

SET expands into sub-Saharan Africa

On 6 May, 2009 Sony Entertainment Television (SET) broadened its reach in sub-Saharan Africa when it simultaneously launched on both DStv's Premium and Compact bouquets. The total number of subscriber households for SET in Africa, according to a release from the company, is currently over two million.



Also available in Portuguese-speaking Africa is SPT's third TV network in the region, AXN, the general entertainment, action and adventure channel.

In South Africa SET has been extended from the Premium to the Compact bouquet on DStv.

"We are pleased to add SET to our DStv Compact bouquet and we believe the addition will further contribute to the popularity and entertainment value of the bouquet," said Aletta Alberts, MultiChoice's general manager: content.

Launched in February 2005, DStv Compact now carries over 35 channels.

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