



CABLE & WIRELESS

Public Information" on the television service delivery from KU-BAND

Why the change to KU-band?

Many of our customers and members of the public will be aware that from the 31 May 2010, television transmission on IS10 Satellite C-band DStv ceased and transmission would be transferred to a different satellite, namely IS7 Satellite KU-Band DStv. To ensure that customers' continue to receive television, Cable & Wireless have been actively preparing for this change for several months. This involved not only technical, but also commercial and programming licensing considerations. Many options were explored, including looking at the availability of other satellites for TV. Due to St Helena's geographical position, the number of satellites focused on or around St Helena is somewhat limiting as they are primarily concentrated over the main continents. Our conclusion was therefore to remain with DStv MultChoice via KU-band, as it provided the choice of programmes favoured by our customers.

The transfer phase.

To facilitate the transfer to KU-band, live transmission using this signal commenced from last Thursday 27th May. We experience several teething problems which are inevitable when doing a change such as this. Customers may recall that the weather conditions were inclement from that date which added to a reduced picture quality. We have found that the KU_band signal is more sensitive to adverse weather conditions in the path of the signal both on and off island than C-Band, hence the problems currently experienced. However, we are working to resolve these. We would like to thank customers who provided constructive feedback to us regarding their picture quality as this information is very useful during this period. Customers can be assured that an assessment will be taken on the period that their picture quality was reduced and this will be reflected on their June 10 bills.

Programming

Customers will notice that there are differences to some of the programming on KU-Band e.g. MNet West will be replaced with MNet Africa. A consequence of this as well as other circumstances outside of our control, we were unable to produce a KU-Band programme Guide for the papers last week. However, customers will be pleased to know that the Guide will appear in this week's papers. Just as a reminder, the TV Guide can also be viewed via our website at www.cwi.sh.

As a result of the changes made to the programming, we decided to revamp the channel arrangements. This change also took into account the timing of programmes; (many of our customers have noted already that many of their favourite series and soaps are on earlier) as well as a consideration where possible, to avoid airing programmes with a rating of PG 13 or above before 9pm. There was also the opportunity to provide both National Geographic and Discovery channel simultaneously on the same channel- a common request made by many of our customers.

Our aim is to have a:

News & Documentary Channel

BBC World, Discovery and National Geographic

Entertainment Channel

M-Net Africa, Disney, BBC Entertainment, Movie Magic 1 & 2

and a ***Sports Channel***

Supersport (As scheduled in the current Television Guide, subject to changes that may occur from time to time)

Our work regarding programming is still ongoing. The challenge is provide a broad and balanced TV schedule that caters for the majority of our customers but within a realistic monthly subscription rate. Any changes made will be communicated to customers via the local media and our website.

In conclusion, we would like to thank all of our customers for their constructive feedback and the encouraging support and patience received whilst undergoing this transition period. Our Contact support Centre staff on Tele no. 2222 can be contacted at any time for you to provide feedback on the reception quality and programmes during this transition period.

Our Customer Care Centre staff at Bishops Rooms Jamestown Tele no 2900 can be contacted during normal work hours or you can visit them during normal opening hours if you required further information on DStv KU- Band service.