

# Digital pay TV company eyes Kenya's key towns

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Kenya's digital pay TV market is becoming more competitive with the aggressive entry of StarTimes Media Kenya, a company that recently launched its services in Kenya's capital Nairobi and second city Kisumu. StarTimes has now launched in Mombasa, the third city as part of its plans to reach seven major towns in Kenya by the end of 2012.

This is part of their objective of providing digital television service ahead of Kenya's switch to the digital television platform.

"The launch of StarTimes in Mombasa signals continued investor confidence in this country and this region in particular. This clearly shows our great potential and promises even better opportunities for our people," said Ramadhan Kajembe, assistant minister for Environment and Natural Resources during the launch.

StarTimes has embarked on an aggressive regional expansion plan aimed at providing digital television service to a majority of Kenyans in different parts of the country who have previously been left out of this service as the cost has been largely out of their reach.

"We are being driven by our belief that it is not a privilege but a right for every household in this country to enjoy the benefits of digital television," said StarTimes chief executive officer, Leo Lee.

The company's strategy is to target Kenya's untapped digital television market with the introduction of not home entertainment and mobile television through mobile TV, car TV and portable TV at the most competitive rates in the market. StarTimes has about 7 million subscribers in China and has launched operations in 9 African countries.

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