



## **Step Up Campaign – ATL**

**GOtv**

**Kenya**

**Core Messages and FAQs**

**15 January 2024 to 31 March 2024**

**\*\*\* For External Distribution Only \*\*\***

### **FREQUENTLY ASKED QUESTIONS**

**1. What is this Promotion all about?**

This promotion gives eligible active, disconnected, and new GOtv customers the opportunity to pay for the next higher package above their “Eligible Package” and view the second higher package for a limited time only. The upgrade is dependent on the package which the customer is on as of 08 January 2024 or the join date after 08 January 2024. For example: If a customer is on GOtv Max, the promotion allows them to pay for a GOtv Supa subscription, and that customer will be upgraded to GOtv Supa + for free for the duration of their billing cycle.

**NB:** Any new customer that joins from the **09 January 2024 to 31 March 2024** can pay for any package higher than the “**Eligible Package**” to view the second higher package.

**2. Why is MultiChoice bringing this promotion to customers?**

This offer is our commitment to delivering the best video entertainment experience by telling the best local and international stories, giving access to thrilling sporting action and up-to-the-minute news, as well as leading international series, movies, documentaries, and children’s entertainment. Our key priority is to put our customers’ needs at the heart of everything we do. We listen to our customers to understand their changing lives and provide what matters most to them.

### **3. How long will the Step Up promotion run?**

This is a limited offer period that will start on 15 January 2024 and end on 31 March 2024.

### **4. Who qualifies for this Step Up promotion?**

To qualify for the offer, you must:

3.1. be an active, disconnected, or new GOtv customer in Kenya; and on GOtv Lite, GOtv Value, GOtv Plus or GOtv Max on 08 January 2024 (“**Eligible Date**”).

3.2. make full payment of at least one package higher than the package you were on as of 08 January 2024: or

3.3. a new subscriber joining on or after 09 January 2024, who makes full payment of at least one package higher from the package that they are on as at their “join date”.

### **5. What if I pay midway through my billing cycle?**

Should the customer take up the offer, whatever credit remaining for the days not watched prior to offer take up, will remain in the customer’s account for future consumption.

### **6. Which customers do not qualify for this promotion?**

The following customers will not qualify to participate in the promotion:

- Customers that pay annually or quarterly or more than one month at a time
- Debit order customers
- Customers that are on GOtv Supa/GOtv Supa Plus on the “**Eligible Date.**”
- Customers who do not pay for an upgraded eligible package, from their last active/current eligible package captured as at 08 January 2024.

### **7. I have been disconnected for months; how long must I be connected in order to qualify for this promotion?**

This promotion is open to all disconnected GOtv Lite, GOtv Value, GOtv Plus and GOtv Max customers from 15 January 2024. It does not matter how long the customer’s account has been disconnected.

### **8. What happens to the remaining days I had on my existing package before the upgrade to a higher package?**

Remaining days will be converted into funds, then reimbursed into the customer's account for future consumption.

**9. Can a customer downgrade from GOtv Supa/GOtv Supa Plus during the promotion period and still enjoy the offer?**

No, all GOtv Supa/GOtv Supa Plus customers who downgrade from **08 January 2024** will not be eligible to participate in the promotion.

**10. Can I pay for a higher package to benefit from the next highest package?**

Yes, you can. Customers can pay for any qualifying higher package depending on their **"Eligible Package"** to get upgraded to the next higher package. For example, a customer on GOtv Lite can choose to pay for GOtv Max and get to view GOtv Supa.

**11. I have three decoders in different locations, can I pay for all decoders and enjoy the upgrade on all of them?**

Yes, you can pay for all 3 decoders and enjoy the promotion (as long as the decoder is part of the eligible packages).

**12. I don't have the full amount to pay for the package I want to get upgraded, can I pay what I have right now?**

To participate in this promotion, you must pay the full amount for the next higher package.

**13. Will new GOtv customers qualify for this promotion?**

Yes, any new customer joining after the eligible date, who makes full payment of at least one package higher from the package that they are on as at their join date, will qualify to be upgraded to the next higher GOtv package. Customer will have had to join on an eligible package to access the promotion.

**14. What about GOtv Supa/GOtv Supa Plus, customers – how will they benefit from this promotion?**

GOtv Supa/GOtv Supa Plus customer will not be eligible to participate in this Promotion.

**15. How long does it take for the upgrade to be effected by MultiChoice?**

Subject to system dependencies, the package upgrade may be effected within 48 hours of receipt of payment by MultiChoice. If the upgrade is not effected within this time, the customer should notify MultiChoice via MyGOtv App live chat/social media pages live chat, which will effect the upgrade within the shortest time possible after notification.

**16. Will I get 2 extra viewing days added back for the 48 hours I am waiting for my upgrade?**

The one month viewing cycle starts after the higher package upgrade and hence the customer is not inconvenienced by the 48 hours processing period for upgrades.

**17. Can I pay for 2 consecutive months and view upgraded package for 2 months?**

No, you cannot pay for more than one month at a time to enjoy the promotion. The full amount should be paid per billing cycle.

**18. Will I qualify for this promotion if I add a top amount from my current package to a higher package?**

No customers are required to pay full amount of the higher package to qualify for this promotion.

**19. I have credit on my account, will I be bale top up to pay for a higher package?**

Yes, customers with credit on their account will be able to pay for a higher package required to receive an upgrade to the second higher package. Customers without any credit will need to pay a full amount of a higher package to participate in this promotion. Credit will not be derived from any previous offers given to customers.

**20. What about the customers that are currently enjoying another offer i.e., Pay 1, Get 2: Pay1, Get3 and or 50% discount? Do they qualify for this offer?**

Unfortunately, this offer will not apply to the customers who already enjoy other offers.

**ENDS.**

**Appendix – Eligible Packages per Market**

**Ghana**

Decoder Packages	Stream Packages
Max Plus Value Lite	None

### Kenya

Decoder Packages	Stream Packages
Max Plus Value Lite	None

### Malawi

Decoder Packages	Stream Packages
Max Plus Value Lite	None

### Mozambique

Decoder Packages	Stream Packages
Max Plus Essencial Lite	None

### Namibia

Decoder Packages	Stream Packages
Max Plus Value Lite	None

### Nigeria

Decoder Packages	Stream Packages
Max Jolli Jinja Smallie	None

## Uganda

Decoder Packages	Stream Packages
Max Plus Value Lite	None

## Zambia

Decoder Packages	Stream Packages
Max Plus Value Lite	None