

# GTV adds new channels

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Kampala - Gateway Television (GTV) has increased the variety for pay-television consumers by adding three new channels to its menu: G Africa, G Series, and KidsCo.

The first is dedicated to celebrating African entertainment, from movies and Nollywood cinema to soaps, daily lifestyle and chat shows. G Series is devoted to the world's best-loved comedy, action and drama series, while KidsCo is designed to entertain children.

In addition to the new channels, GTV is set to roll out a fourth channel dedicated to documentaries. According to a statement addressed to the press this month, the fourth channel will be announced soon and will provide family viewing, offering a window into unusual topics from all over the world.

“Attracting a critical mass of subscribers over the past nine months and a fresh injection of investment earlier this year has positioned GTV to respond directly to customer demand for new channels and packages aimed at the broadest subscriber base ever targeted in sub-Saharan Africa,” said Daniel Kagwe the General Manager GTV Uganda at a press conference announcing the launch in Kampala, recently.

GTV says this is its most significant development since beginning its pan-African rollout in June 2007, when the company set out to revolutionise the pay-TV marketplace by creating a world-class service accessible to the mainstream. GTV currently has three quarters worth of rights in broadcasting the English Premier League in Africa.

Julian McIntyre, Founder and Managing Director of GTV said, “I am most excited about G Home, a package at the \$10 mark, puts high-quality TV entertainment within reach of millions more households in Africa. G Home delivers fantastic movies, music, news, sports, cartoons and general entertainment from around the world. ...[It] gives families access to a well-balanced variety of world-class entertainment unavailable on free-to-air.”

GTV's new products closely follow the footsteps of Multichoice Uganda, the country's pay-TV market leader, and service provider of DSTV. At the end of last year, Multichoice unveiled 'MNet Stars' for movie lovers, 'Trace' - a new urban music video channel, 'One Gospel', 'National Geographic Wild' and 'Style network' which promotes new fashion.