Kwesé to offer gadgets for internet TV connection clients

Pay TV provider Kwesé has delivered converter boxes that offer customers with traditional television sets a connection to the internet.

The devices will be connected to their televisions and Kwesé subscribers will be able to link to an internet hub that allows them to stream videos and movies from platforms like Netflix, YouTube, TED, Redbull TV and Kwesé iflix.

The offer known as Kwesé Play will allow the company to expand out of the pay TV market into streaming services enabling subscribers to watch their favourite shows on demand.

According to the general manager of Kwesé, Kennedy Ojung'a, ''Broadcast consumption habits are shifting throughout Africa, as they are worldwide, driving our own change in emphasis, with traditional pay TV losing position and on-demand services moving to the fore as a consumer choice."

Recently this year Kwese took over a stake in Malaysia-based subscription video on demand (SVoD) firm iflix which emphasised on penetrating emerging markets.

Digital TV subscription keeps developing in Kenya, registering an 8.4% increase in the last quarter when most consumers renewed their monthly subscriptions to enjoy the World Cup.

Source: NexTVAfrica.com.

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