Star Times Rwanda has launched new television channel that will show international movies in Kinyarwanda language.

Ganza, a 24/7 channel will address concerns of foreign film enthusiasts in Rwanda who are un unable to watch and enjoy western movies because of their limited command of the language, according to CEO Frankly Wang.

“We are now bringing Ganza TV, a unique and exciting channel that will help people enjoy themselves without language barriers.” Mr Wang said.

“We relied on the feedback from our customers to come up with this product and we hope to get more feedback so as to give them the best service,” he added.

Ganza ‘s launch comes a few years after the launch Magic sports that broadcasts the national football league ‘The Rwanda Premier League’.

Ganza which airs on channel 406 will also broadcast content from international entertainment shows and movies including those from South America, the Philippines, and Turkey, Uganda, Kenya, Tanzania and much more.

Founded in 1988, Star Times has more than 700 channels serving more than 45 million television users in more than 30 countries.