

MultiChoice to renumber DStv channels

On 1 October 2007, all channels on MultiChoice's DStv bouquets will be re-numbered as they change from one and two digits to a three-digit number, the broadcaster announced today, Wednesday, 5 September 2007. The change will create the necessary space for future growth and the addition of channels.

It is also an effort to ease congestion within specific genres, move channels into their correct genre and to restructure the flow of the bouquet. The change will "go-live" at approximately 2am on 1 October to ensure minimal disruptions to the DStv viewer.

Over the past 12 years, MultiChoice has grown from 13 video channels to more than 70 video channels today, and this has resulted in the necessity for the channel shuffle initiative. The bouquet now will start at channel 100 eg: M-Net which was previously on channel 3, will now reside on channel 101.

Divided into genres

Channels will be divided into the following genres; general entertainment, movies, lifestyle and culture, sport, documentary, news and commerce, kids, music, religion and consumer channels. DMX and radio will be in a separate bouquet. Certain channels will move from their current position in the premium bouquet to a new specialist bouquet including foreign language channels.

Says Aletta Alberts MultiChoice's GM content, "We are excited about the shuffle because it will make for a better user experience and allow us to continue to introduce world-class channels in the correct genre categories."

To get more information on the changing of channel numbers, customers can refer to their October issue of *Dish/Skottel* magazine, visit channel 199 as of 20 September or log onto www.dstv.com from 10 September. For easy reference, a keepsake will also be available in the October issue of *Dish/Skottel*. For added convenience, customers can sms their email address to 32444 and the required information will be forwarded to them.

Minimal interruptions

A seamless upgrade is expected during the implementation process and viewers should experience no or minimal interruptions. Should a customer experience problems they are advised to reboot/rescan their decoders. Alternatively, they may contact their nearest MultiChoice branch on +27 (0)11 289 2222 and a customer service representative will provide further assistance to resume their viewing.

MultiChoice also announced that it has concluded a two-channel deal with Sony Pictures international. This November will

see the addition of SET (Sony Entertainment Television) and Animax, the 24-hour anim  channel, to the DStv English Premium bouquet. This is the first time these channels will be available for DStv viewers in South Africa.

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