DStv heralds new era to East Africa

Uganda and East Africa in general will no longer be shoveled around DStv channels.



And as William Blick, UgandaRugby Union (URU) chairman, put it, "SuperSport has revolutionised Ugandan sport," he said, "And for us in rugby, we appreciate that our partnership with SuperSport has earned us more sponsors."

Blick was speaking at the launch of a new 24-hour channel on DStv called SuperSport 9 East (SS9 E) at the Kampala Serena yesterday [14 February 2012].

SuperSport 9 East will air in the Democratic Republic of Congo, Rwanda, Burundi, Congo, Tanzania, Ethiopia, Kenya and Uganda, and will mainly focus on football, cricket, athletics, rugby and boxing among others.

Already up on channel 219, SS9 E is available to the DStv Family, Compact, Compact Plus and Premium bouquets and started airing on 10 February 2012.

"We shall do our best to give the best product," committed Uganda Super League chairman Kavuma Kabenge. The channel will screen live the Uganda Super League, Kenya Premier League and Cecafa tournaments among others.

"In many ways, we see SuperSport 9 as a symbol of our commitment to sport - and all fans of sport - right across East Africa," said East Africa regional director MultiChoice Africa, Stephen Isaboke.

SuperSport have television rights to leagues in Nigeria, Ghana and Angola as well.

Source: allAfrica.com

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