

Pay-TV in price wars

As the digital migration deadline looms in Uganda, Pay-TV industry players are positioning themselves to get the most out of the switch from analogue broadcasting.



After launching the Walka handheld TV sets for its DSTV subscriber base in 2011, MultiChoice Uganda last week launched Walka handsets for its digital terrestrial platform, GOtv.

The launch comes after another player, StarTimes, launched a similar product last year. Albert Nga, MultiChoice Uganda's marketing manager, says the competition should only bode well for consumers.

"This means more innovation and choice for the consumers. The need for these handy TVs is there because they are convenient, especially for people who are always on the move. They can just flip them into their pockets or bags," he said.

Uganda becomes only the third African country after Nigeria and Kenya to launch mobile handsets.

The competition, which has in recent time embraced players like Zuku and seen off Smart TV has also sparked price wars.

Pay TV service providers are slashing prices to attract viewers who were hitherto unable to afford subscription fees.

Stiff competition in the sector has also seen prices of pay TV gadgets and subscriptions decline as service providers seek to retain their customers and attract new ones.

"As we approach the digital migration deadline, people should be able to get decoders at affordable prices," said Patricia Kiconco, the GOtv Uganda manager.