



COMPANY PROFILE

Maldives is an archipelago country whose development plays a vital role in the process of democratization. Maldives consists of 1,192 islands spread over 900 kilometers of which two hundred and fifty islands are inhabited. Maldives, particularly given the geographical setting, Media is vital in assisting the development of the country in number of areas. Being a small country with a population of approximately over 300,000, the expectation and the demand for the sector is not lesser mainly because of the rapid development of the country and growth in the tourism and business sectors.

The history of media broadcasting began since 1962 with the establishment of Voice of Maldives (VOM)

and the next significant development was the opening of Television Maldives (TVM), in 1978.

We have been publicly labeled as the instrumental 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 is being organized under the provision of the Government regulations. However, with the emerging demand for the improvement, both from viewers, commercial enterprises and growing competition required to modernize the sector.

The president of Maldives declared the formation of Maldives National Broadcasting Corporation limited in 2009, in order to corporatize TVM and VOM. The purpose of bringing these two pioneered

Industry developments have been challenging and new comers with expertise, updated equipments and technology have given some tough challenges to revive. The country is flourished with all means of modern technologies which are imported as it is available in other parts of the world as a result of globalization. The challenge is therefore to cater products for the new trends of technologies and produce quality content items which are comparable to others, both locally and globally. However, being a public broadcaster at the time of corporatization, both the stations restrain the social responsibilities as well as to make profit in order to sustain as a leader in the industry.

MNBC aims to continue to lead the Broadcasting industry of Maldives with the most expertise workforce, investing in new ideas that will seize the untouched market. Together with strong local and global partners we shall still be the pioneer of creativity in the media industry.

MISSION AND VISION

Mission

Bringing a fair balance of public service and commercial output that touches the lives of Maldivians by means of developing the livelihoods, colorful everyday life and original ways of socializing.

Vision

Leader in the multimedia industry that brings out the most excellent, creative and innovative services that has never been experienced in the community with the finest expertise and technology that adds up to a much linked and amusing society.

THE OBJECTIVES, GOALS, VALUES, CULTURE AND ORGANAIZATION

A combination of TVM and VOM assets, values and cultures will be the most diverse and challenged environment of which MNBC will think optimistically and create an environment full of ideas, take the excellence from the stations and make it a synergy.

Objectives and Goals

- MNBC shall provide its service to all nationals despite sub cultures, boundaries and civilizations.
- MNBC shall act as a medium of education,

information and entertainment to all citizens of Republic of Maldives.

- MNBC's services shall be balanced for all demography.
- MNBC shall sustain with subsidies and the revenue of the company for a breakeven.
- MNBC will at all times respect the viewer's opinion and shall cater to the needs of the viewers.
- MNBC shall create an environment and a mechanism to identify the needs and wants of the viewers.
- MNBC shall widen its profile into new and innovative multimedia technologies that will enrich the primary products and services provided by the company.
- MNBC will strictly spread the word or broadcast according to the constitution of the Republic of Maldives.
- MNBC shall build a strong network within the world leaders of this industry to strengthen the quality of the services provided by the Company.
- MNBC will develop the experts of this industry while creating a Learning Organization within the company and cater to the whole industry selflessly.
- MNBC shall continue to concentrate on expanding the services beyond borders and cater to new markets.
- MNBC shall create a fair balance between a social responsibility and a profitable business.





MNBC
MALDIVES NATIONAL
BROADCASTING CORPORATION

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CONNECTING BUSINESS WITH CUSTOMIZED TECHNOLOGY SOLUTION