In 2016, Azuri Technologies hired ASD to lead a top-down market survey of digital services to support the introduction of a solar-powered TV product for Tanzania and Kenya.

OVERVIEW

The project assessed the general status of digital expansion of TV services in Kenya and Tanzania for off-grid television consumers. ASD conducted interviews with key informants to assess the digital channels available to consumers in off-grid regions, collect data on the technologies currently in use in off-grid households to access television stations, and to gather information on the digital top-set (or integrated) products available to off-grid consumers within the region via existing suppliers.