

BoxOffice launched in Kenya

MultiChoice has officially launched its digital movie rental service, BoxOffice, in Kenya.

The service allows subscribers to conveniently rent and watch the latest blockbuster movies in the comfort of their homes, on their DStv Explora decoders.



DStv subscribers can rent and keep movies for up to 48 hours, for KSh230 per movie, and each subscriber's first movie is courtesy of DStv Kenya. Thereafter customers using the service may choose to use any of the flexible payment options to rent and make anytime movie time with BoxOffice.

BoxOffice in Kenya will give subscribers access to a wide variety of movies from comedy, drama and family movies, to horror and fantasy among others.

MultiChoice Kenya Finance Manager, Janet Oyugi promised that with BoxOffice, DStv Premium subscribers would enjoy the best and latest of Hollywood and Nollywood on their Explora decoders. "DStv services like BoxOffice form part of a bigger MultiChoice strategy to use cutting-edge technological innovation to help people enjoy some of the best entertainment available at a time that's convenient to them."

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