

# Only half of TopTV buyers still subscribe



By Duncan McLeod: @mcleodd

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DStv rival [TopTV](#) has sold 360 000 decoders since its launch two years ago, but of these only about half are actively using the service, the company's chairman and acting CEO, [Eddie Mbalo](#), has revealed.



He tells TechCentral that TopTV, which is owned by On Digital Media (ODM), currently has between 160 000 and 200 000 paying subscribers at any given time.

This is problematic given that TopTV has heavily subsidised the cost of decoders and installations to entice users onto its service. "We have to look at how to bring those people back and that means improving our content offerings," Mbalo says.

Mbalo, who is acting in the CEO role following the recent departure of founding CEO [Vino Govender](#), says one of the company's top priorities is ensuring it understands why consumers buy its decoders and elect not to continue subscribing.

[Continue reading](#) the full story, as well as [TopTV boss lashes ICASA over 'censorship'](#), on [www.TechCentral.co.za](http://www.TechCentral.co.za).

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Award-winning Duncan McLeod is the founder and editor of TechCentral ([www.TechCentral.co.za](http://www.TechCentral.co.za), @TechCentral]), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email [duncan@techcentral.co.za](mailto:duncan@techcentral.co.za) and follow him on Twitter at @mcleodd.

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