



DStv
Media Sales

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Executive Head of Sales SA & Marketing

+ **TV...**
TeleVision to
Total Video

DStv
Media Sales



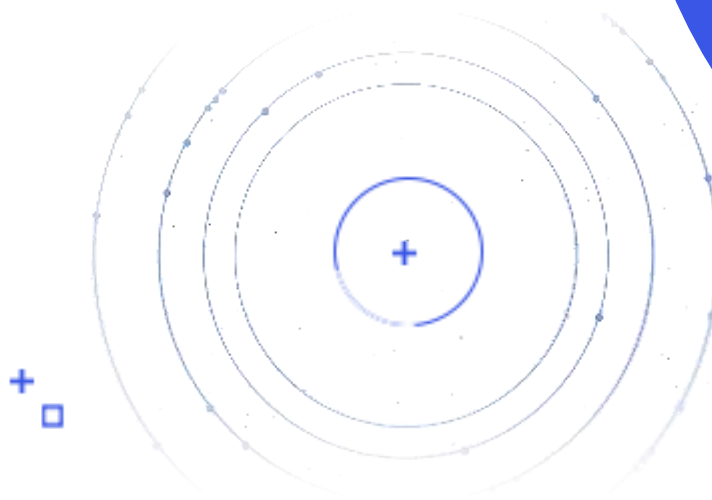
The logo for DStv Media Sales, featuring the word "DStv" in a bold, white, sans-serif font above the words "Media Sales" in a smaller, white, sans-serif font. The logo is centered within a white teardrop-shaped outline that is part of a larger, glowing blue circular pattern.

CONVERGENCE OF SCREENS

The Acceleration of Video (Content)

Looking at the Pre and Current COVID World, one key viewing item has been noticeable in its growth, and that is **VIDEO**.

Whether consuming via the traditional norm of TV, via streaming or via actual screen to screen interaction, **VIDEO** has seen dramatic growth...and with that growth an increase in the hunger for more content across a multitude of platforms.



Convergence of Screens has Commenced

TV Becoming Like Digital



Connected TVs
Streaming Wars
Major Data / Tech Investment



Digital Becoming Like TV



OTT Devices
Streaming Wars
Major Content Investment

And Convergence Brings us the Best of Both Worlds

The Best Of TV



- Highest Quality Content
- Effective Audience Reach
- Brand Safe & Engaging environment

Your
IPTV/Video
Strategy
sits here

The Best Of Digital



- Precise Audience Targeting
- Performance Optimised Campaigns
- ROI & Attribution Insights

How Are Viewer's Consuming DStv Digital Video

Leanback

Explora Set
Top Box
Connected to
internet



Mobile
Phones
Via DStv Now App



Website
Via DStv Now



Smart TVs
Via DStv Now



Apple &
Android
Via DStv Now

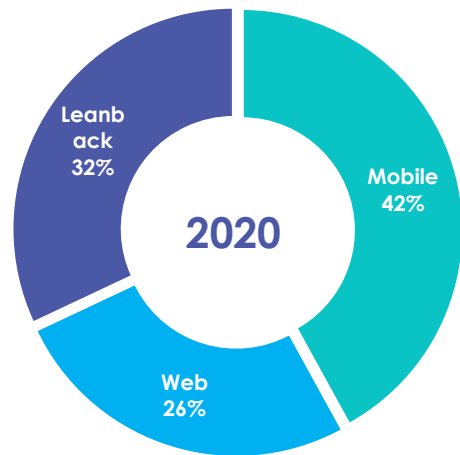
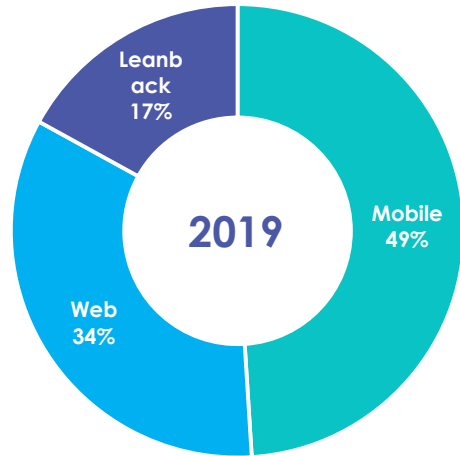


Xbox
Via DStv Now



Growth of Leanback Viewing via DStv Now

Redefining how TV is Used



androidtv

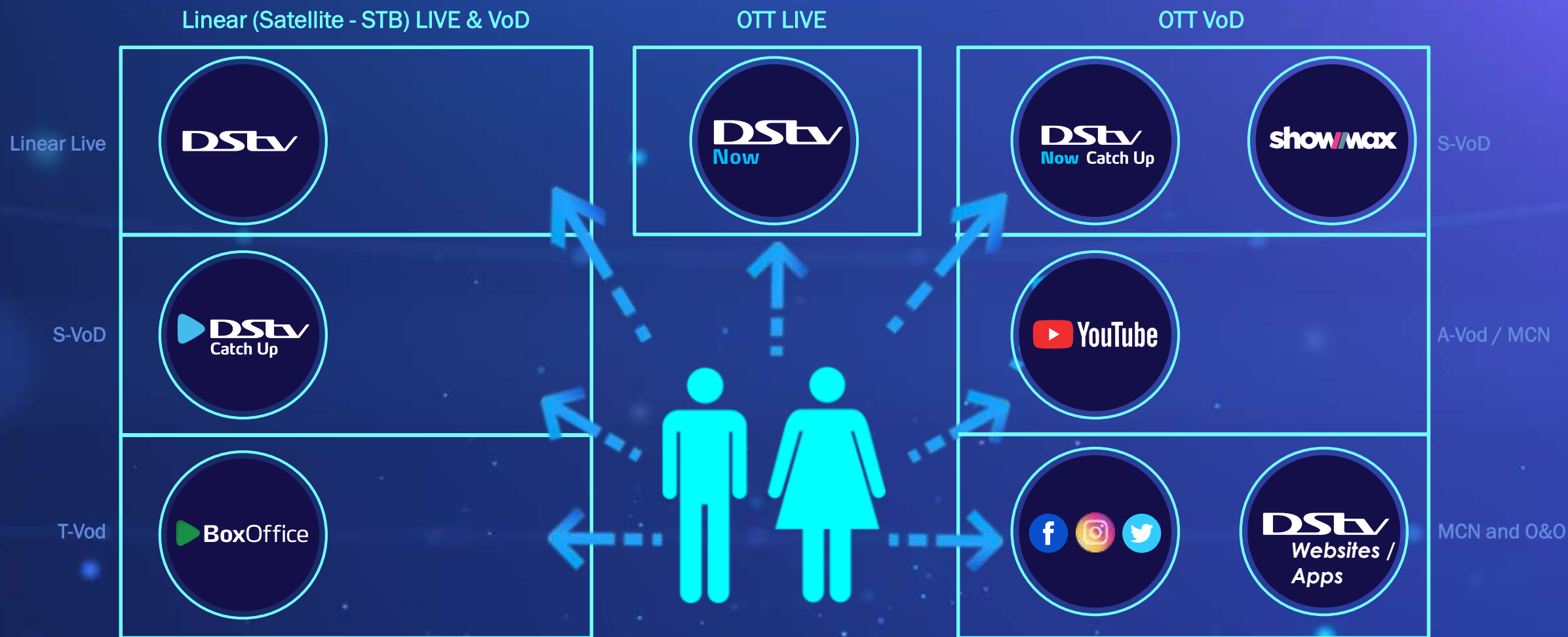


DMS TOTAL VIDEO: CURRENT STATE



Embracing Total Video

The DMS Commercial Ecosystem





Who is Watching?



DStv Catch Up Fast Facts

20%

Total Subscriber
Base have access
to Catch Up

70%

Of total DStv Premium
Subscribers have
Catch-Up, of which
20% have a Connected
Explora

22%

Of the Explora Base
actively utilize the
Pause Function

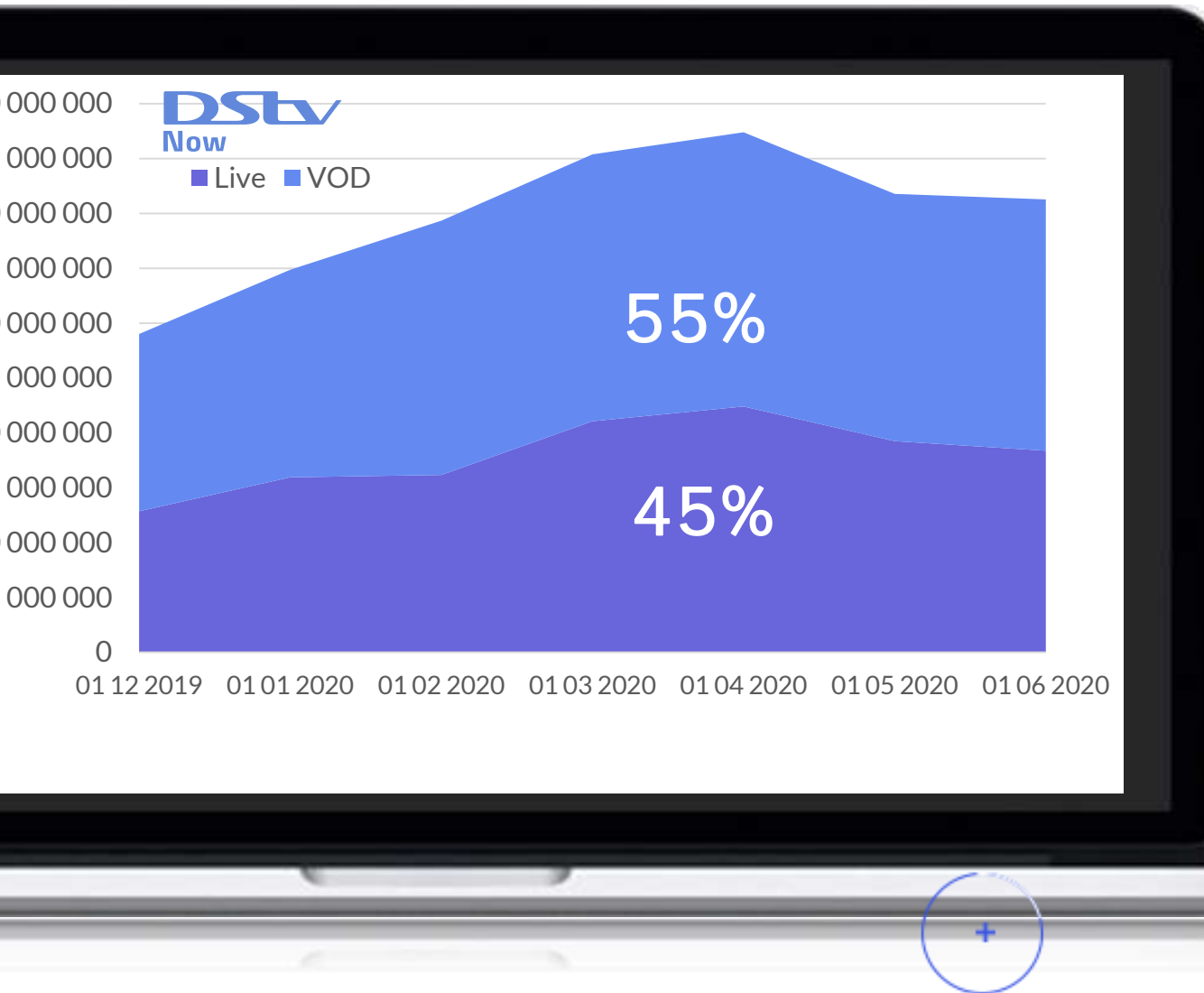
32%

Growth of Catch-Up
Audiences
Jan – June YOY



DStv
Catch Up

DStv Now Live vs Catch Up



Live: 174% Increase
in Total Impressions Jan-Jun '19 vs '20

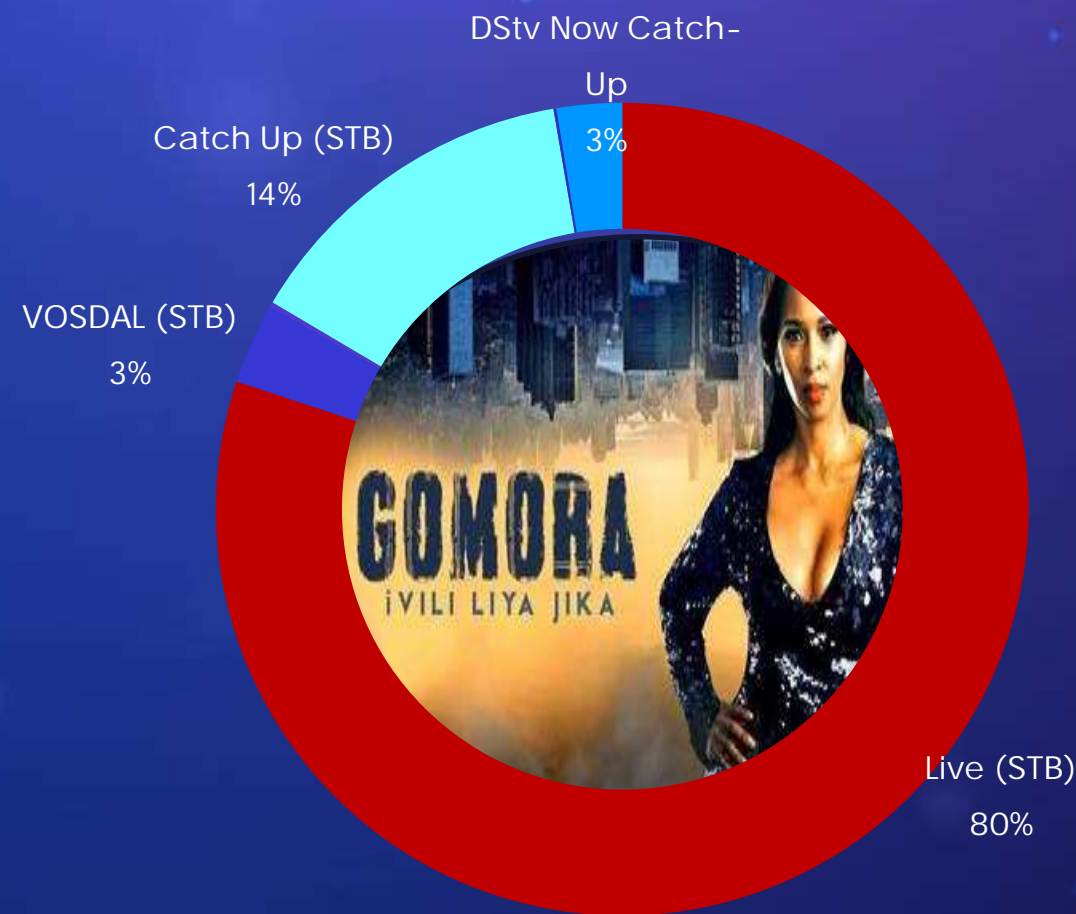
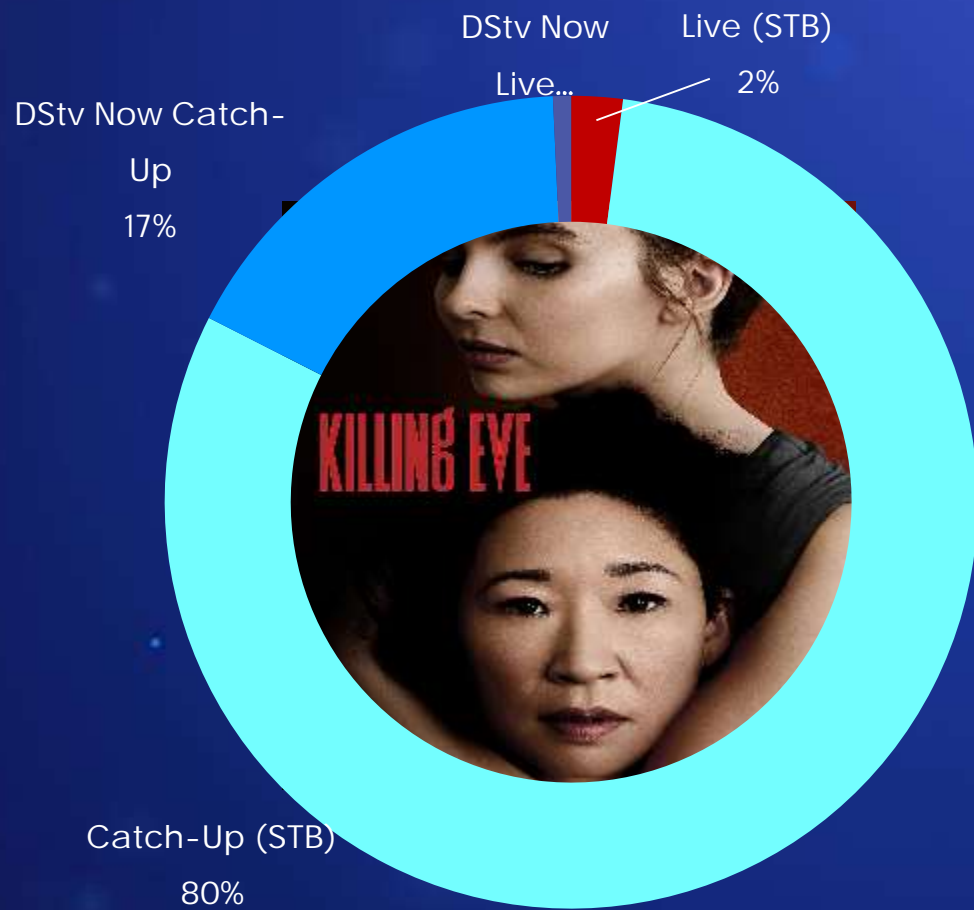
VOD: 57% Increase
in Total Impressions Jan-Jun '19 vs '20

Steady growth of total impressions MoM as well as the noticeable growth across Live streaming and Catch Up.

Data up till 29th June 2020

The Video Stack – Viewer Disruption

Based on total impressions



DMS Total Video: Future State



DMS Re-Imagined

Where Do We Want To Be



- **Unified marketplace across linear & digital for all our assets**
- **Dynamic advertising insertion solutions**
- **Increase digital assets to build scale for advertisers**

How Are We Going to Get There



- **Invest in upskilling our people**
- **Spearhead trading in the Broadcast, Digital & VoD landscape**
- **Advanced reporting and analytics for better campaign tracking and transparency**

Ad Tech



- **Programmatic Trading Portal (PTP)**
- **Private Market Place (PMP)**
- **Dynamic Ad Insertion (DAI)**
- **Viewability & Verifiability (V&V)**
- **Data Management Platform (DMP)**
- **Addressable TV**

In Closing...



What This Means for Advertisers

Linked to content, brand & platform activity



Thank You

DStv
Media Sales

