

## StarTimes Media to the rescue

StarTimes Media recently initiated a decoder upgrade offer targeted at not only current StarTimes T1 decoder holders but also former GTV and Smart TV decoder holders, who were left with obsolete decoders when the two companies closed.



The move will see the company upgrade its T1 decoders as well as replace the ex GTV and Smart TV decoders with Communication Commission of Kenya approved StarTimes T2 decoders at no cost.

The company is targeting over 50 000 beneficiaries who will only be required to present the set top boxes at the StarTimes Customer Service Centre where they will get a free StarTimes T2 decoder in return upon payment of the monthly subscription.

### Packages

The Pay TV company is currently operating six packages namely:

- Basic at Ksh 499
- Classic or Indian package at Ksh 999
- Classic + at Ksh 1 499
- Unique package at Ksh 1 999
- Unique + package at Ksh 2 499 per month

Beneficiaries of this initiative will be required to subscribe for two months for either Unique +, Unique or Classic + package at Ksh 4 999, 3 999 and 2 999 respectively. Alternatively, they can opt for three months subscription for Basic +, Classic or Indian package at Ksh 2 999 or seven months of the Basic package at Ksh 3 499.

Acknowledging this development, StarTimes chief executive officer Leo Lee said, "We value our loyal subscribers and intend to recognise this loyalty by upgrading those with T1 decoders with approved StarTimes T2 decoders while at the same time provide an opportunity to former subscribers of the two failed Pay TV companies to recoup their losses by exchanging their now obsolete decoders with approved StarTimes T2 decoders thereby enabling them enjoy world class television content, using the latest approved technology at very pocket friendly subscription rates without incurring an extra cost in acquiring a new set top box".

Counterfeit or non-registered T1 decoder holders will also benefit from this initiative as StarTimes lives up its commitment of ensuring the majority if not all households in the country are able to access digital television content thereby playing a pivotal role in the digital migration process being spearheaded by the Government ahead of the global 2015 switchover deadline.

StarTimes is counting on its global experience in the Pay TV industry to provide unique programming for the whole family that includes local and international channels. The company reportedly has over 8 million global

subscribers and is currently operating in ten African countries.

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