



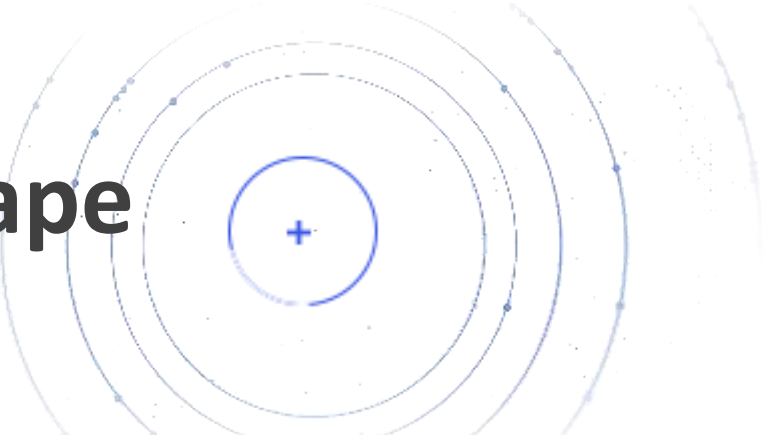
MIPAN PRESENTATION

Shift in Media Consumption

3 June 2020

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Shifting Landscape



COVID-19 OUTBREAK

NIGERIA C-19 CASES:
5,733 confirmed
2,501 recovered
254 deaths



GOVERNMENT RESPONSE

30 MARCH 2020
FULL LOCKDOWN INSTITUTED:
Restricted Living: Stay at home
Physical distancing mandated
All live events cancelled
No religious, social or sport gatherings allowed

IMPLICATIONS ON ECONOMY

Impact on economic performance



Interrupted media spend



Reduced consumer spending due to restricted movement and economic activity

Source: Covid-19 stats, as at 28 May 2020

Covid-19 Impact on Media

Shift in Media Spend

Impacted Industry Sectors



#stayathome:
*confinements, curfews
and quarantines.*



More than half of the world's population has been mandated to stay at home, by their governments, to curb the spread of the Covid-19 virus

Organisations State that Covid-19 Has Accelerated Their Digital Transformation



MultiChoice Response to Covid-19



MultiChoice Response to Covid-19



MULTICHOICE NIGERIA COMMITS N1.2 BILLION TO SUPPORT NIGERIA'S FIGHT AGAINST COVID-19

MultiChoice Nigeria has announced a number of initiatives to support the Federal and Lagos Governments' efforts in ameliorating the impact of the Covid-19 outbreak in Nigeria.



Approved inventory worth

OVER N550m

for highlighting the NCDC's COVID-19 Helplines and PSAs on more than 10 channels across DStv and GOtv



N200m to the Federal Government of Nigeria through the CBN



Donation of **10,000** test kits to the Nigeria Centre for Disease Control (NCDC)

N400m commitment to safeguarding income of cast, crew and creatives of various productions



Public Service Announcement on **COVID-19** prevention tips in English, Pidgin, Igbo, Yoruba and Hausa languages



N50m to the Lagos State Government

MultiChoice Response to Lockdown

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Open Periods & Broader Access

SPORT CHANNELS OPEN WEEKS:

18 MAR – 11 JUN

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



20 MAR – 14 MAY

- CNN
- Euronews
- Cartoon Network

2

Pop Up Channels

NIGERIA ONLY

- Hallelujah Channel: 1 Apr – 24 May

ALL:

- TBN African Easter: 9-13 Apr
- Ramadan Channel: 22 Apr-24 May
- Mindset: 1 Apr – 30 Jun
- M-Net Binge: 27 Mar – 31 Jul



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Free Access to News Channels

- CNN
- Sky News
- SABC Africa
- 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

Audience Ecosystem

Our content lives across different platforms:

- Over 60+ linear channels
- Online opportunities across different platforms
- Opportunity for brands to associate with content across platforms

OTT/SVOD



LINEAR/LIVE



DIGITAL
SOCIAL/COMPETITIONS





africanews.

sky news

BREAKING

NEWS

CNN

Television one of the Main Sources of Information

TV is relied on for accurate and up to date information to find out what is happening in the world and around the country