

7 Feb 2017

A vibrant blue-themed collage. In the foreground, a large, 3D blue arrow points diagonally upwards and to the right. Behind it, a computer monitor sits on a blue grid floor. The background features a large, semi-transparent globe with a grid pattern. Scattered around these elements are numerous smaller, overlapping images: a green globe with water droplets, a night sky with stars, a landscape with a river, a close-up of pebbles, a forest scene, a hand holding a globe, a computer monitor, a sunset, a globe with a grid, and various abstract and nature scenes. The overall composition suggests themes of technology, global connectivity, and progress.

At the moment, Kwesé TV has 45 channels – containing 20-30% African content – and Hundah says additional channels planned for the near future. It is also adopting a multi-platform broadcasting strategy to cater for different consumer preferences.

“We don’t want a product that you consume only on TV, or only on your mobile, or only on your iPad, or on broadband. We want to try make sure our content is available across all platforms,” explains Hundah.

The monthly full subscription option currently costs US\$25 (excluding VAT). However, the company is also testing a pay-as-you-watch model. For example, a three-day viewing package costs \$4 while a one week subscription costs \$7.50. Hundah says this better addresses the needs of travellers and financially-constrained viewers who want more flexible payment options.

Competitive advantage

DStv’s dominance in its home market means that Econet Media is currently not planning to expand its pay-TV satellite service to [South Africa](#). However, Hundah says there is potential for its OTT digital platforms and services in the country, considering the market’s strong penetration of mobile and broadband usage.

As for the rest of the continent, Hundah believes Kwesé TV’s satellite service will be a welcomed option for African viewers.

“I think our competitive advantage is really focusing towards a younger market and therefore all our products and services are geared towards that – especially on the mobile side... And of course an important thing is our pricing, and the flexibility that we are providing around our pricing options,” he continues.

“But I think ultimately it all about creating choice. For a long time consumers could only have MultiChoice, and nothing else.”

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