

# Five out of every seven new subscribers choose GTV

Research shows over the last nine months, five out of every seven new subscribers to satellite television chose GTV, according to a recent report by Balancing Act, an African research company specialising in the media and communications sectors.

Julian McIntyre, founder and managing director said, “We respect that people have a choice as to how they spend their money for entertainment and we are incredibly proud that so many African families are choosing GTV. With the tremendous demand we are experiencing, I am more convinced than ever that we will realise our dream of delivering affordable satellite television to every home in Africa.”

Despite a reputation as a dominant sports broadcaster, GTV broadcasts a range of content to satisfy the desires of all members of the African family, including movies, soaps, series, music, documentaries, religion and news.

GTV currently offers its service in 20 markets across the continent and intends to expand to over 30 countries by year-end. GTV has activated over 100,000 subscribers and estimates that they have over 1,25m regular viewers on a monthly basis. With its rapid growth path, GTV estimates that it will connect millions of subscribers over the next few years.

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