

# DStv Nigeria - Price Adjustment

1 May 2024

## **FAQs**

### **Q: Why are you increasing your prices now?**

As our operational costs increase, we have had to adjust our prices to enable us continue to offer our customers world class local and fresh international content, delivered through the best technology.

### **Q: Is it not insensitive to increase prices given the drastic increase in inflation rates and the resultant strain on Nigerians?**

We understand times are tough in Nigeria and our customers are under pressure to make every Naira they spend count. However, these adjustments were made with consideration for the difficult economic climate and have been kept at the minimum threshold that enables us to continue to bring you the value you have come to know and love.

### **Q: Is there a price lock offer with this price adjustment?**

Yes, there is a price lock offer with this adjustment. This offer allows you lock your subscription at the current price when you renew before your subscription cycle expires. This price lock will remain valid only if the customer renews their subscription before its expiry on a monthly basis (unless payment is made in advance for the year) while the offer lasts.

### **Q: I am currently on the price lock offer which kicked in during the price adjustment in May last year. Can I lock my price at this same rate if I renew my subscription before it runs out after 1<sup>st</sup> May?**

No, the validity period for the price lock offer that took effect in May 2023 ends on 30<sup>th</sup> April 2024. If you want to enter into a new price lock cycle, you must renew your subscription before 1<sup>st</sup> May 2024. This also means that you will now pay the rates of the outgoing price structure.

**Q: What will be the new prices for your different DStv packages?**

From 1<sup>st</sup> May, our new monthly subscription prices will be:

DStv Package	New Price (monthly)
Premium	37,000
Compact +	25,000
Compact	15,700
Confam	9,300
Yanga	5,100
Padi	3,600

**Q: Why don't you simply allow customers choose which channels they want in their package and just pay for those?**

The reality is that it would end up being much more expensive if customers choose their own channels. The only way we can make our services affordable is to combine channels in a way that suits large groups, so we can spread the cost.

**Q: Certain sports are available to customers on lower priced packages (e.g. football) while others are only available on the most expensive package. Do you think this is fair?**

We charge customers on each package the fair value for the channels they get. Some channels carry exclusive content, which is very expensive. Therefore, specific shows are only included on our more expensive packages.

**Q: Do you believe DStv is good value for money?**

Most definitely – Our DStv packages still offer the best entertainment to suit a variety of lifestyles and pockets. Our customers can watch the latest shows and movies, top sporting events, as well as up-to-date news, world - class documentaries and kids' shows. In addition, they can choose their own viewing environment – TV, a laptop or computer, and even on their smartphones.

=ENDS=