



# Digital Television Services in Off-Grid Regions

**Client:**  
Azuri Technologies

**Location:**  
Tanzania and Kenya

**Start Date:**  
February 2016

**Completion Date:**  
March 2016

**Key Services:**  
▷ Market Survey

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.

## CONTACT

Mark Hankins | CEO  
African Solar Designs Ltd.

T: +254 (0) 20 2187691  
E: [mhankins@africansolardesigns.com](mailto:mhankins@africansolardesigns.com)

[www.africansolardesigns.com](http://www.africansolardesigns.com)