

What makes New

By Billy Rwothungeyo

Cream, they say, always rises to the top. This adage is synonymous with the success that Vision Group has enjoyed, ever since the first copy of the New Vision hit the streets on March 19, 1986. From the time the company started out with one English newspaper, to the launch of *Orumuri*, *Etop*, *Rupiny* and *Bukedde*, Vision Group has grown to become the largest multi-media company in Uganda.

The *New Vision* last year was named among the top 20 most respected brands in Uganda in the 2015/2016 superbrands survey. Its superiority was further cemented by diversifying into broadcast through Bukedde and Urban televisions and a host of FM radio stations. Bukedde newspaper, which is published in Luganda, is widely read across towns outside Buganda, while Bukedde TV's revolutionary news bulletin *Agataliiko Nfuufu* has a cult following across the country.



David Ssebabi
Board Chairman



Gad Gasaatura
Director



Charles Tukacungurwa
Director



Orono Otweyo
Director



Monica Chibita
Director

Superbrands, the world's largest independent arbiter of branding, identifies and pays tribute to exceptional brands through a bi-annual survey. The research to establish Uganda's top 20 brands incorporated views of an expert council and over 1,000 urban consumers from Kampala, Jinja and Mbarara. Suzan Nsibirwa, head of

marketing at Vision Group, says this success is not by accident, but rather through deliberate efforts of founders, whose strong working ethos trickled down to those who joined the company later on. "One of the most defining challenges for a media company that has been around for this long is maintaining the relevance through the changing times," she reasons.

INNOVATION
According to Nsibirwa the ability to innovate has been one of the cornerstones of Vi-

sion Group's success. "We always come up with new and revamped products from time to time to meet the changing needs and tastes of the audiences," she says. Apparently to be a market leader in a dynamic media industry is not possible unless you are one and the same with your audience. Nsibirwa says part of New Vision's success hinges on the fact that Vision Group identifies with its audiences. "The special thing about our products is we are relevant to audiences across different age groups, from *Toto* magazine that is read by children, *Her Vision* for women, *Harvest Money* for farmers among others."

"The majority of Ugandans are below 30 years. New Vision has been part of their lives ever since they came into this world, and will continue being so for the rest of their lives."

DIGITAL PROMISE
Vision Group's foray into the digital world was in 1999, when it launched the website



Gervase Ndyanabo, the chief operations officer, receiving the New Vision superbrands award

www.newvision.co.ug. The fact that it is one of the leading websites in the country attests to the fact that audiences trust the New Vision brand. Rather than rest on its laurels, the Vision Group recently made history by launching a mobile app that can enable audiences buy their favourite newspaper on the go. From the Vision Group Store on an

Android device, one can access timely news. Publications on this app include; *New Vision*, *Bukedde*, *Kampala Sun*, *Etop*, *Orumuri* and *Rupiny*. "Even in the new digital world, we shall find ways of staying relevant to our audiences. Such innovations are the reasons our products are very competitive on the market," Nsibirwa says.

COMPETITIVENESS
Hope Nuwagaba, the head of sales at Vision Group, attributes the success of the New Vision brands to the competitiveness of its products on the market. "Vision Group has great products. Our marketing team ensures that the product is well positioned in the market. The fact that we have very good content gives us a major boost on all our platforms. This rich content endears us to our customers, which in turn attracts advertisers," she says. She says the *New Vision* has grown, in terms of coverage and reach over the years because of its competitiveness. Nuwagaba says the company does not only focus on making money, but staying true to its core values of Honesty, Innovation, Fairness, Courage, Excellence, Social responsibility and Zero tolerance to

Vision a top brand



Grace Dwonga
Director



Steven Bamwanga
Director



Ketrah Tukuratiire
Director



Robert Kabushenga
Managing Director



Oode Obella, Audit
Committee Chairperson



Joseph Baliddawa
Audit Committee Member

to corruption. "When you look at a product like Pakasa, many lives have been transformed as a result of people coming for our engagements. This kind of impact is what makes us proud when we come to work every single day."

VISIONARY BOARD
Behind all the successes that the New Vision has registered, there is a visionary board of directors who understand the media industry and strive for excellence. The board members include David Ssebabi, Gad Gasaatura,

Grace Dwonga, Orono Otweyo, Monica Chibita, Charles Tukacungurwa, Steven Bamwanga, Ketrah Tukuratiire, Robert Kabushenga and Patrick Ayota who joined the board in February. An audit committee which comprises Oode Obella, Susan Lubega, Joseph Baliddawa and Parity Twinomujuni provide independent oversight to the board. With their guidance, the New Vision has grown and expanded to become a multimedia industry where excellence is cherished.



New Vision is one of 20 superbrands in Uganda



Susan Lubega
Audit Committee Member



Parity Twinomujuni
Audit Committee Member

DATE	EVENT
March 19, 1986	New Vision maiden eight-page issue launched
June 24, 1986	The New Vision becomes bi-weekly (Tuesdays and Fridays)
October 26, 1987	Tri-weekly starts, published on Monday, Wednesday and Friday
March 21, 1988	The New Vision becomes a daily (Monday to Friday)
April 15, 1989	Saturday edition introduced
October 6, 1989	New Vision launches Runyankole/ Rukiga weekly, Orumuri (The Torch)
July 20, 1990	Another rural newspaper Etop, in Ateso, is launched
March 19, 1993	Sunday Vision is launched
October 6, 1993	Rupiny, a Luo newspaper, is launched
Dec. 3, 1993	Vision Weekend, a leisure pullout magazine, is introduced in the Friday edition
March 8, 1994	Women's Vision pullout with a focus on women issues started (Tuesday)
May 26, 1994	Business Vision pullout introduced in the Thursday edition
August 20, 1994	Bukedde newspaper, a Luganda daily, hits the market
Nov. 26, 1994	Children's Vision pullout launched in Saturday edition
Nov. 30, 1995	Talk of the Town section on politics and current affairs starts in the weekend edition
March 3, 1996	Sunday Magazine, a leisure section, introduced in Sunday Vision
October 18, 1997	Education pullout introduced in the Saturday edition but later transferred to Monday.

New Vision

Celebrating 30 years of Excellence

Timeline



DATE	EVENT
July 5 & 6, 1998	New Vision and Sunday Vision redesigned respectively. It is the first redesign in New Vision's history with colour pages.
May 1999	New Vision website launched
July 12, 2001	The New Vision and Metrocomia launch Uganda's biggest web portal (at the time), www.enterUganda.com
February 2005	Product development business refocuses on magazines subsequently launching Premiership, City Beat and Bride and Groom.
February 28, 2008	Flair for Her magazine targeting the upmarket professional woman launched
August 28, 2008	Bukedde FM launched on 100.5FM
October 16, 2009	Etop radio based in Soroti launched on 99.4 FM
October 29, 2009	Bukedde TV, Uganda's first local language TV station launched
Nov. 17, 2009	Gulu-based Radio Rupiny goes on air in northern on 95.7 FM
May 14, 2010	\$14m expansion project launched and new ultra-modern printing press worth \$9m (sh18b) housed in a purpose-built \$5m (sh10b) complex switched on.
August 20, 2010	TV West launched in Mbarara
October 11, 2010	Bukedde TV starts broadcasting 30-minute news bulletin dubbed Agataliiko Nfuufu
August 6, 2011	Vision Group launches 94.8 Xfm
August 20, 2011	Urban TV on Channel 43 launched
October 3, 2011	Redesigned New Vision and Bukedde websites launched
December 9, 2011	Maiden copy of the The Kampala Sun hits the streets
August 10, 2012	Arua One FM launched in West Nile