

DIAMOND MEDIA

A GREAT TV CHANNEL

WHAT
DOES
IT REALLY
MEAN?

BEING
DIFFERENT?

BEING OLD?

BEING NEW?

DS^{TV} 271 GO^{TV} 20



LIGHTS OUT, BUT LIGHT BULB MOMENT!

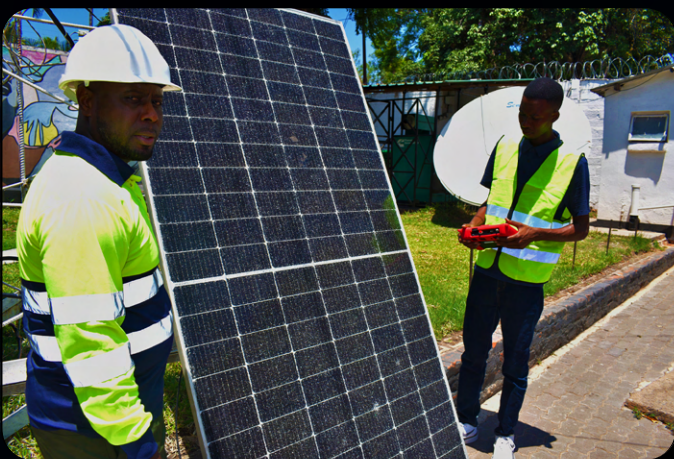
How Diamond Media is responding to the energy crisis

Zambia's energy crisis has been a longstanding issue, exacerbated by the country's overreliance on hydroelectric power and prolonged drought conditions. The latest addition to this hurdle is the 2023 drought that has left the country with barely food to survive and not more than 3 hours of power per day.

This perfect storm has disrupted daily life, hampered industrial production, and strained the country's economic stability.



The energy sector is struggling to meet demand. This has meant that literally every business in Zambia must make changes to their productivity. The demands have varied from budget cuts to layoffs for various companies.



"We've had to take a hybrid approach to our energy needs,"

The digital media industry has been one of the worst affected, especially considering that content consumption is entirely dependent on access to an energy source. So that means in the case of a TV channel, the business is negatively impacted by the lack of electricity to produce and a lack of electricity for the viewer to consume the little content produced.



"We've invested in solar energy and reduced our reliance on diesel generators. This has not only reduced our costs but also our carbon footprint."

In this challenging environment, Diamond Media, one of Zambia's leading media companies, has had to adapt quickly to ensure continuity of its operations. The channel has invested heavily in alternative energy sources, such as solar power, to reduce its reliance on the national grid.

"We've had to take a hybrid approach to our energy needs," explains Costa Mwansa, Chief Visionary Officer of Diamond Media.

"We've invested in solar energy and reduced our reliance on diesel generators. This has not only reduced our costs but also our carbon footprint."

However, the transition to solar power has not been without its challenges. The high upfront costs of investing in solar energy have been a significant barrier to adoption. Additionally, the lack of incentives and support from the government has made it difficult for companies like Diamond Media to make the transition to renewable energy.



Despite these challenges, the media group remains committed to reducing its environmental impact and promoting sustainability. The channel is exploring new ways to reduce its energy consumption, including the use of energy-efficient equipment and the implementation of energy-saving practices in its operations.

The energy crisis has also forced Diamond TV to rethink its business model and find new ways to reach its audience. With many Zambians turning to online platforms for entertainment and information, the channel has invested heavily in its digital presence.

"We've seen a significant increase in our online viewership, particularly on our YouTube and TikTok channels," Mwansa says.

"We're producing more digital content than ever before, and our audience is responding positively. We're also using social media to engage with our viewers and promote our content."

Diamond TV's digital strategy is not just about reaching its existing audience; it's also about expanding its reach to new viewers. With many Zambians accessing the internet through their mobile phones, the channel is producing more mobile-friendly content to cater to this growing audience.

The goal is for people to get different genres of content from one Diamond Media, but offered on different platforms in a well curated format. They like to think of it as a digital bouquet. Several content options online, all sitting under one umbrella, Diamond Media.



"We're producing more digital content than ever before, and our audience is responding positively..."



THE DIAMOND BREAKFAST

Wake up to Zambia's political pulse with the Diamond Breakfast! Anchored by seasoned voices Vida Mwale, Justin Mulenga, Thapiwa Ngoma, and Matakala Matakala, this show dives headfirst into the nation's hottest political stories and current affairs. Start your day informed and ready to join the discourse that shapes our country's future. Politics, power, and people – your breakfast companions.

THIS DAY INVESTIGATIONS

Uncover the untold with **This Day Investigations** – a hard-hitting, bi-monthly investigative series delving deep into the nation's most gripping stories. Led by journalist Dingindaba Jonah Buyoya and a stellar team, each episode promises exclusive insights and revelations. Mark your calendar for truth, one big story at a time.



CEO SECRETS

What does it take to lead and succeed? CEO Secrets unveils the strategies behind Zambia's most influential leaders. Discover untold tales of triumph, innovation, and resilience from top executives as they share the wisdom that drives them forward. Launching April 2025 – leadership demystified!



THE ZAMBIAN VOTE 2026

Countdown to democracy with The Zambian Vote 2026. As we edge closer to a pivotal election, this show blends voter education with in-depth reviews of past and upcoming candidates. Be part of the conversation that will shape the nation's political destiny, starting the second Thursday of January 2025.

THE STEFFAN PHIRI SHOW

Where social media meets TV! The Steffan Phiri Show captures the hottest of viral trends and online culture. With a magnetic host and content that speaks directly to the digital generation, this show redefines how we connect, engage, and laugh. Catch it in 2025 for an unmissable online-offline experience.



BUILDING BRAND CASTLES AND BURJ KHALIFAS

Meet Alfred Chibiliti, the 'Brand Architect'

Alfred Chibiliti is the man behind the magic at Diamond Media. As the Senior Manager Marketing, Sales and Branding, he's responsible for making our events and shows look and feel like millions of Kwachas (though he'd have probably loved this to be in dollars).

Well, Alfred's success isn't just about making things look pretty; it's about understanding what makes people tick.

"I push on quality because as a Brand architect, this is what distinguishes our Awards Ceremony from the others."

From the Diamond Personality of the Year Awards (POTYAs) to the Diamond Presenter Search, his touch to events always makes them a hit. And it's not just because of the glamour and glitz (although, let's be real, that doesn't hurt either). It's because he understands how to create an experience that's both memorable and engaging.

In the grand scheme of things, what really sets Alfred apart is his ability to adapt to the ever-changing media landscape.

"Innovative digital platforms have revolutionized how we execute and engage with events like POTYAs and DPS," he says.

With his finger on the pulse of the latest trends and technologies, he is always looking for new ways to innovate and improve.





"The future of branding and event marketing will be defined by personalization, immersive technologies, real-time data, sustainability and direct consumer engagement."

So what's next for him and Diamond Media? With his sights set on the future, he is predicting big things.

"The future of branding and event marketing will be defined by personalization, immersive technologies, real-time data, sustainability and direct consumer engagement."

This is no surprise to us though, because the moment you see him in his clothes, you know he is all about branding. After all, he is well known for being the "Dapper King".

With a Dapper King at the helm, we have no doubt that Diamond Media will be leading the charge and the brand (and client brand) is in safe hands!





DIAMOND LIVE AND THIS DAY

Step into the heart of Zambia's political discourse with Diamond Live and This Day, airing Monday, Wednesday, and Friday. Hosted by Dingindaba, Chimweka, and Andrew, this revamped lineup dives deep into political and current affairs, fueling conversations that matter most. Airing at prime times, this show builds anticipation and informs the nation as we head into the 2026 elections.



DIAMOND TV PRESENTER SEARCH (DPS)

Witness dreams take flight in the Diamond TV Presenter Search Season 5. Re-airing in the 3rd quarter of 2025, the 2024 season's captivating moments will inspire viewers anew. Get ready for a fresh season in July 2025 as talented hopefuls compete for the spotlight. Who will be the face of tomorrow?

PERSONALITY OF THE YEAR

AWARDS



POTYAS 25

Celebrating Southern Africa's stars, POTYAS 25 honors creators and personalities from Zambia, Malawi, Zimbabwe, Namibia, and Botswana. Elevating the region's talent, this 2025 edition promises unforgettable performances and well-deserved recognition. Stay tuned for announcements about this milestone event!

Shaping the Future: Diamond Media's Digital Renaissance

In the fast-paced world of digital media, challenges are inevitable—but so are opportunities to innovate and grow. At Diamond Media, our journey has been nothing short of transformative, marked by resilience, creativity, and a relentless pursuit of excellence. As we reflect on how far we've come and look ahead to the exciting road before us, we invite you to join us in celebrating the milestones that have shaped our story and the innovations driving us forward.

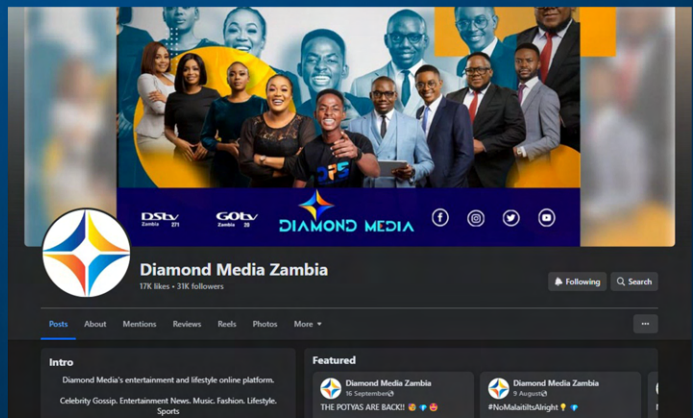


Turning Setbacks Into Comebacks

When we lost our flagship Facebook page, we faced one of the most significant challenges in our history. But in every challenge lies an opportunity. Instead of faltering, we took bold steps to reconnect with our audience. Through clear communication, transparency, and an unwavering belief in the loyalty of our community, we quickly regained trust and engagement.



This was not just about rebuilding what was lost—it was about creating something stronger. By launching two new Facebook pages, one with an emphasis on current affairs and another for all things entertainment and lifestyle, we didn't just recover; we evolved. The Tinikapo Campaign, a rallying cry for our audience, was central to this effort. It encouraged our followers to join us in this new chapter and quickly became a symbol of unity and resilience. The results speak for themselves: a thriving, engaged audience that is stronger and more connected than ever before.



Adapting for Resilience



In a world where digital disruptions can happen in an instant, resilience has become our greatest asset. We have redefined our social media strategies to ensure Diamond Media is never caught off guard again. Diversifying our platforms, implementing robust backup systems, and prioritizing multi-channel engagement have made us more agile and future-proof.

But it's not just about avoiding disruption—it's about creating deeper connections. Every piece of content we share, every campaign we launch is designed with our audience at the heart of it.

Innovating the Diamond Media Website

Epidemic Sound Meta AI Microsoft 365 CELTX Native Instruments... Background Music F...

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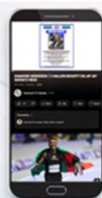


NO MALAITI?
IT'S ALRIGHT!

Stay powered up and
connected with

DIAMOND MEDIA

Subscribe to our YouTube Channel
(Diamond TV Zambia) and stand a chance
of getting a power bank and data bundles.
#NoMalaitiIsAlright



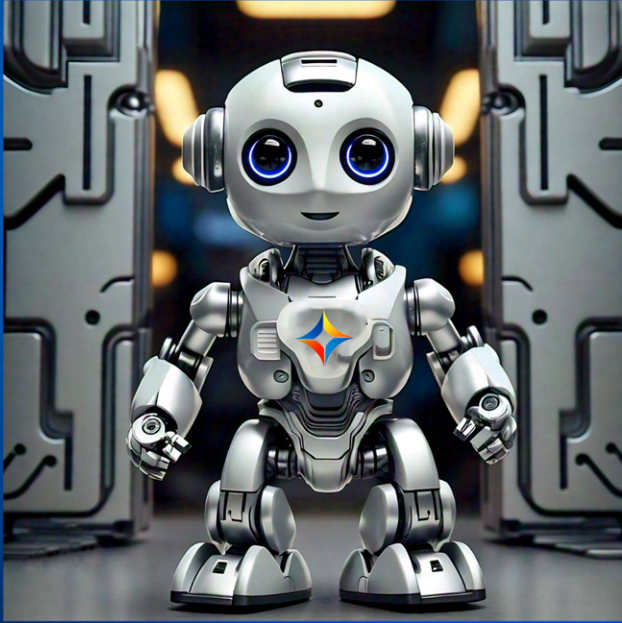
HOME PERSONALITY OF THE YEAR AWARDS - POTYAS 2024 SHOWS WELCOME TO DIAMOND MEDIA

Top Tags Zambia Community Jobs NewsOnTheGo politics economy NewsOnTheGo

... DEPARTMENT NETS 21 SUSPECTS IN FIVE-DAY OPERATION ... GOVT TARGETS 10 MILLION MT MAIZE HARVEST AM

Our website has always been a central hub for our audience, but we knew it could be more. That's why we've rolled out exciting updates to make it faster, smarter, and more interactive. With a focus on intuitive design, dynamic multimedia, and seamless navigation, the new platform reflects our commitment to delivering a premium user experience.

This isn't just a redesign; it's a reinvention. These updates allow us to tell our stories in more compelling ways and provide our audience with the engaging, immersive experience they deserve.



The Power of AI in Rebuilding Connections

Artificial Intelligence is no longer a tool of the future—it's shaping our present. At Diamond Media, AI has become a cornerstone of our digital strategy. From personalized content recommendations to targeted ad campaigns, we're leveraging technology to meet our audience exactly where they are.

AI has been especially pivotal in rebuilding our social media presence. By analyzing audience preferences and engagement patterns, we've been able to craft campaigns that don't just reach our audience but resonate deeply with them.



The Magic Behind the Tinikapo Campaign

Every campaign tells a story, but the Tinikapo Campaign was more than just a story—it was a movement. Designed to rally our audience and reignite their connection with Diamond Media, it taught us the value of creativity and authenticity.

We learned that people crave not just content but meaning. They want to feel like they are part of something bigger and Tinikapo delivered exactly that. These lessons will guide us as we craft future campaigns, ensuring that our content continues to inspire and engage.



ON THE TABLE

Revitalized and ready to take on 2025, On The Table is your go-to for bold conversations and trending topics. With new guests and topics that are gaining momentum, this long-running talk show promises engaging debates and dynamic discussions. Don't miss it as it entertains its audience and legacy.

CHURCH HOUSE

Dive into profound spiritual debates with ChurchHouse, a youth-focused religious show exploring faith, purpose, and community. Supported by local religious groupings, this innovative program promises to stir thoughtful discussions and inspire hearts. Coming soon in 2025!





Matakala

Matakala: A Rising Star in Zambian Media

Born on 6th May 1998 and an alumnus of Mpongwe South Boarding School, Matakala Matakala's journey to winning the 2024 Diamond TV Presenter Search reflects his passion for media and storytelling. "The competition taught me to trust my instincts, embrace my unique perspective, and deliver stories that resonate with people," he shares.

This experience has prepared him for his upcoming role on Diamond TV Zambia. Set to debut on the Diamond Breakfast Show in 2025, Matakala is eager to connect with viewers across Zambia. "I'm excited to start people's day on a positive and informative note," he says. His goal is to balance current affairs, lifestyle, and entertainment, ensuring each segment is engaging.

With a unique background as a water resources engineer, Matakala blends analytical skills with a passion for storytelling, making him a distinctive voice in Zambia's media landscape.

Matakala's hobbies include watching movies, football, and writing poetry. He emphasizes the importance of preparation, likening his role to piloting a plane. Beyond entertainment, he plans to highlight critical issues such as climate change, mental health, social challenges, and local talent. "I want to tell stories that matter and make a meaningful impact," he explains.

The Diamond TV Presenter Search was a transformative experience for Matakala. After hesitating to audition, he took a leap of faith on April 27th, an optimistic decision that paid off when he was selected for the Top 20.



“I’m excited to start people’s day on a positive and informative note,”

“Being picked was a reaffirming moment about my abilities,” he reflects. The competition was intense, with moments of self-doubt, personal struggles, and the challenges of leading a team with diverse personalities. Despite these, he learned valuable lessons in public speaking and staying authentic under pressure.

A highlight of the competition was creating a 24-minute magazine show, *Zambia Kuchalo*, with his team. However, nothing surpassed the moment when the winner was announced. “It showed me the power of media as a tool to make a difference,” he says. Balancing his engineering background with his media ambitions was challenging, especially with family members’ doubts. Yet, winning the DPS was a statement of his ability to juggle multiple passions and succeed.

Since winning, Matakala has embraced new opportunities and responsibilities, aiming to use his platform for good—from environmental advocacy to mental health awareness. As he steps into his new role, *Zambia* can look forward to a fresh and dynamic presence on the *Diamond Breakfast Show*, inspiring audiences nationwide with his unique mixture of skills and passion.



MINDING *My* FATHER'S COUNTRY

MINDING

My **FATHER'S**
COUNTRY



BY
DORA SILIYA

FOREWORD BY DR. NKOSAZANA DLAMINI-ZUMA

AVAILABLE

1. All Bookworld shops
2. All Legacy Wide Bookshops-
Ndola Airport, Solwezi & Lusaka
3. Collective Zambia store-Agora
Village, Lusaka

Hurry Hurry!

DORA SILIYA



The Story Through the Lens

"Five, four, three, two, one, and action!" These iconic words, often heard on film production sets, embody the magic of storytelling through the lens. Across cultures, this art has brought families together, turning television into a shared experience and a household necessity. In Zambia, the tradition of gathering around the TV to enjoy compelling stories remains a cherished part of daily life.

Recognizing the cultural importance of storytelling, Diamond TV has established a dedicated department to oversee and produce captivating content. Led by seasoned actor Mark Nasilele, whose illustrious career spans productions like *Brothers*, *Love Games*, and *Survivors*, the team boasts a dynamic mix of talent. This includes young professionals like Cliff Habuelle, John Banda and Matthew Kasaka, who excel as producers, writers and cinematographers, as well as Alice Banda and Mercy Nyati, seasoned actresses and directors with rich filmographies dating back to classics like *Banja* and



From its first sitcom, *Misango Ya Kaboyi*, Diamond TV has continually delivered groundbreaking content that resonates with audiences. This success paved the way for diverse productions like *Inkulo*, a workplace drama, and *Shero*, an action series about a female vigilante battling crime and inner demons. Other notable titles include *Diva Wapa LSK*, *Kumpali*, *Mapenzi*, *Mbiri*, and *Kumba*.



SHARO



Diamond TV's commitment to excellence extends to embracing advanced technology and training. Collaborations like the Multichoice Talent Factory have enhanced the team's skills, enabling them to tackle ambitious projects such as Luyando, filmed across multiple districts including Rufunsa, Chongwe, and Chikankata. The station's joint production initiatives have also led to acclaimed works like Mutanuka, and Ba Zulu, the latter filmed entirely in Ndola with Blue Yard Films.



As media evolves, so does Diamond TV. Adapting to the fast-paced demands of digital audiences, the station has embraced short-format content optimized for online platforms. Amid challenges like climate change and load-shedding, Diamond TV leverages energy-efficient equipment to maintain seamless operations while remaining committed to impactful storytelling.

With a proven track record of delivering high-quality productions and an eye on future innovations, Diamond TV is the partner of choice for investors, collaborators, and audiences eager to be part of Zambia's next big story. Let us redefine storytelling together.





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