

TopTV to launch HD channels



By Duncan McLeod: @mcleodd

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TopTV will launch high-definition channels next year as it takes its fight for subscribers with incumbent pay-TV operator MultiChoice to the next level.



The company, owned by On Digital Media (ODM), says it expects to launch HD channels in the second half of 2011.

ODM CEO Vino Govender says in an exclusive interview with TechCentral that it's too early to say which channels will be offered in HD, or how many there'll be at launch, but he says the company is adopting HD broadcasts in response to consumer demand.

When it launched TopTV in May, ODM said it had no intention of offering HD channels.

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