

Companies 'Gear Up' for Netflix

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The global video streaming website Netflix launched in Namibia last week, prompting MultiChoice to claim that it 'welcomes' the competition.



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Launched worldwide under the theme #NetflixEverywhere on 6 January, the service provides access to a variety of movies, series and other programmes exclusive to the website, which offers a similar service to DStv.

Previously, Netflix was only available in a limited number of countries worldwide, but after a live announcement last week at the International Consumer Electronics Show (International CES), the website went fully operational on a global scale.

Lizette Foot, corporate affairs manager at MultiChoice said the company believes that the new competition is highly beneficial.

"Ultimately, television viewers will benefit through the additional volume and diversity of content that will be distributed on different platforms in the market. For over 20 years MultiChoice has focused on constant innovation and expansion of its DStv products and services in order to cater for a diversity of viewing tastes and preferences. In the last few years, we have been expanding our offering to include a number of innovative services on a variety of platforms that provide DStv subscribers with access to the best international and local entertainment at their convenience."

Netflix currently offers three packages where all offer a one-month free trial period of the service including movies and programmes from all over the world. The basic package is available for US\$7,99 (N\$128) per month, the standard package offers HD quality and two screens where you can watch programmes at the same time for US\$9,99 (N\$160) per month while the premium package offers HD, ultra HD and you can watch on a total of four screens at the same time for US\$11,99 (N\$192) per month.

To access Netflix, however, a stable internet connection is needed at a separate price.

Oiva Angula, head of corporate communications and public relations at Telecom Namibia, explains that Telecom is ready and able to accommodate all types of streaming services from Namibia to the rest of the world and vice versa.

"The internet package(s) on offer can be accommodated as various packages are available on both mobile and fixed networks. This is with specific reference to Standard Definition (SD), High Definition (HD) and Ultra High Definition (UHD/4K) packages, which is dependent on the type of connection the user has at home/office. Online streaming is already happening across our networks in Namibia!"

Angula confirmed that the 3G and 4G networks in Namibia are on par with domestic, regional and global trends and Telecom Namibia's fixed and mobile infrastructure is "geared up for internet, television and streaming services".

In order to access the content on Netflix, you must be 18 years or older.

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