



**GOtv Price Increase  
Malawi  
Core messages and FAQs  
1 March 2019**

**FAQs:**

**1. When will the new pricing come into effect?**

The new prices will be valid from Monday, 1 April 2019.

**2. Why are you increasing GOtv prices in Malawi?**

This decision was made after careful consideration and review of market conditions and business operations in Malawi. We took into account many factors including, the impact on the subscriber, current inflation which stands at 9.2%, programming costs and efficiencies we can affect within the company.

**3. What are the new prices?**

Malawi's subscription price increase will be according to the table below. Below is the detailed price list:

Bouquet	Old Price	New Price
<b>GOtv Max</b>	MWK 11,900	MWK 12,500
<b>GOtv Plus</b>	MWK 7,950	MWK 8,500
<b>GOtv Value</b>	MWK 4,250	MWK 4,700
<b>GOtv Lite</b>	MWK 1,600	MWK 1,800

You can log on to the GOtv website at [www.gotvafrica.com](http://www.gotvafrica.com) for your new subscription prices.

**4. Does GOtv adjust subscription prices due to monopoly status?**

We have over 25 years' experience in video entertainment in Africa and have built up a business which is sustainable in the long term. Our pricing reflects the cost of doing business and the necessary return on capital in order to ensure a world class, reliable and sustainable video entertainment service. GOtv is a discretionary service and provides a range of packages which are designed to meet a multitude of family viewing needs at a range of different budgets.

**5. Are you not worried about competition from new players such as Netflix and Kwese (Econet)?**

GOtv welcomes competition in the digital television and entertainment industry - we believe it is good for consumers. GOtv and services such as Netflix and Kwese, have very different approaches to video entertainment. GOtv delivers the best local and international entertainment to our customers and we make entertainment more accessible and affordable as our service offers digital terrestrial television for all customers.

**6. Why can't you get a toll free line? We spend a lot of money calling your call center yet every other day your prices are hiking up.**

GOtv offers various self-service options such as SMS, USSD and online where subscribers can check their balances, update their account information, clear error codes and make payments. In this way our subscribers do not need to call the call centre but can manage their GOtv account at their convenience.

**7. Why don't you increase your channel offering when you increase the price?**

GOtv does not adjust its prices every time it adds or removes a channel – the GOtv offering is continually reviewed and channels are added and removed according to feedback from the market.

**8. Do you believe GOtv is still good value for money?**

Yes, we do – we offer the best entertainment to suit different lifestyles and pockets. Our customers have access to the hottest local and international shows and movies, top sporting events, as well as the latest news live, world-class documentaries and kids' shows.

**9. What can customers do if they feel they can't afford to pay the increased fees?**

We have a number of GOtv packages to choose from, so we'd encourage you to have a look at these and choose a package that suits your pocket.

**Getting in touch with us:**

1. **Visit** or contact your nearest MultiChoice office
2. **On the internet:** Logon to GOtv.com and click on Service <http://eazy.gotvafrica.com> Here you'll find your account details, reset error codes, payments and so forth.
3. **On social media:** Facebook/GOtv; Twitter @GOtv