

# StarTimes to emphasise regional content to enhance viewership in Africa

Chinese pay TV company, StarTimes will concentrate more on local content to enhance its viewership in African countries.



Image source: Gallo/Getty.

The newly appointed regional marketing manager, Aldrine Nsubuga, has been brought in to secure homegrown content on local terrestrial platform bouquets and to boost viewership among in the African regions.

Nsubuga commented, “Local content is key to growth of a television station. Research has shown that for every seven channels, four of the most-watched are home-grown networks. In Uganda where I come from, StarTimes is the leading TV station, commanding 73% of marketshare, with 1.5 million subscribers. The secret to the success is none other than local content.”

The director of marketing and public relations for StarTimes in Kenya, Japheth Akhulia promised that the company will now provide local content, “In spite of that, we are number two in the Kenyan market by subscriber base. The more we identify with what Kenyans love, the more we will capture the market.”

Akhulia came up with an announcement which is a drop in the cost of their superior bouquet by 50 percent from 14.99 USD to 7.49 USD per month as well as addition of six more channels.

With the changes, StarTimes Basic and Nyota bouquets will now be at 5.99 dollars and 2.59 dollars per month respectively.

Akhulia concluded by saying, “These strategic changes are mainly geared towards growing our subscriber retention, upgrading subscribers to higher bouquets as well as growing our numbers in our quest to enable more households to access and enjoy digital television at the most affordable rates in the market.”

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