

Pay TV cuts subscription prices

By [Carole Kimutai](#): [@CaroleKimutai](#)

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GOtv, a pay television service in Kenya has slashed its subscription fees as part of growing its market share, even as the country is implementing the migration from analogue to digital television.



Following the announcement, a GOtv decoder is retailing for KSh 2 199, a 29% reduction from the previous price. The move is aimed at ensuring more Kenyans access quality entertainment and information on the digital platform.

"Our aim is to deliver great digital television entertainment on the advanced DVB-T2 network using our one-year old brand which is offering an affordable digital pay television service with local and international channels at a price that everyone can afford," says GOtv general manager, Felix Kyengo.

Recently, GOtv slashed the price of its decoders and monthly subscription after the Kenyan Government waived duty from decoders to make them more affordable. GOtv is positioning itself as a leader in the digital arena and intends to play a pivotal role towards accelerating Kenya's digital migration process by end of 2012.

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