



Tuesday 23 June 2009.

Free to air broadcaster MAI TV today celebrated its first birthday by announcing the expansion of its services over the next 8 months.

Beginning with Ba in September, MAI TV will commission a new transmitter to the town, which will also see services reaching parts of Tavua as well.

“It’s been twelve months since we launched – it’s hard to believe that before we arrived there was no competition in the free to air commercial TV market. We are happy with our share of the market but we will work hard over the next year to grow it significantly”, CEO Richard Broadbridge said.

MAI TV has acquired major content for the next twelve months, which includes Oceania Football, Fiji Netball and Fiji Rugby League.

“Business wise it’s been a very tough year for us. Like other businesses we too are at risk with currency fluctuations, competition and lower advertising budgets” Broadbridge said.

Mai TV says it works tirelessly at keeping its costs under control while also ensuring its viewers are given a high

standard of content.

MAI TV employs 25 staff in Suva and will be looking to hire another 15 people as it now heads into new areas of the country, which will include Labasa and Savusavu in February.

“It’s only natural that we thank our advertisers, investors, viewers, families and friends for supporting us. Fiji was crying out for a competitor and we hope to fill that void over the next 12 months” Broadbridge added.

MAI TV also thanked the Interim Government for its support for competition in the television market.

**PLEASE CONTACT R BROADBRIDGE ON 3275051
FOR INFORMATION**