

7th July 2015

The Secretary General  
Consumers Federation of Kenya (COFEK)  
Meky Place, Block F-45  
Ngong Road/Ring Road Kilimani Junction  
PO Box 28053-00200  
City Square, Nairobi

Dear Stephen

**RE: COMPLAINTS REGARDING THE GOTV SERVICE**

- 1 We refer to your email of 19 June 2015.
- 2 As a subscription broadcasting service, we are very sensitive to the demands and preferences of our subscribers. Maintaining a high standard of service and customer satisfaction is therefore a key business imperative for us. We are wholly committed to consumer needs and view any complaints and allegations in a very serious light.
- 3 We believe that most of the concerns you have raised result for some misconceptions regarding the nature of our services and the GOTv set top boxes (STBs), and are grateful for this opportunity to provide you with some clarity in this regard
- 4 In line with standard business practice and for various commercial considerations, we recently decided to no longer offer the GOTv Open bouquet to new customers with effect from 18<sup>th</sup> May 2015. Although the GOTv Open bouquet is not available to new customers, existing GOTv Open customers will continue to enjoy this bouquet.
- 5 We have, separately, also recently launched a new bouquet, GOTv Lite. Currently, GOTv Lite is our entry level bouquet. , GOTv Lite is priced at KSh 1800/= per year, and includes 2 pay TV channels and all available local channels. The annual fee charged for GOTv Lite covers the costs incurred in providing the service, including the STB software features, network maintenance costs, customer care and after sales services. These costs are incurred in respect of all of our customers, irrespective of the bouquet they subscribe to. All of our customers benefit from our after sales and customer service, as we provide these services to everyone using a GOTv STB. As a new bouquet, GOTv Lite is offered subject to its own terms and conditions, which are conveyed to customers in accordance with the relevant regulatory requirements. .

- 6 As a subscription broadcasting service, the set top boxes (STBs) which we sell are pay TV STBs. Although these STBs provide access to pay TV channels, they also allow access to available FTA channels.
- 7 Although there has been some confusion, in our view this does not amount to contravention of the Consumer Protection Act.
- 8 We have taken steps to urgently engage with existing and potential customers to address the confusion that has arisen. This includes ensuring that we inform all our customers the position in respect of both GOtv Open and GOtv Lite in order to allay any concerns that customers and potential customers may have.
- 9 We trust that this letter addresses your concerns, but are available to discuss this matter.

Yours sincerely



**Felix Kyengo**  
**General Manager**