

DSTV EHTIOPIA PRICE ADJUSTMENT 2022 Frequently Asked Questions

How can MultiChoice Ethiopia institute price increases, given the financial pressure consumers are already under?

Annual price adjustments are a necessary part of doing business. We realise that customers remain under pressure two years into the Covid-19 pandemic and as such, we have kept the increase as low as possible while ensuring we maintain the cost of doing business. This will help us to ensure that Ethiopians enjoy the best value, and unrivalled access to entertainment at the most affordable price.

What are the price increases for DStv?

DStv	
Premium	<i>3 150 birr per month on your package from 1 April 2022</i>
Compact Plus	<i>1 550 birr per month on your package from 1 April 2022</i>
Compact	<i>660 birr per month on your package from 1 April 2022</i>
Family	<i>460 birr per month on your package from 1 April 2022</i>
Access	<i>270 birr per month on your package from 1 April 2022</i>

When will these price increases be implemented?

The adjusted pricing will be effective from April 1, 2022.

Why have you increased your prices?

While price adjustments are not always welcomed, they are a necessary aspect of doing business. We review the prices of each of our packages very carefully every year to ensure that we continue to offer our customers the best local and international content, delivered through the best technology. As our costs to operate the business increase, we need to adjust the prices of our packages.

What impacts price increases?

There are a variety of things which impact the cost of doing business. These include our satellites and distribution equipment; buying shows, movies, and channels; building decoders; and our infrastructure like playout facilities, monitoring services and customer touchpoints.

What are you doing to keep increases as low as possible?

This year we have once again considered the current economic environment and the impact it has on consumers. This is why we have kept the increase as low as possible while ensuring we maintain the cost of doing business. This will help us to ensure that Ethiopians enjoy the best value, and unrivalled access to entertainment at the most affordable price.

How did you notify customers of the price increase?

All customers received notification of the adjustments via DSD communication. The information is also available via our website <https://www.dstvafrica.com/en-et/ethiopia>

How can customers check what their specific increases are?

Customers can log onto <https://www.dstvafrica.com/en-et/ethiopia> or use our MyDStv App to check your 2022 fees.

How is MultiChoice Ethiopia delivering value to under-pressure consumers?

We have worked tirelessly to ensure that we provide an unrivalled bouquet of channels to watch - and platforms to view them on – for the entire family.

We are driving the African storytelling agenda by creating locally rooted content with a growing global appeal. We remain Africa’s most loved storyteller by developing unique content propositions that ensure that our brands remain resonant with our consumers across the continent.

We have a robust and rapidly expanding general entertainment content library, we continue to roll out our own-formats and we are expanding our repertoire to include home grown animation, crime drama and true crime series.

Recently we have added the exciting SuperSport LIYU channel.

How does MultiChoice Ethiopia justify the increase given the same content being available?

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Why can't I just choose the channels I want in my package and just pay for those?

We understand that our customers believe they would pay less when they choose their own mix of channels. Unfortunately, this is not the case – it works out cheaper for our customers when we group channels into packages. This is because on their own, channels are incredibly expensive, especially Premium channels that air the latest series/movies you get to see first.

To keep our services affordable, we spread these costs across our customers by bundling them into packages. If you were able to choose your channels, your unique combination might not be a popular one so the cost would be spread over a handful of like-minded people, and it would thus be more expensive. A lot more expensive, in fact. The only way we’re able to make our services affordable is to package channels in a way that suits groups of customers, so we can spread the costs.

Certain sports are available to customers on lower priced packages (e.g. soccer) while others are only available on the most expensive package. Why do I have to buy a more expensive package to watch sport?

Premium sports content is very expensive – we’ve structured our packages for affordability (so one package does not subsidise another).

The same applies to all our other content. We charge customers on each package the fair value for the channels they’re getting. Some channels are superior and carry exclusive, first-run content which is very expensive, which is why specific shows are only included on our more expensive packages.

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