

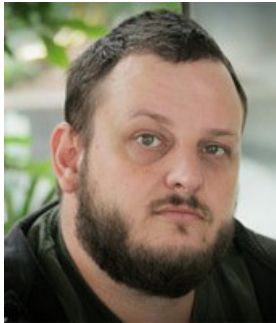


# MultiChoice entrenches its position

By [Lloyd Gedy](#)

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TV giant consolidates its impregnable position in terrestrial and satellite broadcasting in Africa.



Lloyd Gedy Source: [Mail & Guardian Online](#)

As the Zambezi River surged past in the background, destined to plummet 100m down the Victoria Falls a mere 15 minutes' walk away, the Zambian government last week launched GOtv in Livingstone, the country's fourth largest city.

GOtv is MultiChoice Africa's new offering, which plays in the digital terrestrial television space. It offers consumers a pay-TV terrestrial television package of between 16 and 26 channels for a monthly subscription of between R52 and R72, depending on the country.

GOtv is operating in Zambia, Kenya, Nigeria, Uganda and Namibia. However, the presence of Angolan minister of social communication Carolina Cerqueira and Ghanaian information minister Fritz Baffour at the Livingstone launch suggests MultiChoice is also courting a number of other African countries to partner with, too.

Stakeholders in the African broadcasting space are concerned that governments are in effect outsourcing the digital migration process to GOtv and that its domination of these migration processes amounts to market capture.

Continue reading the [full story](#) on [www.techcentral.co.za](http://www.techcentral.co.za).

## ABOUT THE AUTHOR

Lloyd Gedy is the *Mail & Guardian's* business and arts reporter.

