



Festive Free Upgrade – ATL Campaign

DStv

Ethiopia

Core Messages and FAQs

19 December 2022 to 24 January 2023

***** External *****

FREQUENTLY ASKED QUESTIONS (FAQs):

1. What is this promotion all about?

This offer is our gesture to give our customers even more value during this period. We are giving DStv customers access to all the channels available on the next higher package once they pay their current subscription in full. For example: If a customer is on Compact and pays for a Compact subscription, that customer will be upgraded to Compact Plus for free, for a limited period between **19 December 2022 to 24 January 2023**.

2. Why is MultiChoice bringing this offer to customers?

MultiChoice remains committed to giving our customers access to the best video entertainment experience by telling the best local and international stories, providing nail-biting sporting action and up-to-the-minute news, as well as leading international series, movies, documentaries, and children's entertainment. This offer is also MultiChoice's way of thanking our valued customers for their continuous support.

3. Who qualifies for this Campaign offer?

New active and disconnected customers can participate on this offer. New subscribers (including those that get free 1 month viewing cycle), active customers who stay connected and disconnected customers who reconnect their subscriptions qualify for an upgrade to the next higher package at no extra cost. Terms and conditions apply.

4. How do customers qualify for this Promotion?

New, active and disconnected customers who pay for their current package for the December and January payment cycle will qualify for this upgrade. To take advantage of the promotion, customers need to be active between 19 December and 24 January to view the next higher package before the promotion period ends on the 24th of January 2023.

5. Which customers do not qualify for this promotion?

The following customers will not qualify to participate in the promotion:

- Customers who downgrade their package during the promotion period e.g., DStv Premium customer who downgrades to Compact Plus Max during the promotion will not be able to participate in the promotion.

6. How long is this Campaign Offer valid for?

The campaign will be valid from **19 December 2022** until **24 January 2023**.

7. Can I pay for a higher package to benefit from the next higher package?

Yes, you can. The promotion gives customers the opportunity to pay for their current package and view the higher package or pay for a higher package to view the next package above what they paid for.

8. Will Catch-Up viewing be available on the higher package?

Catch-Up viewing will be available on a package paid for.

9. What is the assurance of getting the upgrade?

Once your payment is made for your current or higher package, your account will be upgraded to the higher package within 48 hours.

10. I have been disconnected for months; how long must I be connected for in order to qualify for this promotion?

It does not matter how long the customer's account has been disconnected for, as soon as they reconnect, they are eligible for the promotion.

11. Which DStv package will access this offer?

The DStv customers who will qualify for this offer are those with the following packages:

DStv Compact Plus, DStv Compact, DStv Family and DStv Access

12. What happens to the remaining days I had on my existing package before the upgrade to a higher package?

The customer's account billing will not be impacted at all, customers that pay for their current package will have access to enjoy the next higher package as long as they are active until the 24th of January 2023.

13. What happens to my add-ons that I had on my previous package?

This promotion only applies to the primary package and not add-ons; customers will need to pay additional fees for the add-ons at the usual price. Payments made must include add-ons, value added services, etc. that are active on the account, in order for the upgrade to be processed. Should the customer not wish to continue with the viewing of the add-ons or value-added services, they need to cancel these products, before the promotion upgrade can be processed.

14. I have three decoders in three locations, can I pay for all decoders and enjoy the upgrade on all of them?

Yes, you can pay for all 3 decoders and enjoy the promotion.

15. I don't have the full amount to pay for the package I want to get upgraded, can I pay what I have right now?

To participate in this promotion, you must pay the quoted amount for the current package to enjoy content on the next higher package.

16. Will new DStv customers qualify for this promotion?

Yes, a new subscriber joining on or after 19 December 2022, who makes full payment of at least one eligible package will be upgraded to the next higher DStv package.

17. What about DStv Premium customers – how will they benefit from this promotion?

DStv Premium customers do not qualify for this offer because they already have access to all the channels. The campaign only applies to **DStv Lite, DStv Access, DStv Family, DStv Compact** and **DStv Compact Plus** customers. DStv Premium customers will be notified of other special offers that apply to them from time to time.

18. I am currently an active customer and I have already paid for a full month viewing. Can I still pay for the next billing cycle in order to watch a higher package?

Yes, you can pay for your next billing cycle early to access the higher package during the promotion period. All active customers who pay for their current package will be able to view the higher package during the promotion period.

19. Can I pay for 2 consecutive months and view upgraded package for 2 months?

This promotion will be running from 19 December 2022 until 24 January 2023. The full amount should be paid during this period to access the higher package.

20. How will customers know they have received an upgrade?

All active customers will be notified through a congratulatory message for being active on any of the DStv packages. Reconnecting customers will also receive a congratulatory message as and when they reconnect.

21. What happens if I do not see the additional channels?

The channels should automatically pop up on your EPG (Electronic Programme Guide), if they do not, please rescan your decoder. The instructions are as follow:

Performing a scan on DStv decoder model

HDPVR (non-Explora)	Explora, HD DStv or HD Zappers	SD Decoders e.g.: DSD1131,1132,1110
1.Press Menu button	1.Press Menu button	1. Press Menu button
2.Select advanced option	2.Scroll left to settings Tab	2. Select Advanced Options

3.Enter pin 9949 (old software)	3.Down to Satellite settings	3.Enter pin 9949 (Old software)
4.Select network Set-up	4.Select Home Networks	4.Select Dish Installation
5.Press yellow button on remote	5.Select Scan All	5.Select Scan all networks

NB: For older models, it's easier to reboot the decoders since it forces a scan i.e. (removing and putting back power cable).

If customers are unable to see the additional channels after they have rescanned their decoder, they may log a query on the **MyDStv** app as well as the live chats on all our social media pages for further assistance.

25. Will customers access the upgraded package on DStv Streaming?

Unfortunately, not. Customers using the DStv streaming will not be able to access the next highest package. Only customers viewing the DStv content via the decoder will have access to the additional channels.

26. What happens in the event of short payment towards the promotion once the offer acceptance period has lapsed?

All active customers that have paid for their current package will be able to view on a higher package during the promotion period. However, if the customer has made a short payment for their current package, the customer will only be able to view a higher package if their payment matches any package cost.

For disconnected customers, the customer will remain disconnected if their payment does not match with any package cost. A full payment constitutes payment for the current package, as well as any active add-ons and value-added services active on the account.

27. What about the customers that are currently enjoying another offer (i.e., Double-Double, Pay1, Get3 and or 50% discount)? Do they qualify for this offer?

Yes, this offer will apply to all active DStv customers who have paid for their subscription.

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