

**INVESTMENT OPPORTUNITIES**  
**Maldives National**  
**Broadcasting Company**



**MALDIVES**  
**OPEN *for***  
**BUSINESS**

# Introduction

Maldives is an archipelago country consisting of 1,192 islands spread over 900 kilometers of which two hundred and fifty islands are inhabited. Maldives Media has a vital role in assisting in the development of the country in number of areas, particularly given its recent Democratic transition.

Despite being a small country with a population of just over 300,000, the expectation and the demand for the sector is expected to grow due to the rapid development of the tourism and business sectors.

The history of media broadcasting began officially since 1968 with the establishment of Voice of Maldives (VOM). The next significant development was the starting of Television Maldives (TVM), in 1978.

Historically these stations have seen the primary medium for dissemination of news and information; an important tool for promoting national unity, raising awareness and providing source of entertainment. For many years the sector was under the provision of government regulations. However, there is great public demand for a truly modern media and entertainment sector appointing as a commercial enterprise.

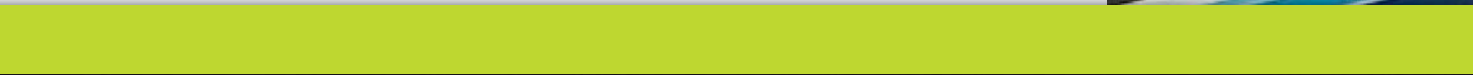
The Maldives National Broadcasting Corporation limited was formed in 2009, in order to corporatize TVM and VOM. The purpose of bringing

## Vision

To be the national broadcasting leader, committed to enrich the lives of the people with knowledge, entertainment and information for Maldives.

## Mission

To constantly advance services through professional excellence, innovation and producing quality outputs to the public.



these two pioneered stations under one umbrella is to improve the productivity and quality of both TVM and VOM.

Industry developments has been challenging with new comers with expertise, updated equipment and technology entering the market. The country is flourished with all means of modern technologies as a result of globalization. The challenge is therefore to cater products for the new trends and produce quality content comparable to others available both locally and globally. However, being a public broadcaster at the time of corporatization, both the stations retain the public responsibilities in addition to making profit in order to remain a leader in the industry.

MNBC aims to continue to lead the Broadcasting industry of Maldives with the most expert workforce and investments in new ideas that will seize the untouched market. Together with strong partners intended to be the pioneer of creativity in the media industry.



## Potential Areas for Expansion

### New Media Technologies:

MNBC shall be a part of the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication through New Media Technologies

### Stronger Infrastructure:

Building a reliable, proper and sustainable infrastructure with the assistance of partners and expertise in the sector.

## Video / Audio on demand

To maximize the on audio and video library materials, we shall provide our customers with the most unique videos and audios in the market just with a click.

## Interactive Gaming

Soon our channels will offer a digital platform whereby customers will be connected from interactive gaming creating a new way for socializing.

## Media Academy

Being the only broadcaster who already trains journalists to a nationally acceptable level, we wish to grow further into an academy where professionals share with the Maldivian Broadcasting Industry as well as to the world media.

## Going Local to Global

MNBC intends to extend our services to a much larger audience, even across borders.

## Publications

Cover areas of Print Media, Journals, news both in digital and print.

And much more...

### **INVEST MALDIVES**

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