



Tanzania

Navigating the new normal

Tanzania Viewership Trends

TV Viewership Grows
Across the World



Consumption of video content is growing

From the need to stay informed to watching entertaining content, video content consumption has seen a rise across TV & Digital.



Platform Update

1

Open Periods & Broader Access

SPORT CHANNEL OPEN WEEKS:
18 March – 11 June

- SuperSport 1 down to Compact
- SuperSport 4 down to Family
- SuperSport 7 down to Access
- Keep Fit Channel

20 March – 14 June

- CNN



2

Pop Up Channels



- Mindset: 1 April – 30 June
- M-Net Binge: 27 March – 31 July

3

Free Access to News Channels

- CNN
- eNCA
- Sky News
- BBC World News
- Newzroom Afrika
- Africa News
- Euronews



The news channels are accessible to everyone, via the DStv Now App, regardless of whether they subscriber to MultiChoice or not



Tanzania Viewership Trends

DStv Viewing Trends in Tanzania



Average Weekly Reach

186,893 unique Household reach across the DMS channels, from 158,708 in April 2019

Average Viewers

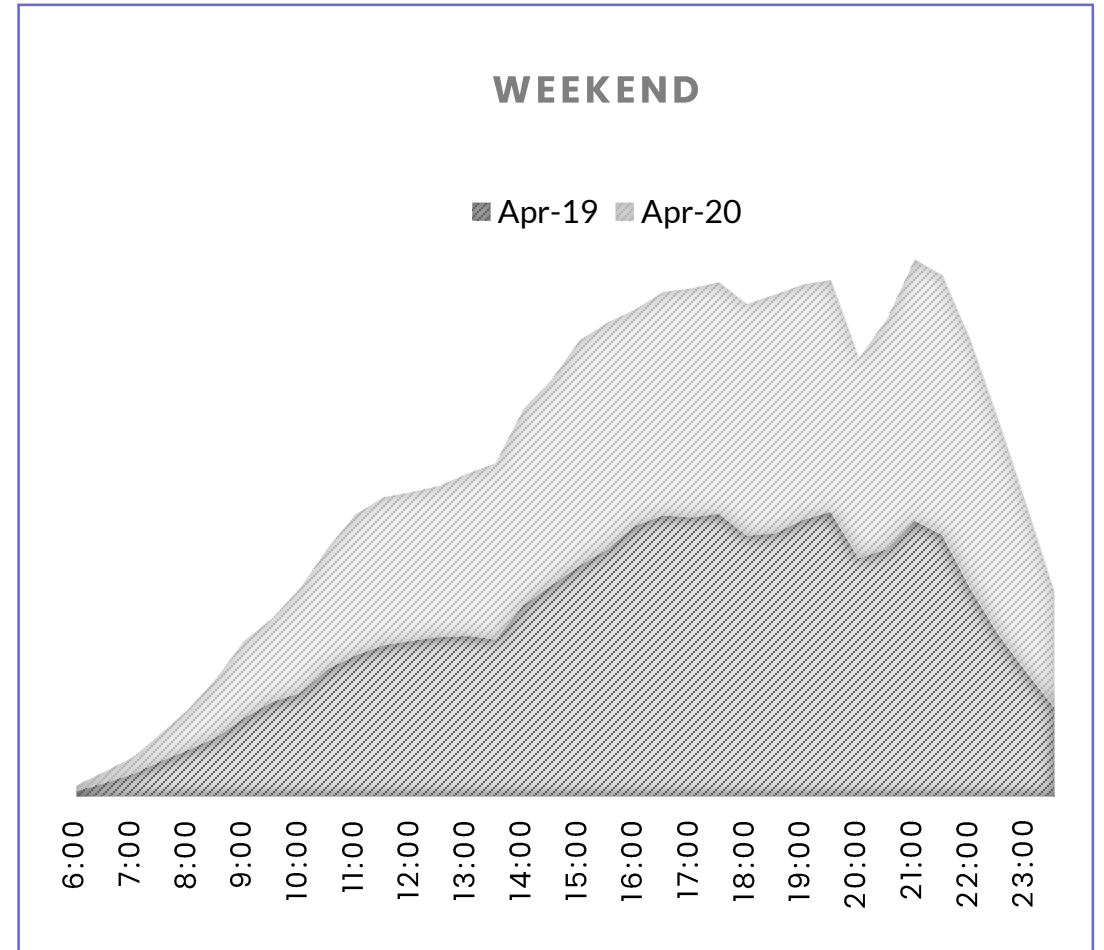
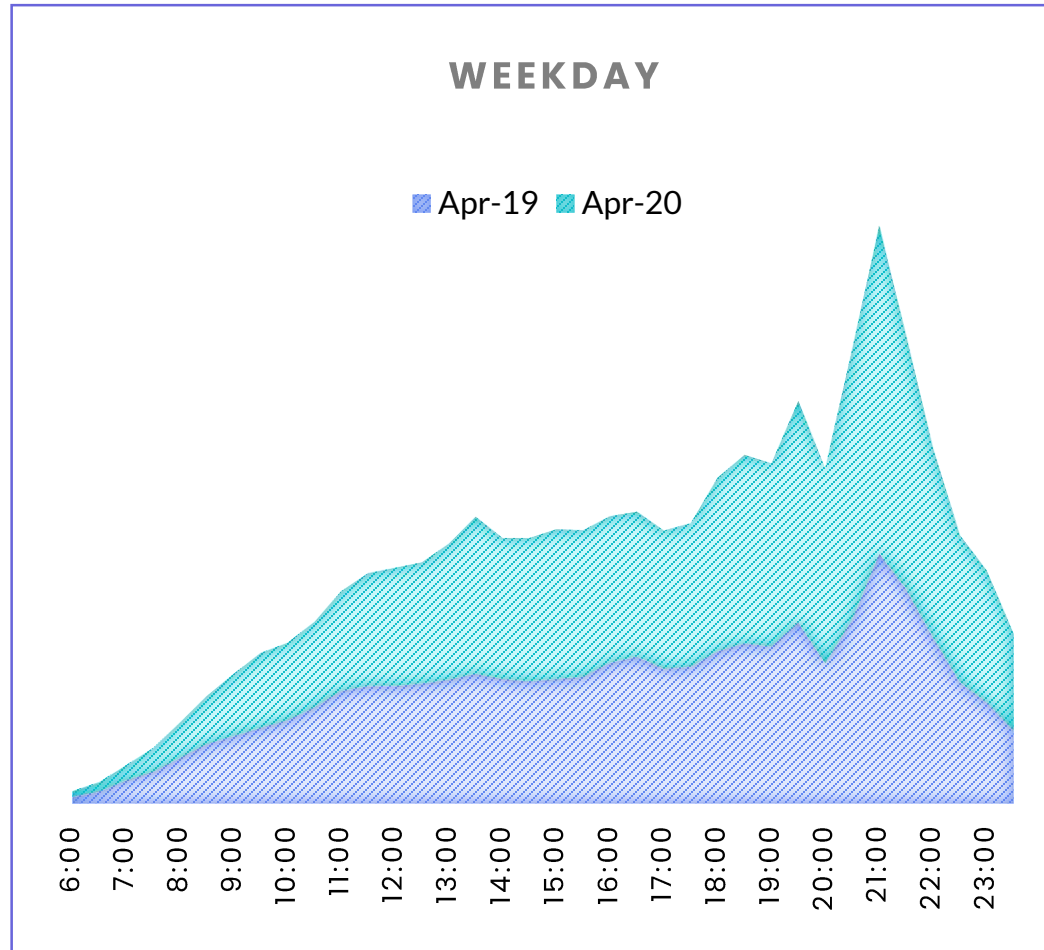
Averaging 35,364 Households viewing a day, with viewership building strongly across the day, starting as early as 9am

Time Spent Viewing

Averaging 4h10mins for a single viewing session, from 3hrs 30mins, at the same time last year

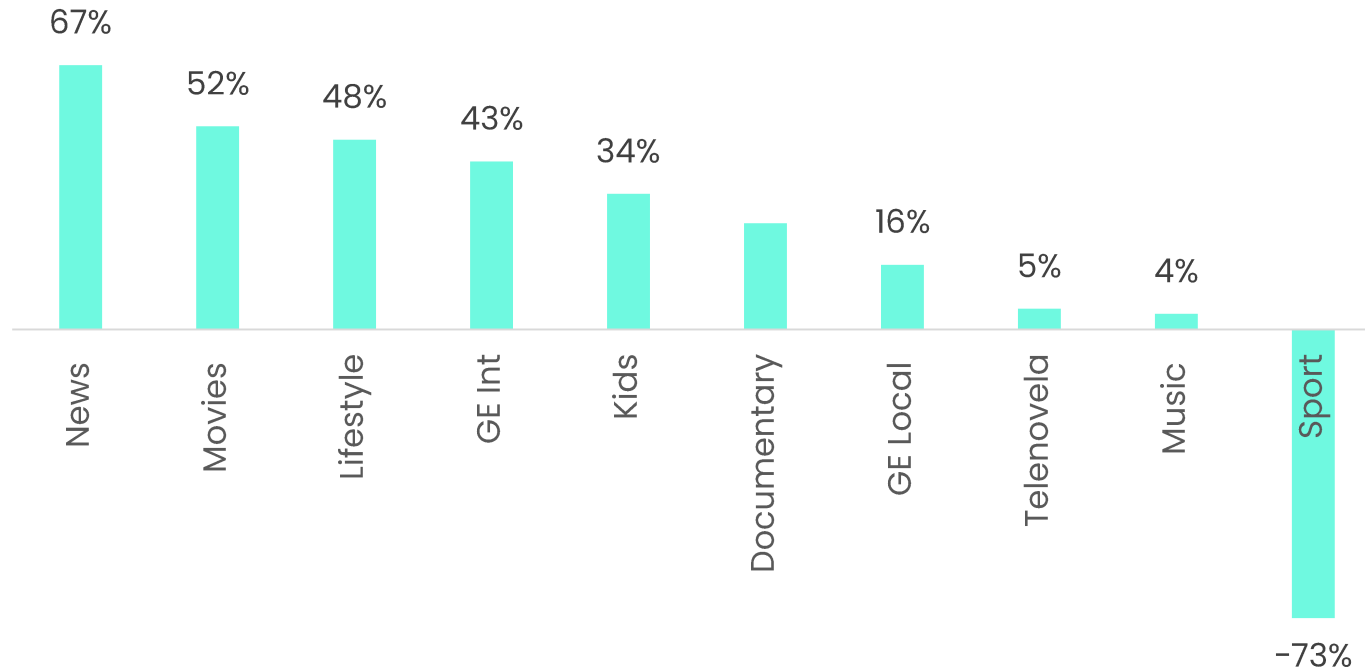
TV Viewership Trends: Tanzania Data

Year on Year: Month of April

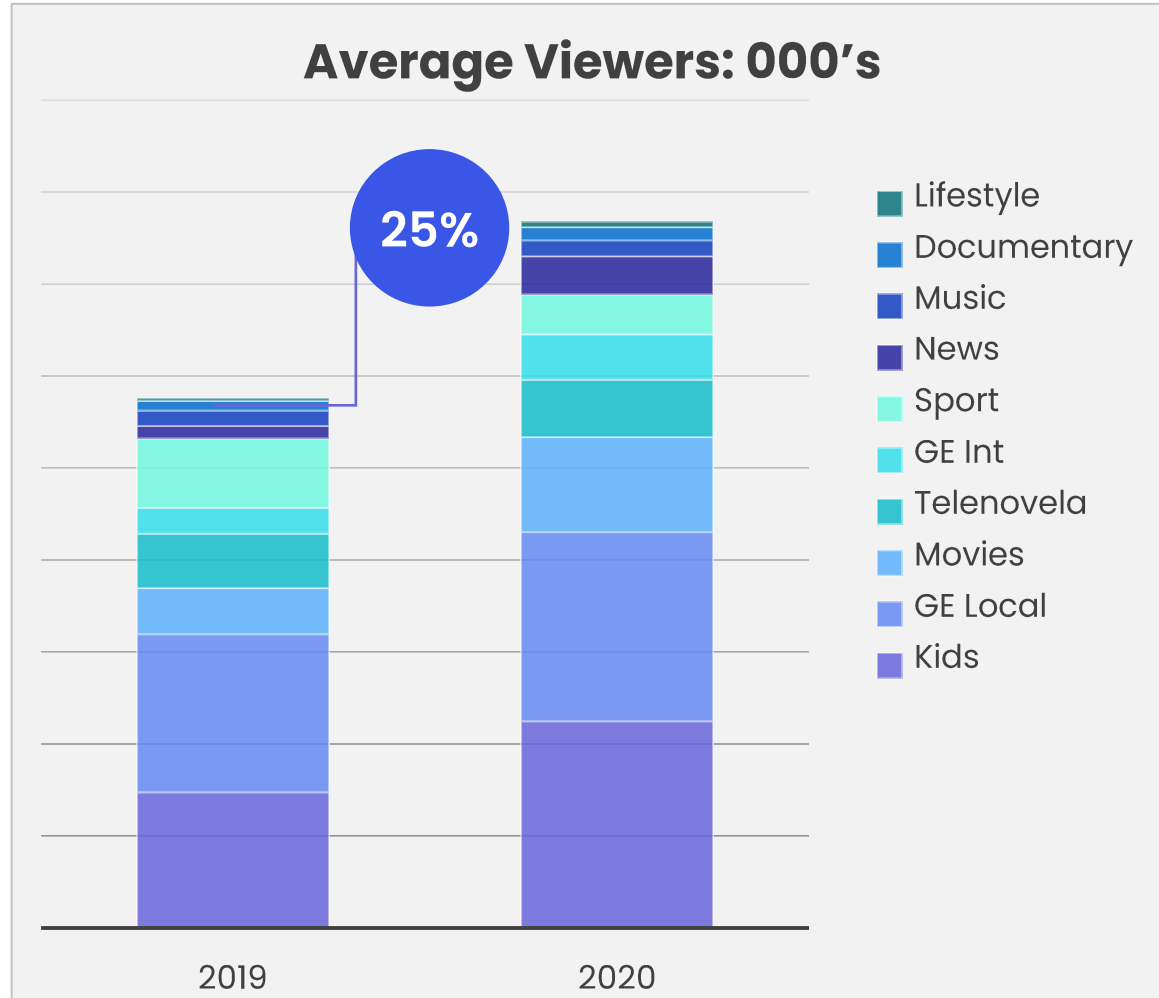


Source: Instar DStv-I | Tanzania HH| DMS Commercial Channels| April 2020 vs April 2019|
DStv Media Sales (PTY) Ltd. Copyright 2020

Genre Viewership Changes



Genre Viewership Changes



DStv



In terms of size of audience, General Entertainment continues to entice the biggest volume of viewers, driven by kids content. Local content comes in at second place.

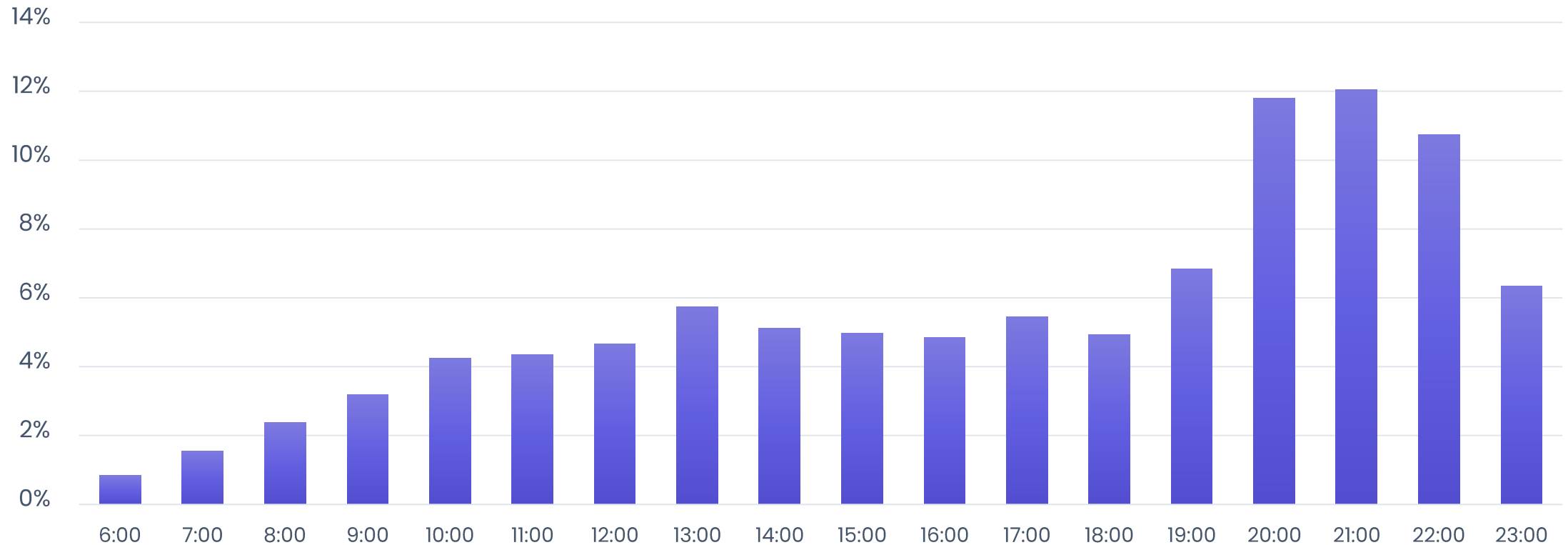
On-The-Go Content Consumption



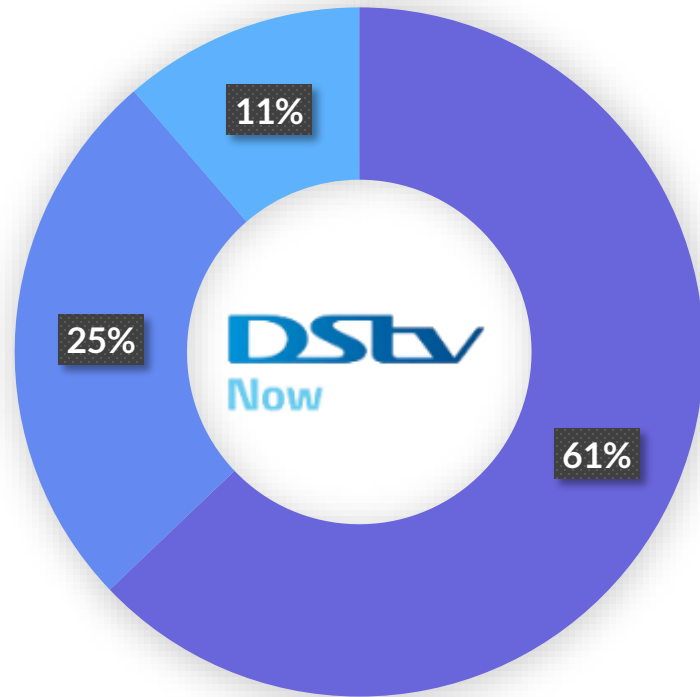
DStv Now Timeband Access Distribution

Occurring as early as 6am and building to a peak at 10pm

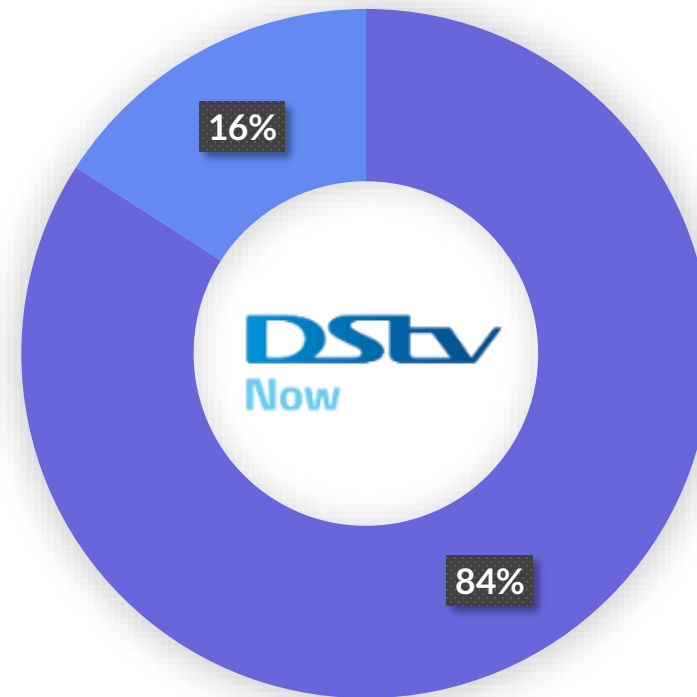
Total Impressions – Live + VOD



Accessing The Platform Is Mostly Via Mobile Live Shows Predominantly Watched

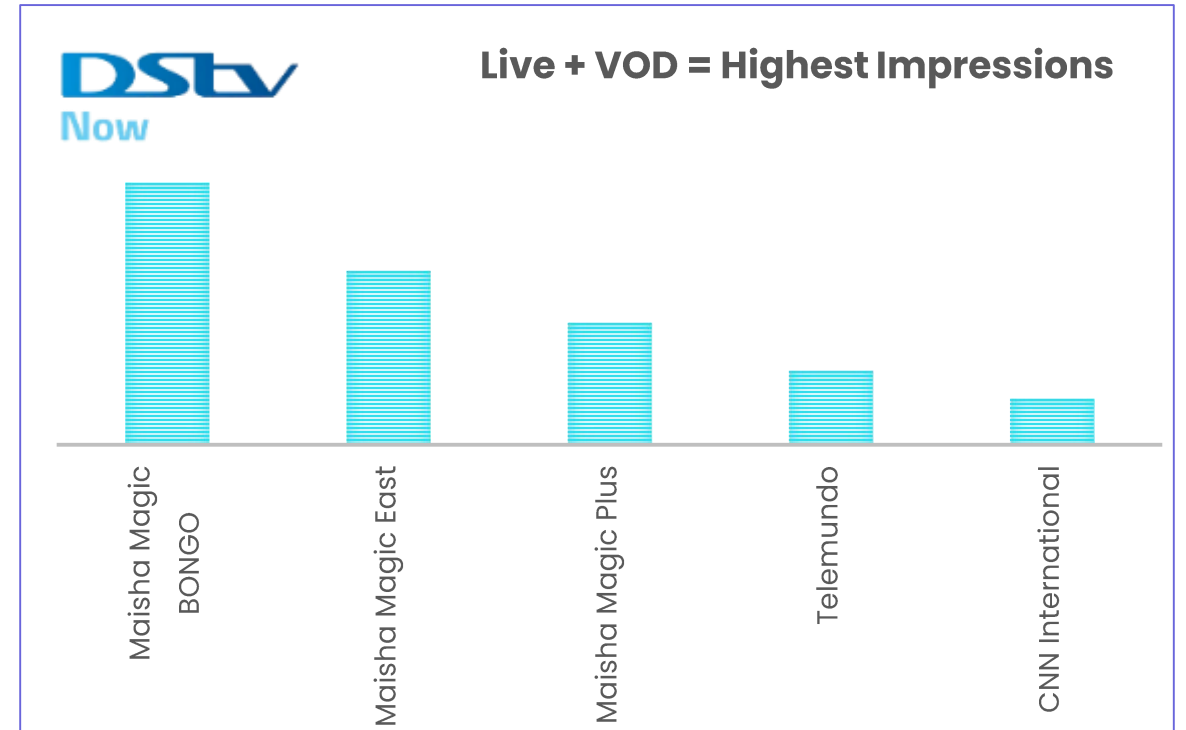
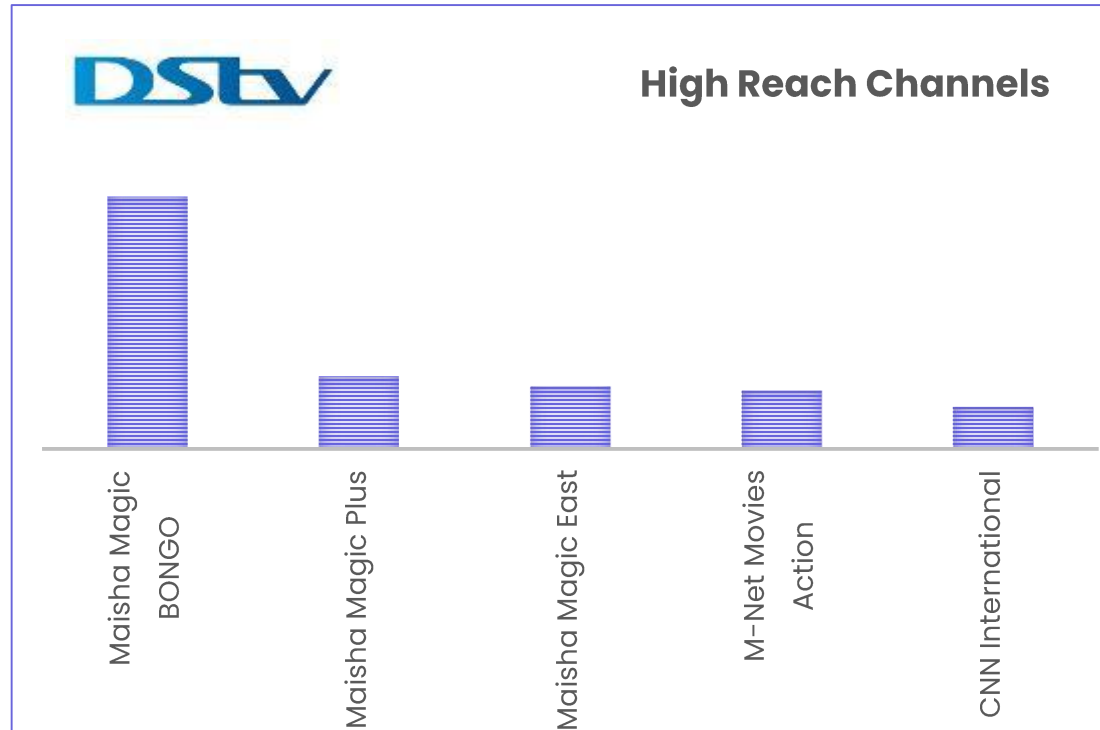


- Mobile
- Web
- Leanback



- Live
- VOD

Top Channels DStv & DStv Now



Linear channel viewing on DStv set-top box that that mirrors DStv Now, illustrating available incremental reach.

Stacking Your Video



1-30 April 2020



Content Highlights



New Programmes



MAISHA MAGIC
BONGO

Weekday viewing reigns supreme on the channel



Time Spent Viewing

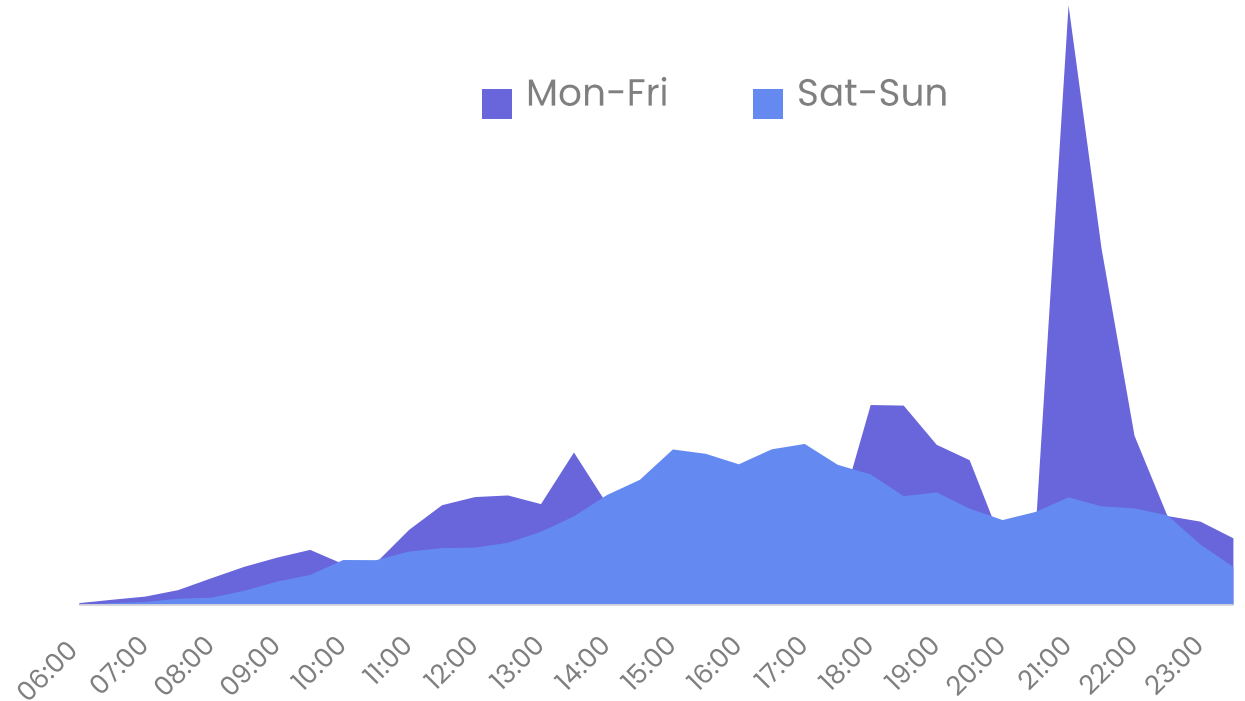
Averaging **3h06mins** for a single viewing session across weekday and weekend



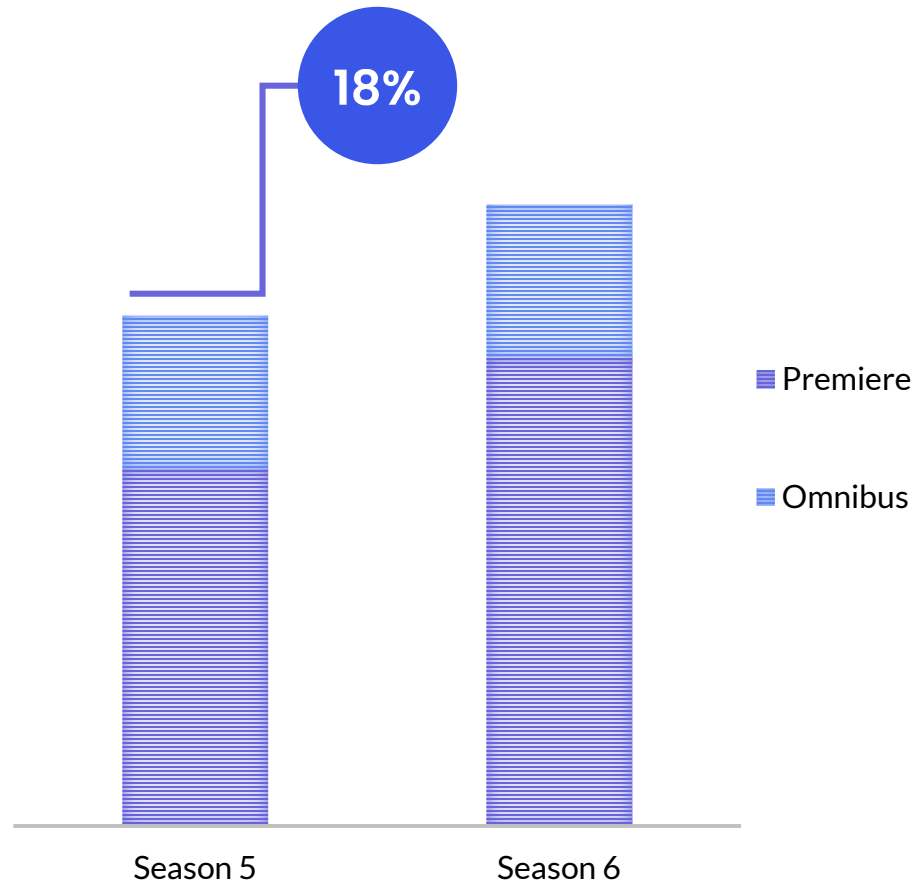
Social Media Followers

Over 1 million followers
Across platforms

Audience Flow Curve Weekday vs Weekend



Drama on Huba



HUBA

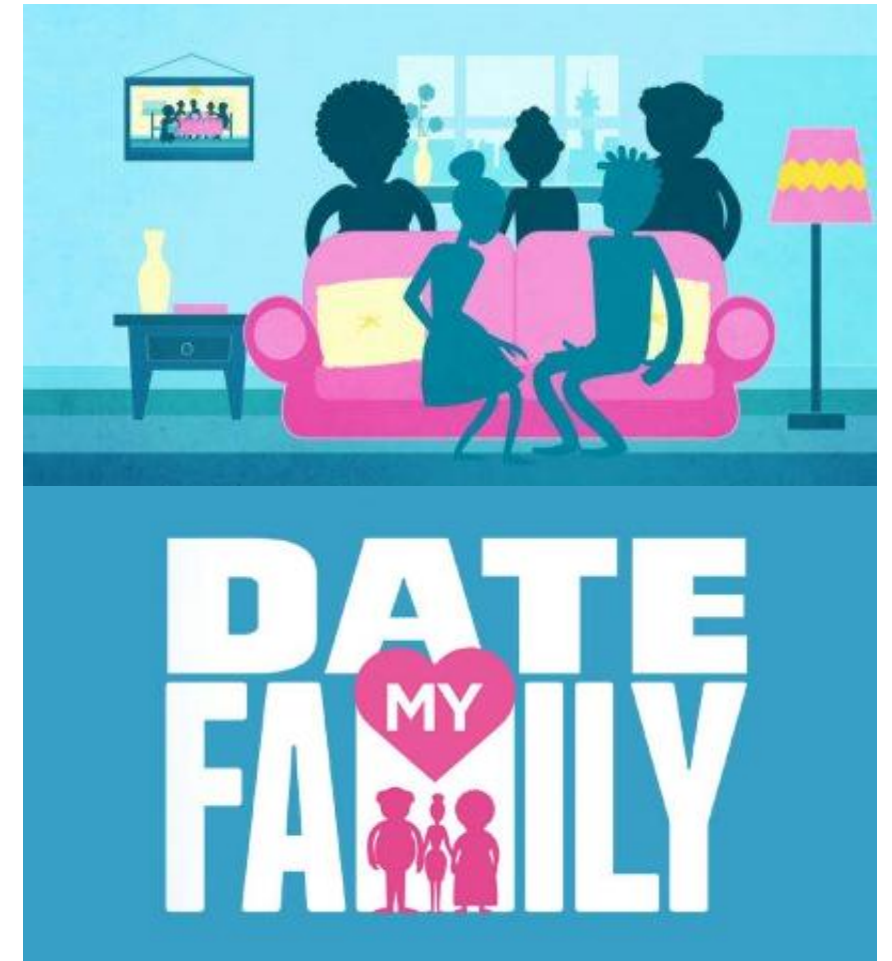
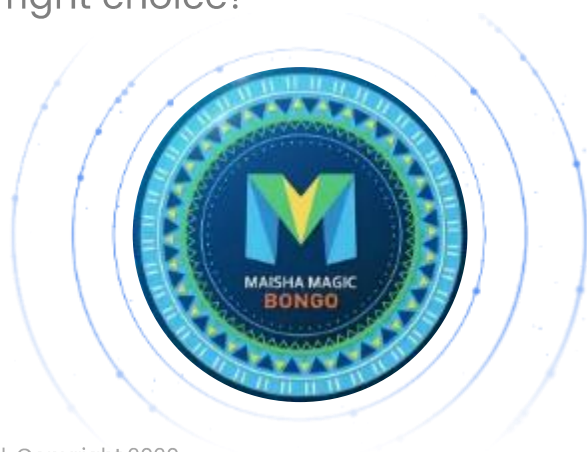


Upcoming new content

Following the success of the ultra-popular **Harisu Yetu** Maisha Magic Bongo is fast becoming the place to go for romance themed reality. On Sunday July 22, the channel is once again looking to strike ratings gold when it launches the fun and fresh reality series **DATE MY FAMILY**

How it works is simple yet oh-so-tantalizingly different.

In each 60 minute episode, audiences are introduced to a bachelor/bachelorette who's looking for love. That singleton is then sent on three dates – to meet the families of 3 potential partners. The twist in the tale? The bachelor/bachelorette must choose just one potential partner who they think they'll hit it off with – based solely on what the families say and do! But will they make the right choice?



Upcoming new content



Connect With Africa

The only Pan African multilingual news channel.

Launched on DStv, DStv Now and Gotv in March 2020, and will accept **advertising from end July 2020**.

With anchored shows, such as the daily bilingual breakfast show Morning Call, a team of **50 local correspondents, Africanews reports breaking news from the ground**, delivers unbiased reporting and showcases all the voices shaping the future of the continent



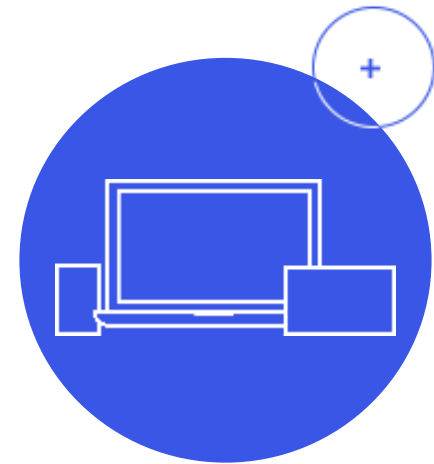
Summary



Viewership Growth



Additional Channels
to choose from



Multiplatform – offering more
choice of where to view.

+[□]
**Thank You
for Watching**⁺

The logo for DStv Media Sales is positioned in the upper right quadrant. It consists of the text 'DStv' in a bold, white, sans-serif font, with 'Media Sales' in a smaller, white, sans-serif font directly below it. The text is enclosed within a glowing blue circular outline that has a teardrop shape at the bottom, resembling a location pin. This graphic is set against a background of a glowing blue globe with a grid of latitude and longitude lines, and a network of blue lines and dots representing a digital or satellite network.

DStv
Media Sales