MultiChoice Uganda's channels on the move

By Walter Wafula

2 Oct 2012

MultiChoice viewers of NTV Uganda can now access it on DStv Channel 283 instead of 141, following an automatic migration on the pay TV platform which occurred on Monday, 1 October 2012.

NTV is reportedly Uganda's number one local television station and a preferred source for reliable, objective and comprehensive news, plus quality programming by the middleclass.

The migration of NTV Uganda is part of DStv's channel renumbering process which was announced in August. The changes are a result of DStv migrating its services to a new satellite, which will provide more capacity to add more channels and services in the future.

Grouping relevant channels together

In addition to creating more space for new channels, the aim is to group relevant channels together. General entertainment channels with international content have been relocated from Channel 101 to 143, whilst general entertainment channels with local content have been allocated to Channels 144 to 169.

Documentaries and lifestyle channels are scheduled to move to Channel 170 to 190, while free-to-air channels such as SABC and e.tv will be on Channel 191 to 195. The SuperSport channels in HD and SD will be housed from Channel 200 onwards, according DStv.

Mixed reactions

Earlier last week, the announcement of NTV's migration caused mixed reactions among viewers in Uganda. Gerald Oundo, a viewer of NTV on DStv, commented on the local TV's facebook page, saying "Change of DSTV platform from 141 to 283 should be accompanied with introduction of good programs."

Pascal Loongo Apangakwaras added, "Channel 141 has been my favorite because of being upcountry! How I wish in some

short future I can access NTV without subscribing to DStv in Karamoja." Karamoja is one of the least developed regions in Uganda with poor communication and transport infrastructure.

"Whilst it may take some getting used to, we trust that the new channel numbering will make for an overall better navigation and viewing experience on DStv. We want to assure our customers that we have taken every care to ensure there is as little disruption and change to their viewing routine as possible," said Collins Khumalo, CEO of MultiChoice South Africa.

Extensive reminders of the migration

Following the announcement, DStv embarked on an extensive communication and marketing campaign leading up to October 1, 2012, to ensure that its subscribers are informed of the upcoming changes. However, for more information DStv subscribers are advised to visit dstv.com, press OK on your DStv remote or go to channel 198 on DStv.

Besides the channel renumbering changes on DStv, Urban TV, one of the newest stations in Uganda which has been airing on Channel 43 has also been moved to Channel 11, according to Mark Walungama, the head of television at Vision Group.

It's spot in the airwaves has been take up by Bukedde 2, a sister station of Bukedde One, the free-to-air vernacular TV station in central Uganda. The original Bukedde TV will remain on Channel 13, according to Walunguma.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

- Pepsi confirms Konshens & Alaine Kampala concert - 14 Jun 2013
- Agency clients should know what they want - 18 Jan 2013
- Samsung targets infrastructure deals in Africa - 26 Nov 2012
- Pay TV subscribers get rewarded - 22 Nov 2012
- Forum lines up top business minds in Uganda - 12 Nov 2012

View my profile and articles...

For more, visit: https://www.bizcommunity.com