



DSTV
Media Sales

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□ Ghana

Shift In Media Consumption

Content Outline

- 01 The COVID-19 Impact
- 02 Pay TV Penetration in Ghana
- 03 Media Consumption Pattern
- 04 New Opportunities

A microscopic image of a coronavirus particle, showing its characteristic spherical shape and numerous spike proteins extending from its surface. The image is rendered in shades of blue and white, with a dark blue background. The particle is the central focus, with several other smaller particles visible in the background. A large white circle is overlaid on the right side of the image, containing the title text. A horizontal blue bar is positioned to the right of the text "The COVID-19".

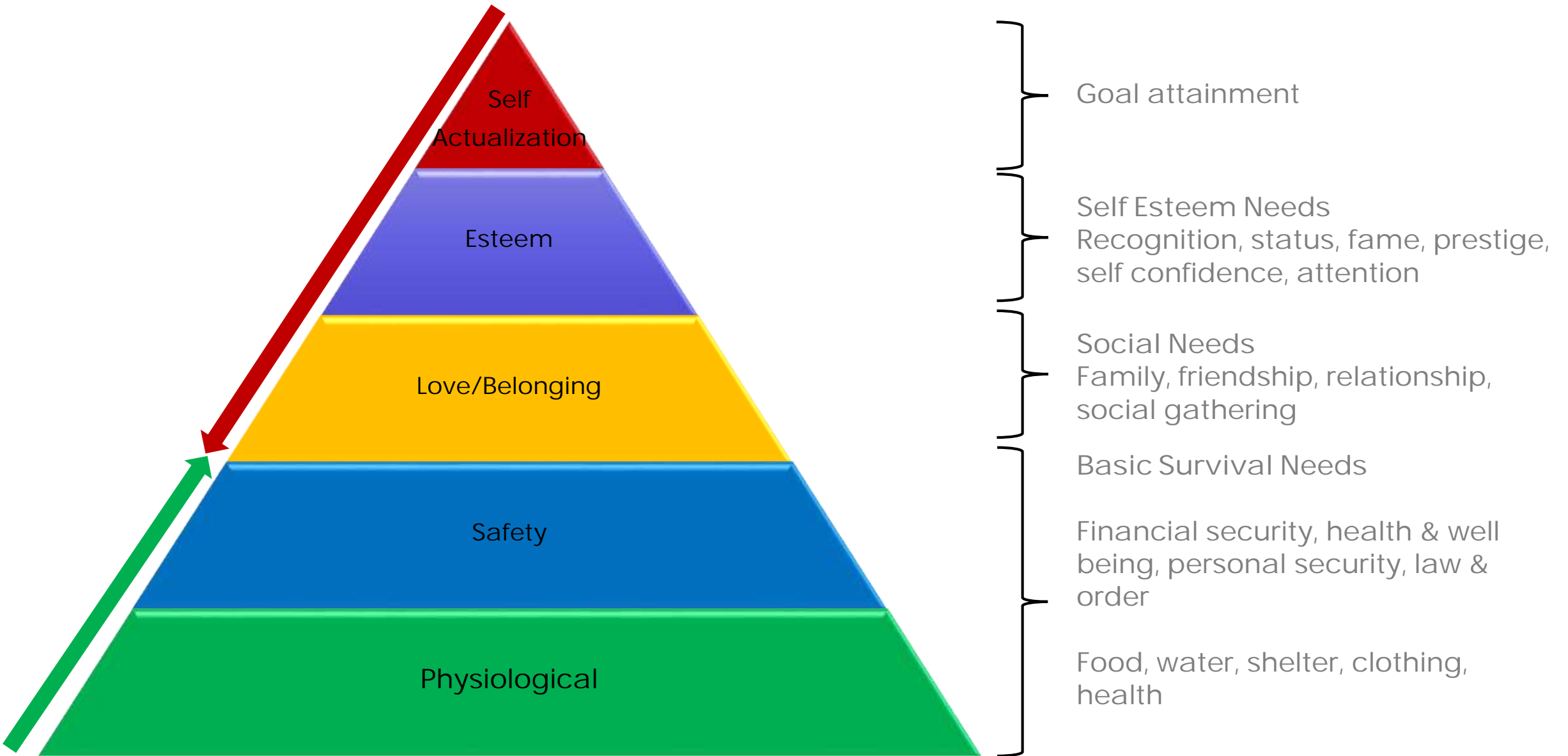
The COVID-19 Impact

There Has Been A disruption in consumer behaviour

The COVID-19 pandemic has affected every aspects of our lives. Different government have reacted by imposing measures like lockdown/curfews to reduce the spread of the virus which has affected consumer lifestyles and forcing us to adapt to our new ways of living. From social distancing to remote working, reduced spending, downscaling, change in shopping habit etc., it feels like a whole new world.

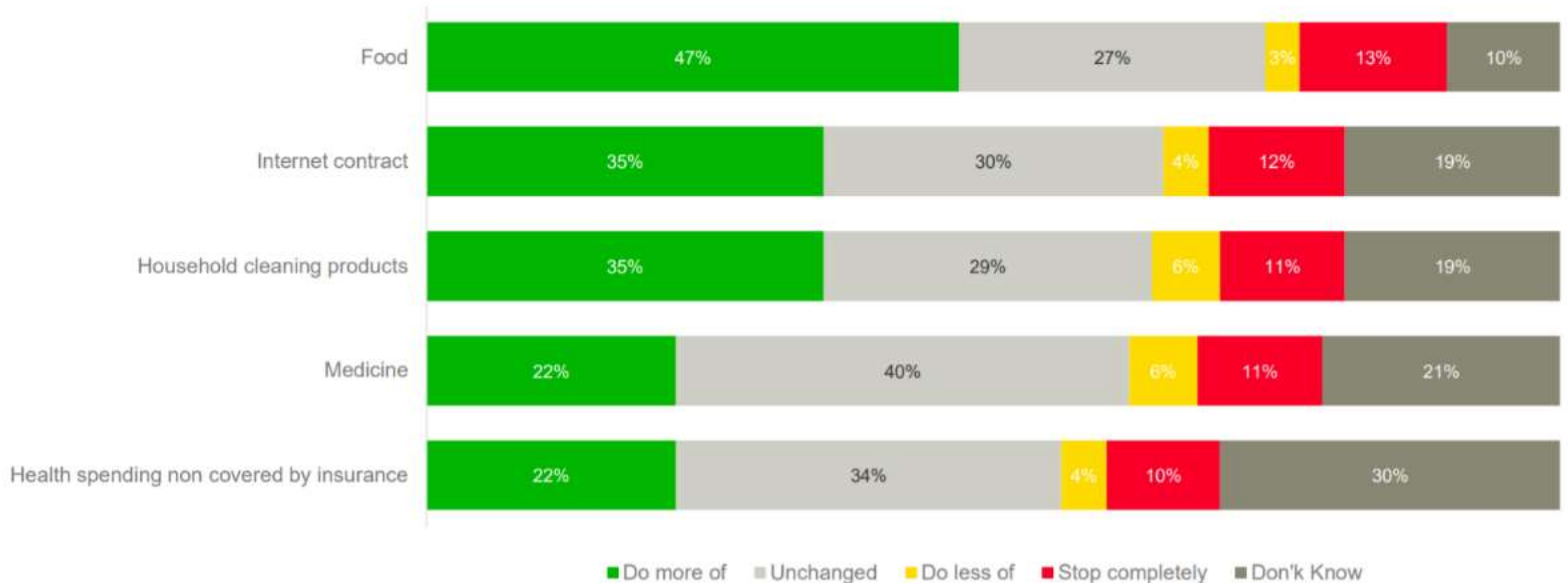


A Shift In Priority For Consumer Needs



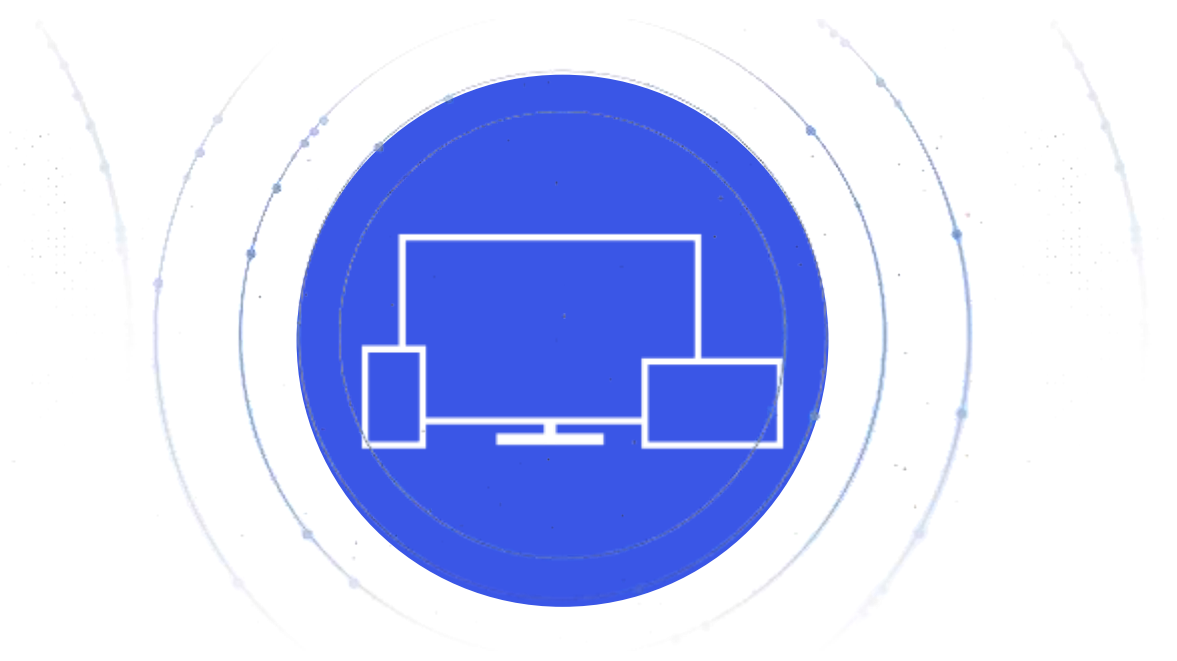
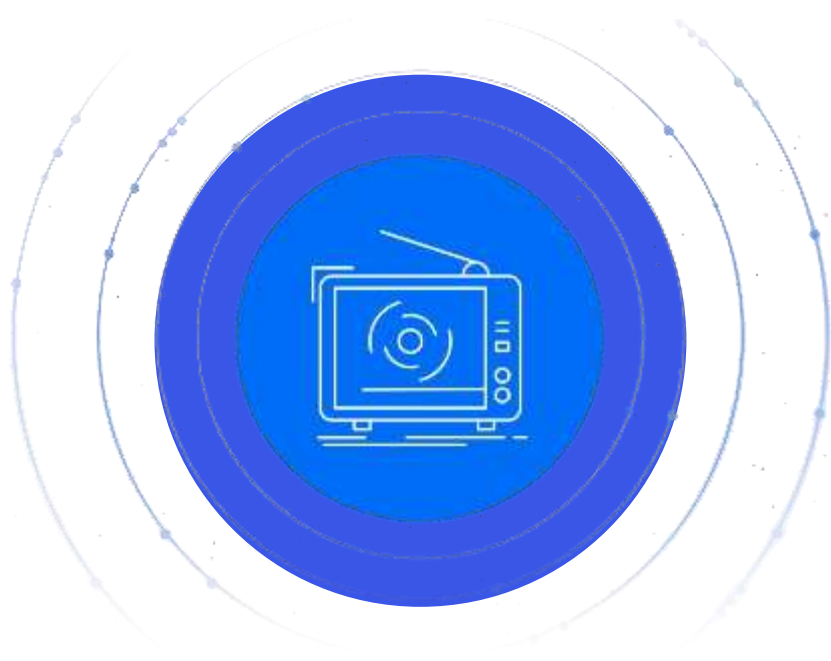
Leading to an Adjustment to Purchase Behaviour.

Expenditure on food, internet and household cleaning products have increased in the midst of the crisis



And Media Consumption Is Now In-Home

The consumption of video content has grown with the emergence of COVID-19 and the apparent lockdown across different states. From sourcing for information to watching entertaining content, video content consumption has seen a rise across two major medium; TV & Digital. New contents are being created to keep the audience entertained and engaged.



Immediate Trends Came Into Being Overnight



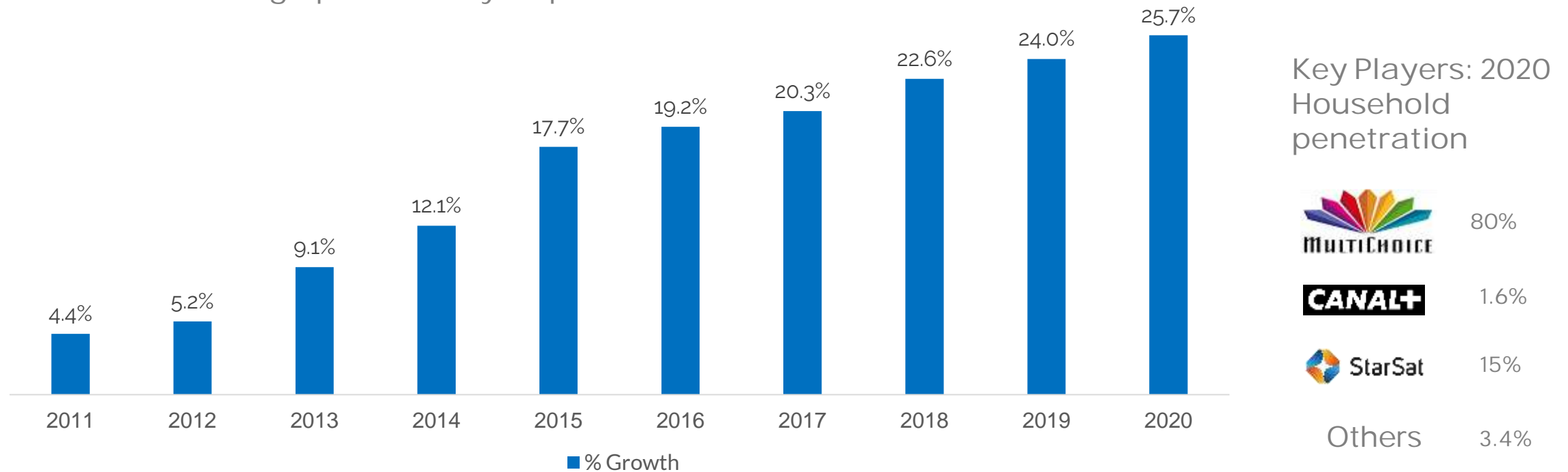
- More TV is being consumed.
- TV is being complimented with high levels of social media interactivity.
- Digital Transformation is further accelerated -
 - Fintech
 - Digital Education
 - Digital Health
- Growing Financial concerns across the board.
- More awareness over handling of cash (cashless), product origin and hyper-local.



Pay TV Penetration in Ghana

YOY Growth of Pay TV Penetration in Ghana Households

Adoption of Pay TV by Ghana households has grown by 959% in the past 10 years, from 2011. Multichoice making up 80% of Pay TV penetration.



53% of the Pay TV Households in Ghana are active MultiChoice subscriber households

More Desire For Movies, Football & News With A Greater Willingness To Pay To Watch Them On Pay TV

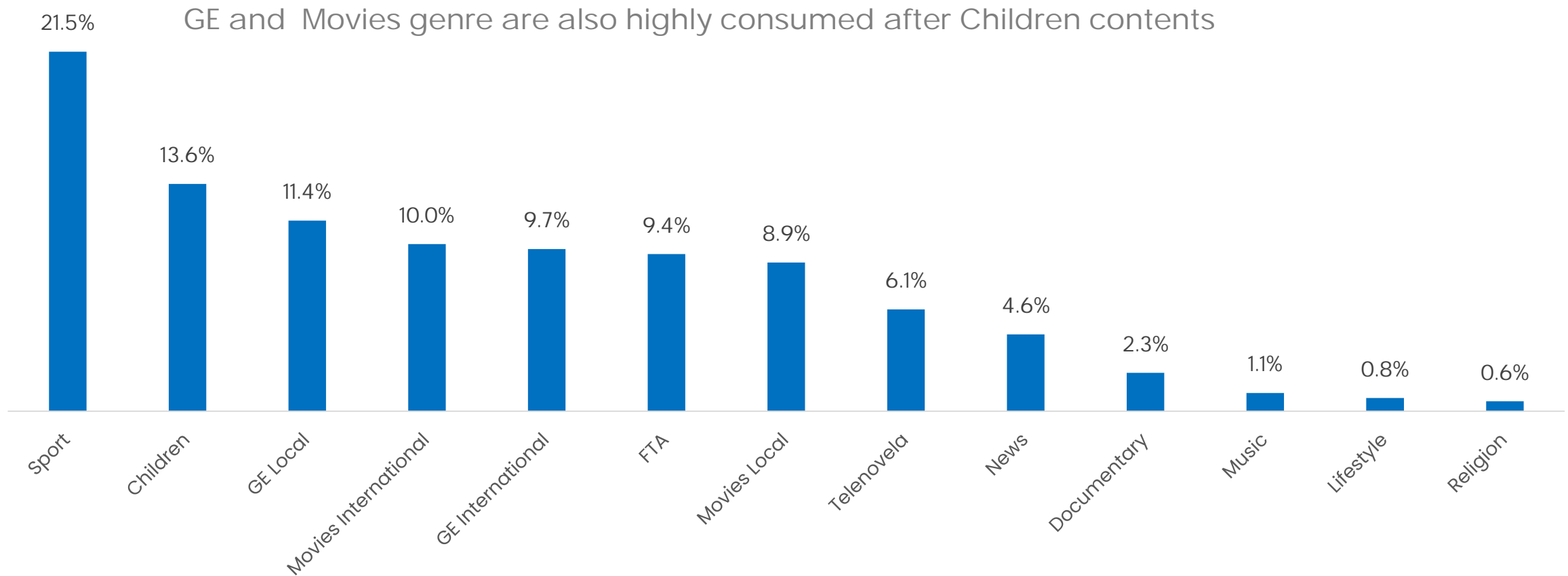




Media Consumption Pattern

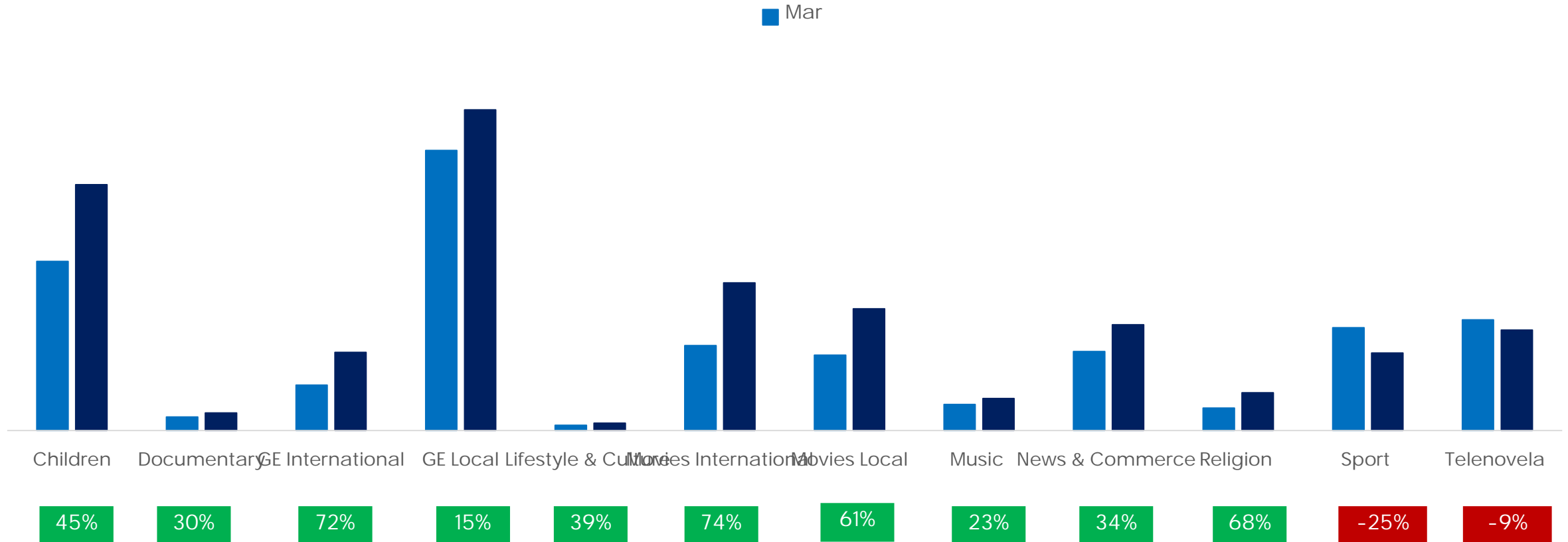


Traditionally, Media Consumption Has Been Led By Strong Sports Content



However, In A Covid World, These Has Changed

Using the Nigerian viewership case as an example and with the halt in all sporting activities globally, the need for information & awareness on the global scourge of COVID-19 has led to an increase in the consumption of News & Commerce and to stay entertained while on lockdown, there is an increase in the consumption of General Entertainment, Movies & Children content.



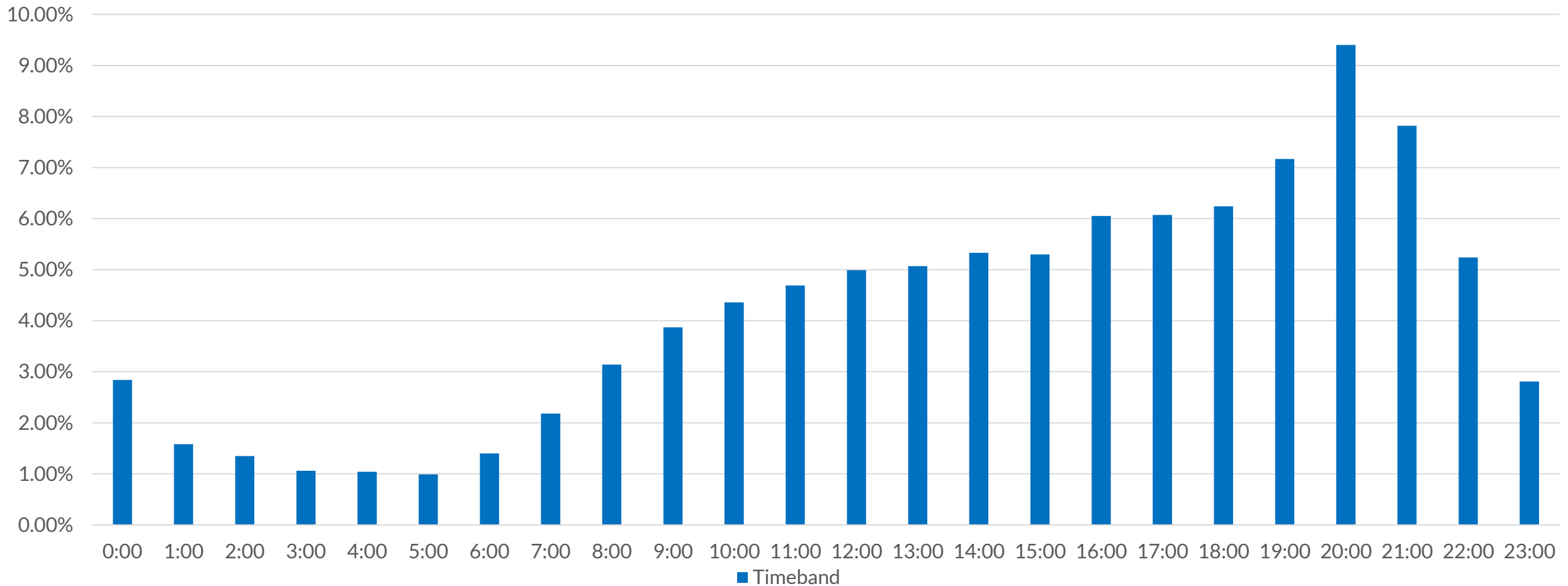


On-The-Go
Content
Consumption

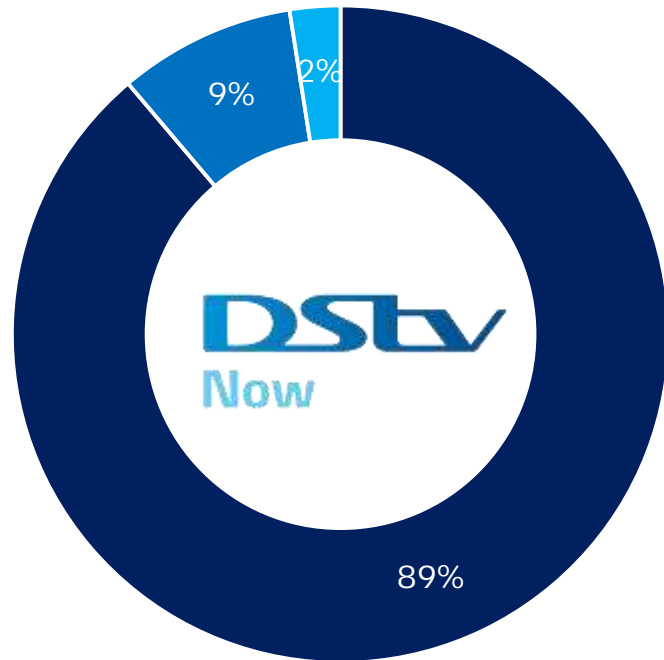


DStv Now Timeband Access Distribution

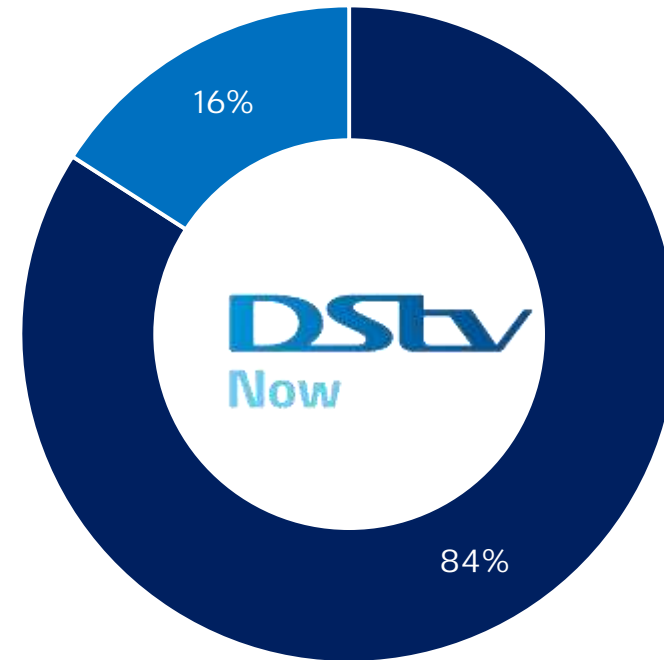
Occuring As Early At 10am And Building To A Peak At 8pm



Accessing The Platform Is Mostly Via Mobile And Mostly Live Shows Are Watched

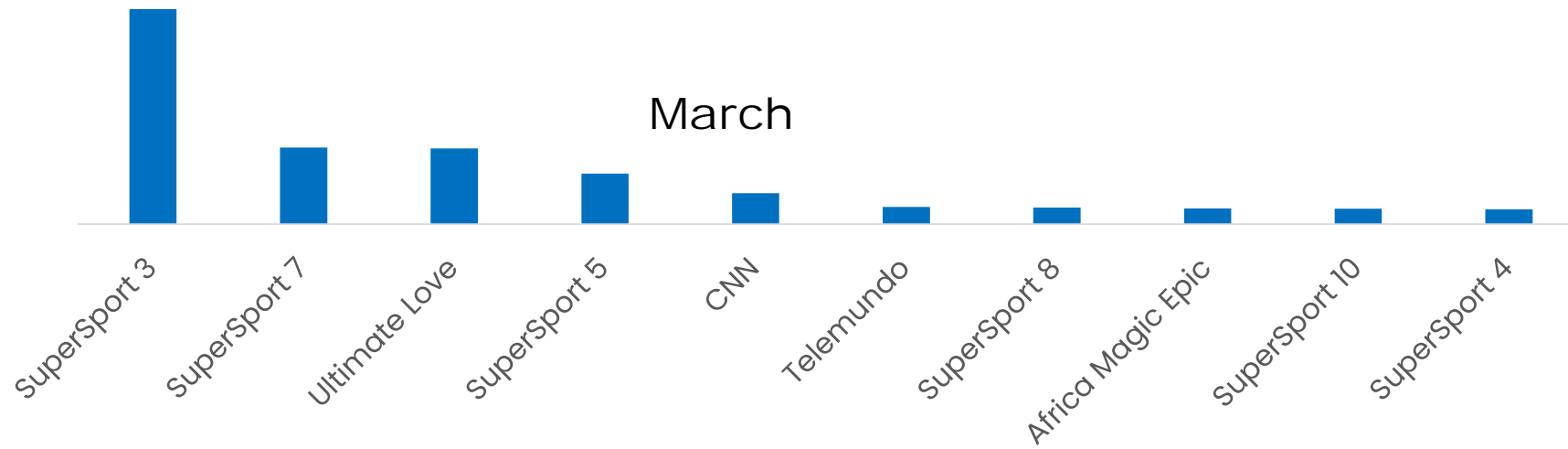


■ Mobile ■ Web ■ Leanback

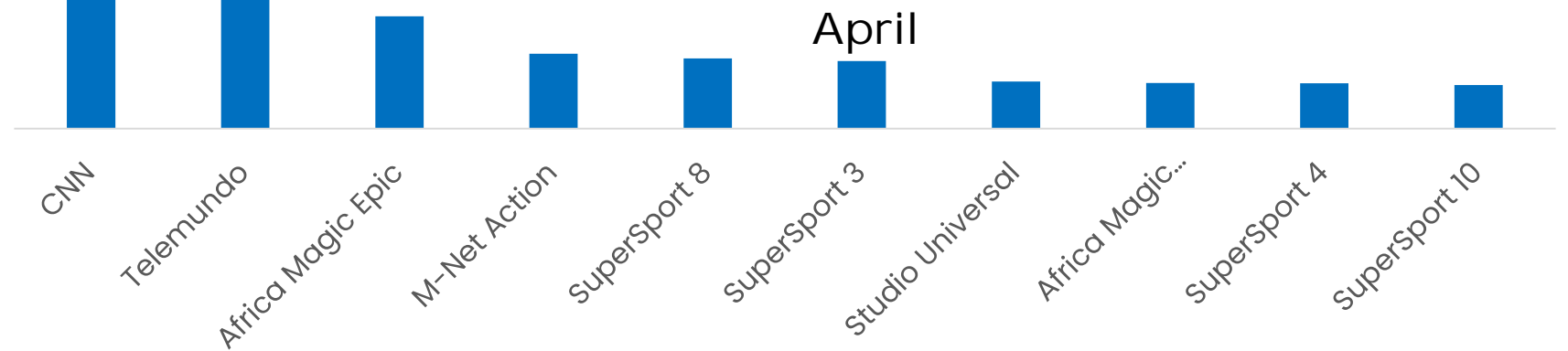


■ Live ■ VOD

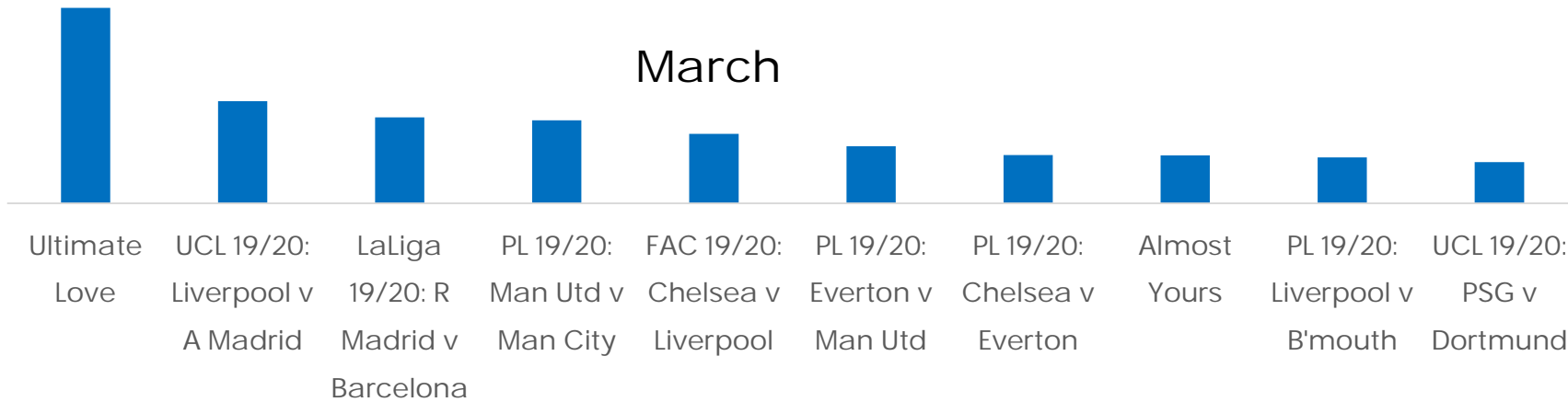
A Major Shift From Sports Content Consumption



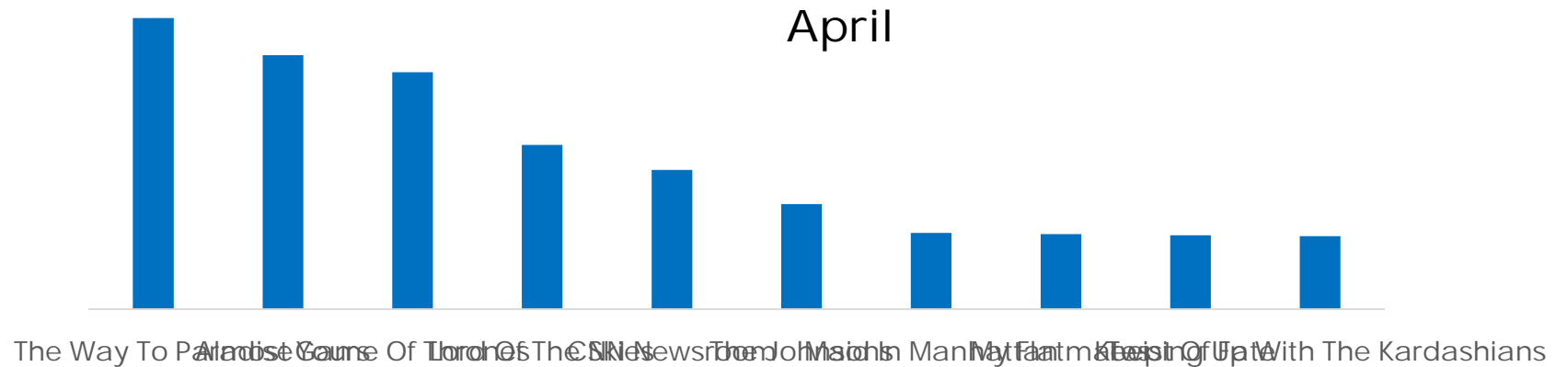
Suspension of sport leagues led to low impression delivered in April. The need to stay informed and entertained delivers high impressions for News, Telenovela, Movies Local and International.



A Major Shift From Soccer Leagues



Suspension of sport leagues led to low impression delivered in April. The need to stay informed and entertained delivers high impressions for News, Telenovela, Movies Local and International.





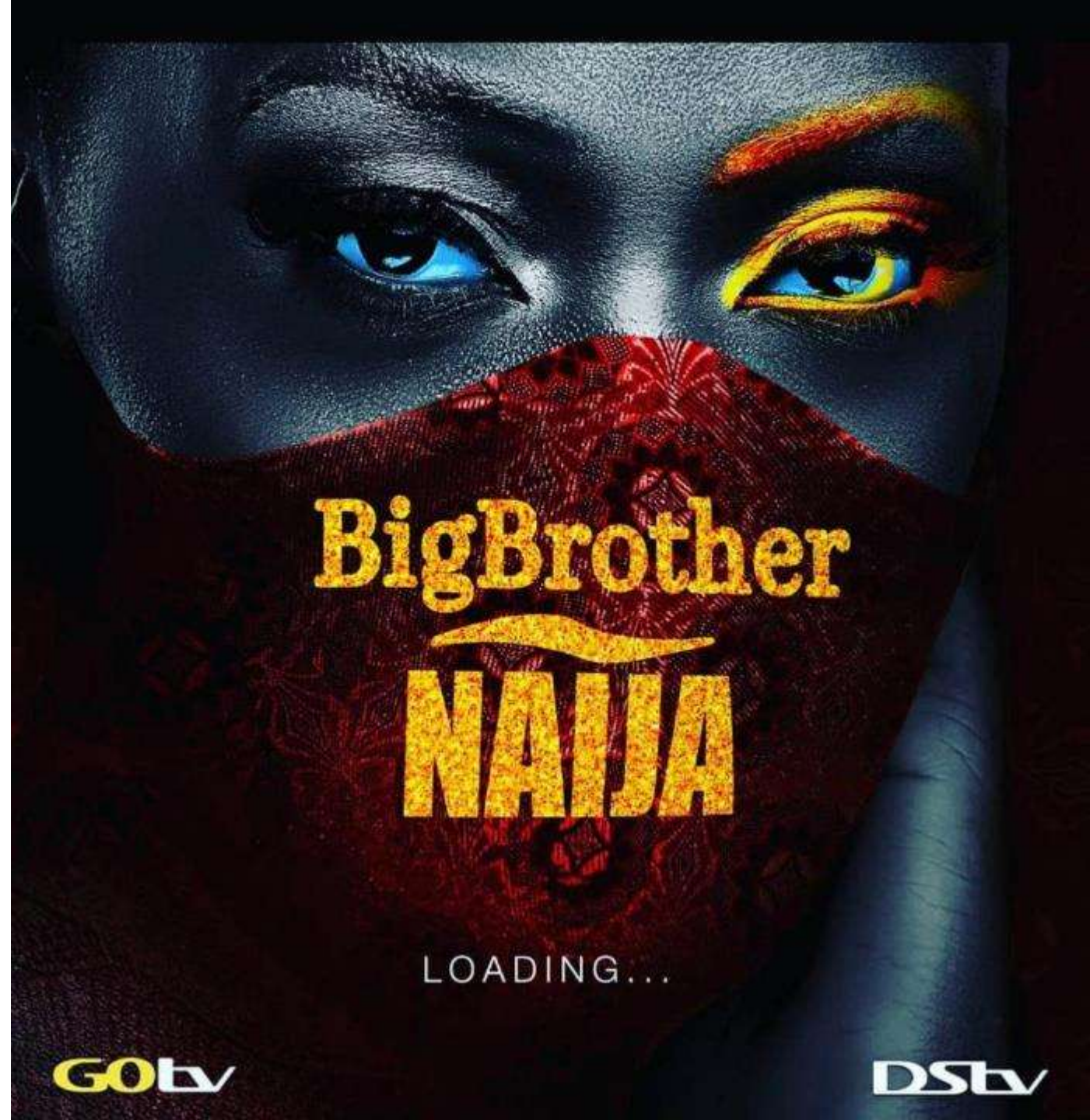
New Opportunities



Big Brother Naija

Season 5

Big Brother Naija is Africa's No. 1 reality TV show. The show has been a huge success YOY with the last season recording over 400% increase in viewership on the BBN Channel from 2018 on linear TV with an approximately 60% increase in social media following. BBN Naija Season 5 commences in July 2020 and will be aired for 10 weeks.



The Channel That Empowers Ghanaian Culture

The first thematic channel dedicated to Ghanaian music and entertainment in all its forms. Trace Jama combines top urban music videos, exclusive interviews of celebrities and original features related to Ghanaian culture (music, fashion, dance, sport, lifestyle, cinema)



Trace Jama Flagship Programs



TOP 10 HIGHLIFE

Top 10 Afropop Ghanaian hits
(Mzvee, Bisa Kdei, Efyaa..)



GHANA HIT 30

30 most popular hits on TRACE
Ghana



TOP 10 SOUNDSYSTEM

Top 10 of Ghanaian sound
system artists = Shatta Wale,
Stonebwoy



DJOUBA

Top 30 biggest hits on the continent
(show aired on all TRACE channels)



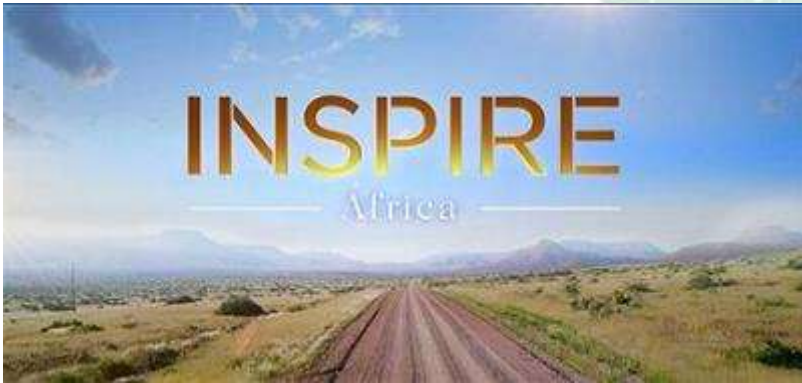
FOCUS

1 hour dedicated to one
Ghanaian artist



STREAM IT

Who are the artists with the most
stream? Discover them with stream it



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

Thank You
for Watching

DStv
Media Sales

