

MultiChoice to expand DTT offering in sub-Saharan Africa

In an aim to expand the reach of its digital terrestrial television (DTT) offering in sub-Saharan Africa, MultiChoice will expand its C-band capacity on Intelsat 904 at 60° East to distribute content to its terrestrial towers for DTT services.



Intelsat 904 enables MultiChoice to further expand its DTT GOtv product offering to countries in sub-Saharan Africa where it is already present, including Nigeria, Ghana, Uganda, Kenya, Rwanda, Zambia, Namibia and Malawi, and to target new countries.

"Intelsat is our primary partner for media satellite solutions in Africa, serving as our platform of choice for our southern African direct-to-home (DTH) services and our DTT offerings. With Intelsat, we are able to broaden our reach in sub-Saharan Africa and deliver more affordable and differentiated programming to the region," said Nico Meyer, CEO MultiChoice Africa.

Important growth area

"DTT is an important growth area for MultiChoice, and the quality, reliability and reach of Intelsat's satellite network enable us to continue to expand our customer base and grow our GOtv product offering across the continent."

Intelsat currently provides proven DTT solutions in Africa, supported by advanced technologies that facilitate efficient use of bandwidth and improved reception quality, enabling African audiences to enjoy the benefits of digital television. Intelsat also hosts premium video distribution neighborhoods serving all of the populated continents, offering excellent viewer penetration for popular content within and outside the continent.

"Intelsat has a strong track record of supporting DTT and DTH deployments throughout Africa," said Grant Marais, Intelsat Regional Vice President, Africa Sales. "Intelsat 904 C-band provides MultiChoice with unparalleled reception quality, reliability and reach, enabling them to expand their DTT service offerings in sub-Saharan Africa. As DTT signals allow for more efficient use of spectrum, MultiChoice will be able to provide existing and new customers with more differentiated content at very competitive prices."

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