

StarTimes reduces subscription price in Nigeria

Since September 1, subscribers of StarTimes have started enjoying a reduced subscription rate on the classic bouquet. After adding four new premium channels recently - EbonyLife TV, Fox, ST Nollywood and ST Kids - the pay TV provider reduced its classic bouquet from 7.23 USD to 5.28 USD in August.



The company engagement to lower its highest bouquet price to allow Nigerians savour unlimited quality entertainment in sports, movies, drama and music, will further strengthen its commitment in guaranteeing that Nigerians enjoy the best in digital entertainment.

StarTimes, one of leading digital TV operators, had earlier offered a one-month free access for all its subscribers in August, giving free access to all its new channels irrespective of the bouquet.

StarTimes serves approximately 20 million users with a signal covering the whole continent and a distribution network of 200 brand halls, 3,000 convenience stores and 5,000 distributors.

The company also owns a featured content platform, with 480 authorised channels comprising news, movies, series, sports, entertainment, children's programs, etc. The company's vision is to allow every African family the opportunity to have access to the beauty of digital TV.

Source: <http://nextvafrica.com/>.

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