

DStv On Demand now on more ISPs

Staff Writer MyBroadband | 26 August, 2010

DStv On Demand launched to MWEB customers earlier this year - now subscribers that use other ISPs will be able to use the service

MultiChoice announced today that three additional Internet Service Providers (ISPs) would join MWEB as distribution partners for its DStv On Demand online service.

The ISPs are: Vox Telecom, Neology and Cybersmart. MultiChoice stated that these are the first additional ISPs to meet their quality and technology requirements.

"Since we launched DStv On Demand we have been in discussions with several ISPs about offering the service to their subscribers. We're very pleased to announce the first wave of partners and look forward to announcing more very soon," says Jason Probert, General Manager of DStv On Demand. "Now more DStv subscribers will be able to watch their favourite television shows online."

Clayton Timcke, Group Marketing Manager for Vox Telecom said, "Vox Telecom is continually looking at new and exciting innovations to offer its customers, so we are pleased to announce that we will soon be able to offer DStv ON DEMAND to our customers. We have no doubt that it will be a valuable addition to our current services."

"Neology is excited to be able to provide this service to its client ISPs. This is a good first step in pushing video-on-demand services in South Africa – a real game changer. DStv's insistence on quality over quantity is a breath of fresh air in the ISP space and the basis of our own approach to service delivery," comments Regardt van de Vyver, Chief Information Officer at Neology.

"Our customers have always been able to stream video on our unshaped ADSL and leased line services, but other than the odd YouTube clip there has not been much in the way of content. DStv's On Demand service changes all this. The fact that we can serve this content locally over our peering links, instead of having to fetch it from overseas, improves our customers' experience and does not cost us the earth to run," says Laurie Fialkov, MD of Cybersmart.

Each ISP will communicate the date that the service will become available to their customers. The ISP's are working on the integration and their service offering and will communicate to their customers once they are ready with their commercial offering.

50 new movies a month available online

Jason Probert added that as of this month the online DStv On Demand offering will include 50 movies per month. "Adding more ISPs is just one way in which we are improving the service. The DStv On Demand offering online now includes 50 new movies per month. We are always looking for ways to add more value to the service."

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