaged in heated discussions on TV technology and future trends, such as TV digitalization in rural areas in Africa, etc.



Delegates at the opening ceremony Photo/Li Shouen

The StarTimes had signed contracts on relevant cooperation with the Democratic Republic of the Congo (D.R. Congo), Central African Republic, the Republic of Equatorial Guinea and the Republic of Guinea-Bissau, etc.

For more than 2 decades, StarTimes has been working closely with African governments to help African countries to jointly promote digitalization and informatization.

StarTimes has already registered its company in 30 African countries and started operations consecutively. StarTimes has developed nearly 80 million subscribers in Africa and has become the fastest-growing and most influential digital TV operator on the continent.