



SOURCES



 Comment
  Recommend
  0

Robert Kabushenga, the CEO Vision group made these remarks while speaking to Journalism and communication's students at Makerere University on the theme the Legal aspects of news reporting on Thursday ,06 April 2012, Kabushenga said the new vision is mindful of its consumers, a reason as to why the company's products outsell other companies' products.

"The Niggina (literally meaning ordinary) groups of people, just like other members of the public who are the consumers of our products are also entitled to media products. This is the reason as to why we have diverse products to cater for people of all walks of life hence attracting a good number of advertisers who fund our operations", he added.

It is not surprising that we have 65% of the market share", said Rita Kobusingye the company's marketing and advertisement head.

"If you are a regular consumer of our products, you will notice that they are consumer/audience centered. We look at the customer's benefit of consuming our product and how best we can serve them", she added.

Kabushenga also laughed of people including media practitioners for criticizing Agataliko Nfufu on Bukedde TV for being too local.

"They forget that the media is also an industry commercially driven, just like other industries. The Ordinary people want a television where they can also see themselves and it's the big audience we get from them that has helped us attract advertisers", he said.

The vision group runs about 10 newspaper titles, including The New vision, Bukedde, Rupiny, among others; 6 radio stations that include XFM, 3 television companies that include Urban TV, Bukedde, and others; 2 magazines, among other products. All these are meant to cater for the diverse audience we have in today's competitive market.

In addition, he urged reporters and media houses in general to be cautious of the legal implications of their stories and products. Vision Group has had to meet a number a list of mega costs arising from legal issues.

"The enemy of freedom of expression is not the criminal law but the journalists themselves. Last month, we made a mistake about the mother of the new prince of Buganda (omuzzana) and the whole world including other media companies came against us", said Kabushenga.

Kabushenga also promised to refurbish the Journalism and Communication's department computer lab which he said requires about 50,000\$.

Tagged: [Business](#), [Company](#), [East Africa](#), [Media](#), [Uganda](#)