



“We’ve Got You” Promotion – ATL

Ethiopia

DStv

FAQs

16 June 2025 – 31 July 2025

***** For External Distribution Only *****

Frequently Asked Questions

1. What is this promotion all about?

This promotion is our gesture to give our customers even more value. New, active, and disconnected customers who are active on DStv get to view one package higher than what they have paid for at no extra cost.

2. Why is DStv bringing this promotion to customers in Ethiopia?

MultiChoice Ethiopia remains committed to delivering the best video entertainment experience by telling the best local and international stories, giving access to nail-biting sporting action and up-to-the-minute news, as well as leading international series, movies, documentaries and children’s entertainment. This promotion is to thank our loyal customers for their continued support and reward them with all the channels available on the highest package from their current package.

3. How long is this promotion valid for?

This promotion will run for a limited period. It will start on 16 June 2025 and run until 31 July 2025. Terms and conditions apply.

4. How do customers in Ethiopia qualify for this promotion?

To qualify for the Promotion, you must be:

- An active, disconnected, or new DStv customer living in Ethiopia.
- Make or have made payment in full for a designated package.
- Join as a new DStv subscriber and be entitled to access a DStv package.
- General residential customers.
- Have an approved DStv decoder.

5. What packages are eligible for an upgrade?

Below is a list of all eligible DStv packages

- Meda Plus Package: Pay for Meda Plus and get upgraded to Premium.
- Meda Sport Package: Pay for Meda Sport and get upgraded to Meda Plus.
- Meda Package: Pay for Meda and get upgraded to Meda Sport.
- Beteseb Package: Pay for Beteseb and get upgraded to Meda.
- Gojo Package: Pay for Gojo and get upgraded to Beteseb.

6. Can I pay for a higher package to benefit from the highest package?

Yes, if a customer upgrades their package during the campaign period, they will be upgraded to the next highest package from the one they have paid for. i.e., Pay for Meda Package and get upgraded to Meda Sport or pay for Meda plus Package and get upgraded to DStv Premium.

7. What is the assurance of getting the upgrade?

Once your payment is made on an eligible package (excluding DStv Premium), we will endeavour to upgrade your account.

8. Will new DStv customers qualify for this promotion?

Yes, new customers are eligible for this promotion.

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

The channels should pop up instantly on your EPG (Electronic Programme Guide) within 48hrs of making payment for your designated package. If they do not, please rescan your decoder. If you are still not able to see the additional channels after you have rescanned your decoder, please log a query on the live chat available on the New MyDStv App for further assistance.

10. I don't have the full amount to pay for the package I want and get additional channels; can I pay what I have right now?

To participate in this promotion, you must pay the full amount during the offer period. *In other words, if the customer does not pay enough to be active on their current package, they will not have access to the higher package. However, the amount that they do pay will be credited to their account (i.e., they will not be disconnected but will not lose the money).*

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

If the customer pays for their designated package before or on 16 June 2025, (s)he will be upgraded to higher package until the end of day 31 July 2025 as long as they remain active on their designated package until 31 July 2025. After this period, customer will revert to their designated package.

12. If a customer pays for a designated package on 31 July, will they be upgraded to a higher-tier package?

Yes, if a customer pays for a designated package on 31 July, they will have access to a higher-tier package until midnight on 31 July (end of the promotion period), thereafter, they will revert to their original designated package.

13. Which DStv customers are EXCLUDED from the Promotion?

This Promotion is not open to:

- a. DStv Premium Customers.
- b. DStv Business Customers.
- c. DStv Stream Customers

- d. Employees, Demos or specialist accounts (VIP, Government Departments etc) the promotion is only for general residential customers.
- e. Customers on Stand Alone packages such as DStv Great Wall Standalone Bouquet, DStv French Plus Add-on Bouquet, Asian Add-on Bouquet, DStv French Touch add-on bouquet, Portuguese add-on on and Add movies add-on bouquet, etc.

14. I have three decoders in different 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 (as long as the decoder is part of the eligible packages).

15. I am currently an active customer, and I have already paid for a full month of viewing; can I still participate in the Promotion?

Yes, active customers who have paid for an eligible DStv package can participate. For example, if you pay for Meda plus Package on 16 June 2025, you will enjoy DStv Premium until 31 July 2025 as long as you remain active on your designated package until 31 July 2025. After this period, you will revert to your designated package.

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

Although we encourage customers to make payment for multiple months, the upgraded viewing package will end on 31 July 2025, after which the customer will revert to viewing on the designated/paid package regardless of the number of months paid for during the promotion.

17. I want to pay for a higher package. Will I qualify for this promotion if I add a top amount from my current package to a higher package?

Yes, you qualify if you top up to a higher package or remain on your designated package.

18. I have credit on my account, will I be able to top up to pay for a higher package?

Yes, customers with credit on their account will be able to pay for a higher package required to receive an upgrade to the second-highest package. Customers without any credit will need to pay the full amount of a higher package to participate in this promotion. Credit will not be derived from any previous offers given to customers.

19. What about the customers that are currently enjoying another offer, i.e., Pay 1, Get 2: Pay1, Get3 and or 50% discount? Do they qualify for this offer?

Customers can take up other offers at the same time with the “We've Got You” offer.

20. If I have DStv Stream, can I participate in the offer?

No, this promotion is exclusive to decoder-based DStv subscriptions and does not apply to DStv Stream

21. Will customers have access to the catch-up content on the higher package?

Yes, customers will have access to catch-up on the higher package they have been upgraded to during the promotional period. After 31 July 2025 (End of promotion) customer will only access catch up content on their designated packages.

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