

Kenya's mobile TV revolution

Safaricom DStv Mobile went live at the end of April, allowing subscribers to watch television anywhere, at anytime using their own mobile handset. Kenya is among the first African countries to launch mobile television, one of the world's most eagerly anticipated consumer technologies.

The launch of Safaricom DStv Mobile took place at the Hotel Intercontinental, Nairobi on 29 April 2008 and demonstrated and highlighted the key benefits of the service - that subscribers will never again need to miss their favourite sport, soapie, news or other premium DStv content. The launch places Kenya at the forefront of the digital technology race in Africa.

This service will be free until the end of June to anyone buying a Safaricom DStv Mobile handset.

The technology

This cutting edge product re-affirms MultiChoice Africa's position as a world leader in broadcast technology innovation, and its commitment to continuously improving Kenyan customers' control and enjoyment of the viewing experience. Using Digital Video Broadcast - Handheld (DVB-H) - the world's leading mobile broadcast technology standard - Safaricom DStv Mobile makes the digital terrestrial broadcast of specially selected live television channels to a mobile phone a reality.

MultiChoice Kenya General Manager Stephen Isaboke said: "The rich range of programming to be provided on Safaricom DStv Mobile once again enforces MultiChoice Africa's commitment to delivering a diversity of customer focused content."

DStv Mobile will be provided through Digital Mobile Television Kenya, a company set up between MultiChoice Kenya, the Kenya Broadcasting Corporation (KBC) and leading mobile operator Safaricom.

Significance of the network

MultiChoice Kenya Chairman David Waweru said: "MultiChoice Kenya is very excited to bring this latest technology to our consumers in Kenya in partnership with the KBC and Safaricom. As the world moves further towards the digital revolution, DStv Mobile allows us to leapfrog into the digital age, ensuring Kenya continues to be provided with the best viewing quality we can provide."

Michael Joseph, CEO of Safaricom said the launch represented a significant day for Safaricom. "This launch signifies a revolutionary step especially in this market, in the development of our distinct industries," said Joseph. "We have been testing our DVB-H services for the past year and this launch finally delivers what we have been promising our subscribers all along - unequivocal audio-visual content streamed to your mobile phone handsets in a simple manner."

What to watch?

Safaricom DStv Mobile's channels include: KBC - Kenya's national broadcaster; SuperSport Update, which provides 24-hour full spectrum sports highlights and news; BBC World providing the story behind the headlines 24 hours a day; SuperSport 3 Africa's premier soccer channel; 24 hour news channel CNN

International; Magic World featuring groundbreaking African reality shows, local soapies and series; Africa Magic - a 24 hour general entertainment channel showcasing content by African filmmakers; 24-hour music lifestyle Channel O; Cartoon Network, the 24 hour home of the top Toon stars; and Trinity Broadcasting Network, a Christian-based 24 hour channel. The diversity of content to be provided on Safaricom DStv Mobile once again enforces MultiChoice Africa's commitment to delivering diverse content.

A limited number of Safaricom DStv Mobile handsets are available at Safaricom outlets at Ks25 000 (roughly R2500) - the cheapest DVB-H handsets produced to date. The service will be available in Nairobi first, and will be available in Mombasa later this year.

For more, visit: <https://www.bizcommunity.com>