

## Sector Foreword

### Media

Media in Africa is among the fastest growing industries, but the sector has not commanded the level of financing that is required to unlock its full potential, says media expert Parminder Vir.

With a commodity crunch in Africa's major economies slowing down economic growth, there's some good news on the entertainment economy front. Africa's entertainment industry, especially in the two biggest economies, Nigeria and South Africa, is expected to grow exponentially over the next few years according to a major study looking at the continent's entertainment industry growth.

Many men are tapping into the economic opportunities posed by this growth.

**Unique Speaker Bureau**, the premier league of professional speakers, entertainers and MCs, would like to commend the winners in this sector.



# REGIONAL WINNER |



From Zambia

## Kayambila Mpulamasaka

As a creative art director and multimedia producer at GroundXero, Kayambila Mpulamasaka not only is able to direct, but possesses hands on skills in the production of multimedia for TV, radio, print and digital advertising. This allows Kayambila to produce media from start to finish or direct the entire production process. A country and regional winner in the media sector, Kayambila is a multi-talented individual with experience in producing, directing, copywriting, scripting, cinematography, 2D animation, motion graphics, graphic design, video editing, visual effects, audio editing, sound design, art direction and voice over artistry. He was the official Airtel Zambia voice artist from 2013 to 2015. Some of his notable works include DSTV/ Zambezi Magic's Kool Roc Show, a youth variety edutainment TV Show. He believes that he has constantly challenged and inspired Zambian media houses to produce better quality content in commercial advertising and entertainment, thereby contributing to the country's current media production trends.