

Covid-19 Viewership Trends

Shift in Media Consumption

*TV Viewership Grows Across
the World*

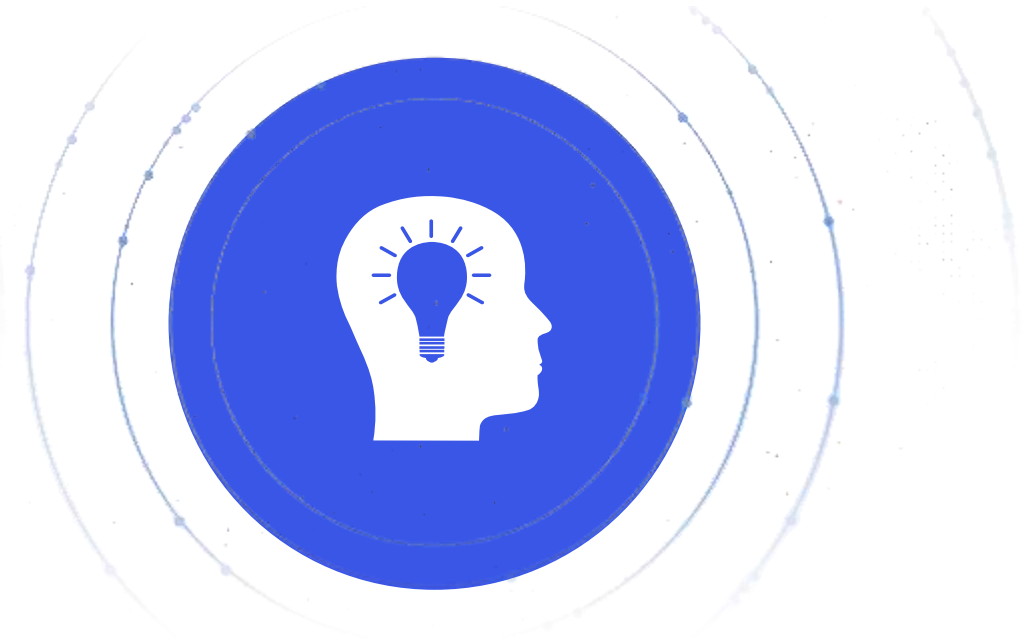


Consumer Trends & Behaviour Shifts



Change in Consumer Behaviour

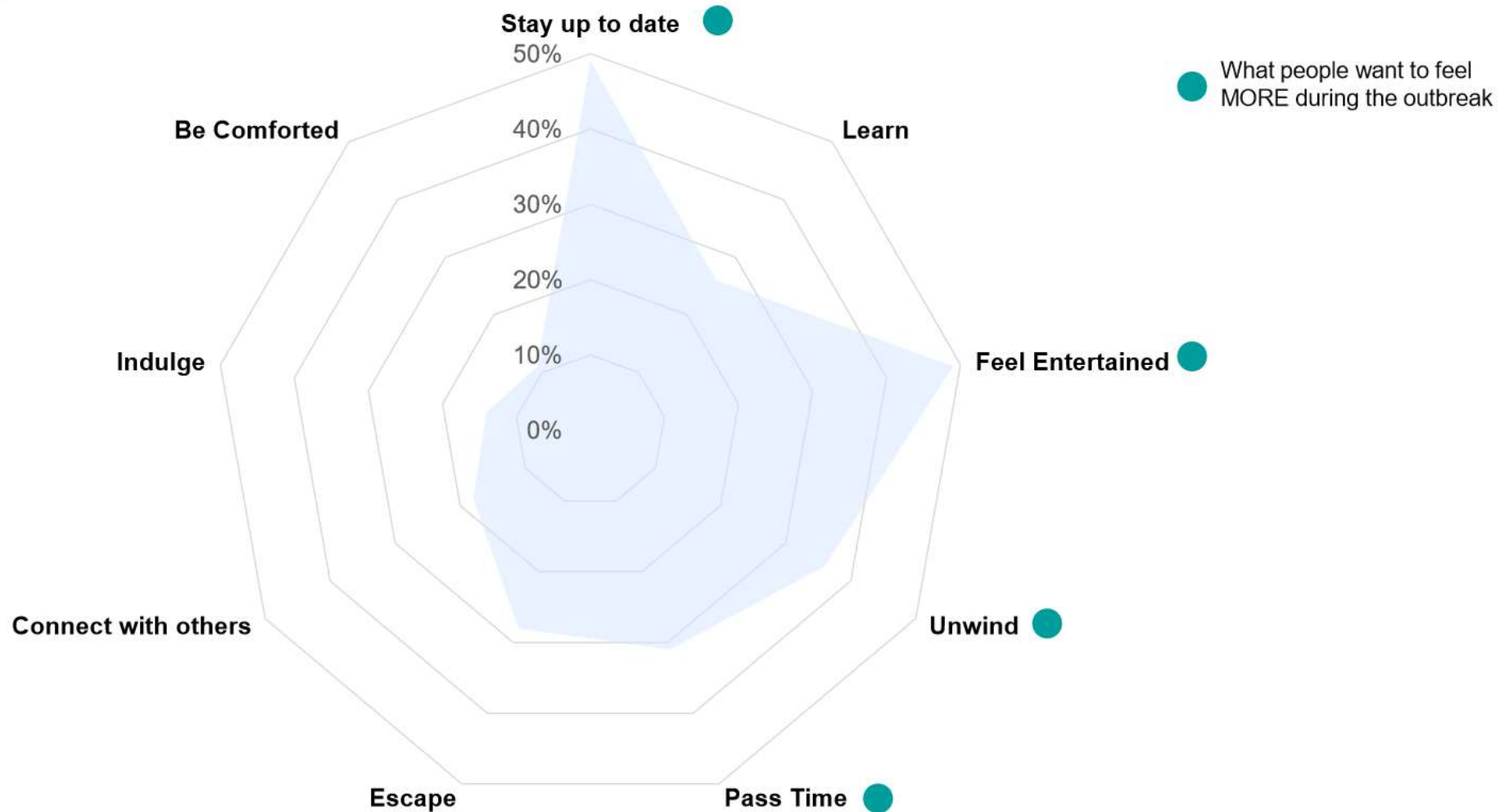
- Limited outdoor activities
- Shifts of media habits
- Move to online
- Brand switch
- Changing priorities



Change in Consumer Attitudes

- Cherish life and family
- Change in social value
- Enhanced consciousness towards health
- Anxiety about personal impact
- Shifts in choices

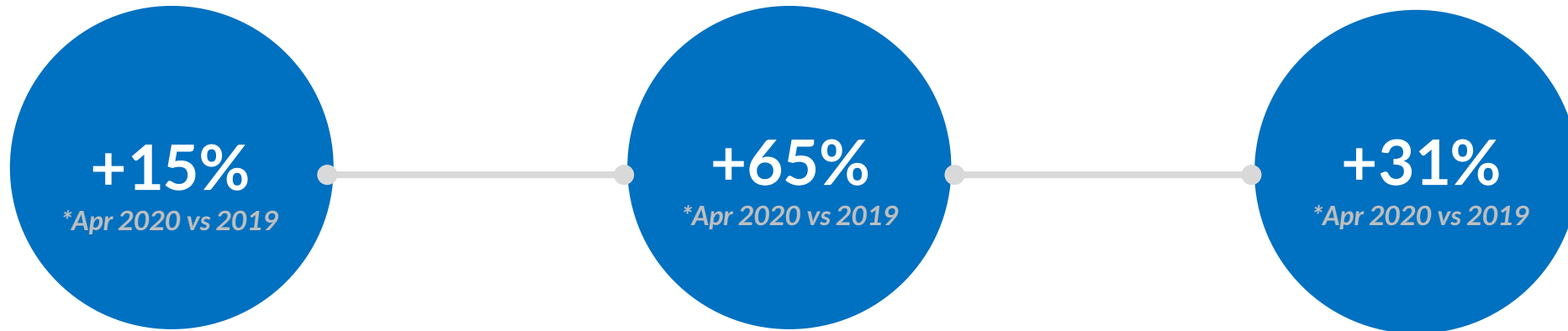
Choice of Content During Covid-19







DStv Viewing Trends in Nigeria



Average Weekly Reach

The MPS research puts the average weekly reach across the DMS channels, at 44.5mil for April 2020

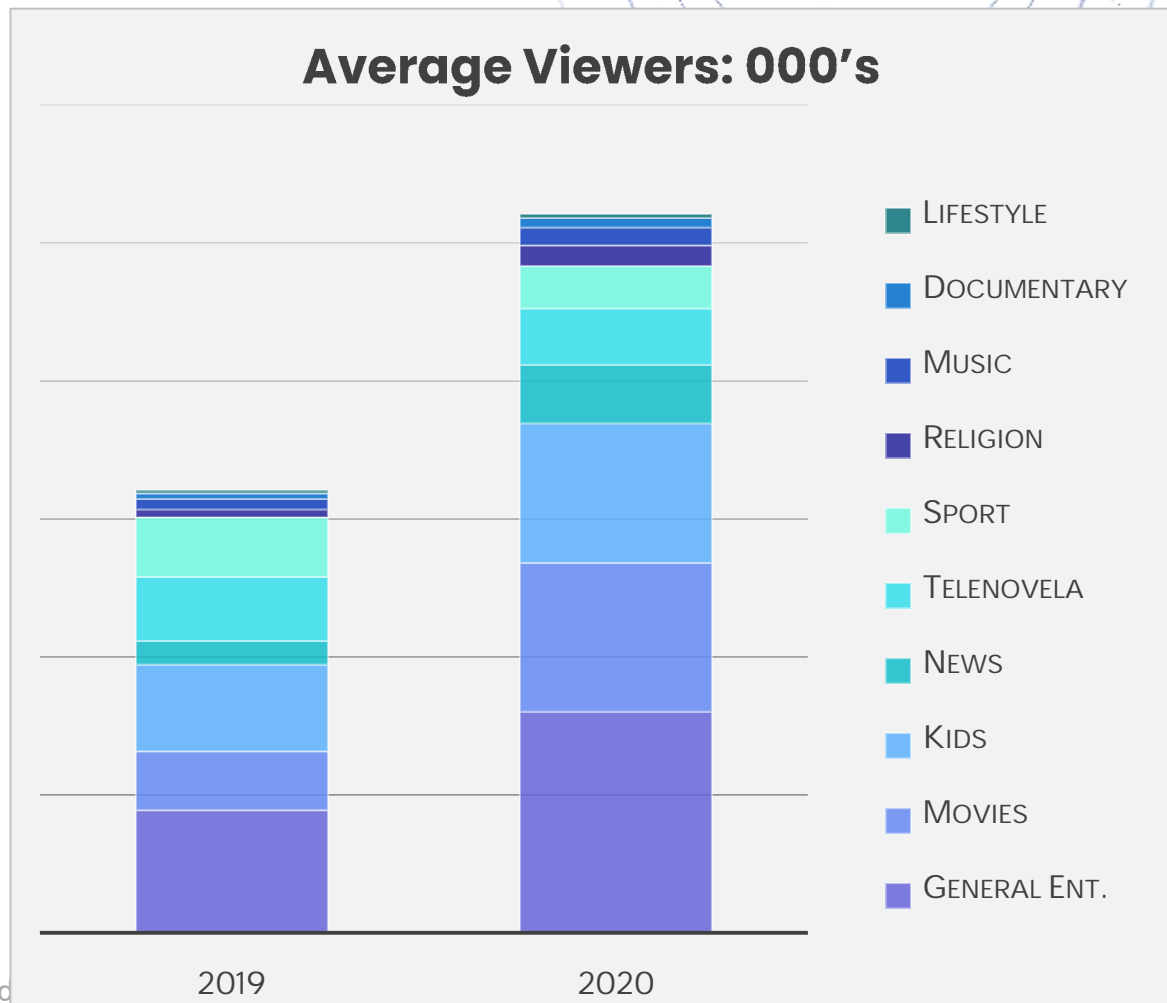
Average Viewers

Viewers come in as early as 6am and audiences build strongly across the day, culminating in prime time

Time Spent Viewing

Averaging 3h17mins for a single viewing session, from 2hrs 30mins, at the same time last year

Audience Size by Content Genre



@yourd

Source: DStv-i, April 2020 vs 2019, All Adults, 15+

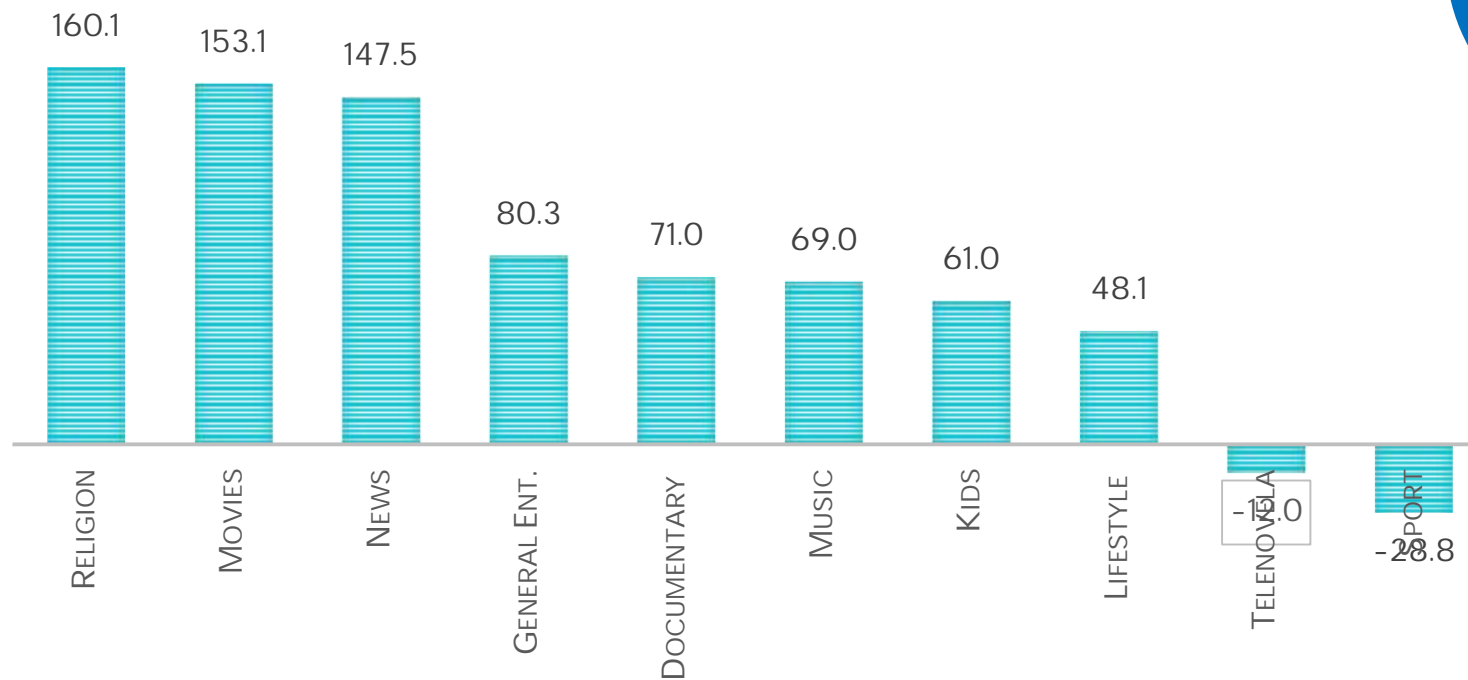
DStv

- YORUBA
- URBAN
- EPIC
- FAMILY
- IGBO
- HAUSA
- SHOWCASE

In terms of size of audience, General Entertainment continues to entice the biggest volume of viewers, driven by local content. Movies come in at second place.

Content Genre Viewership Changes (%)

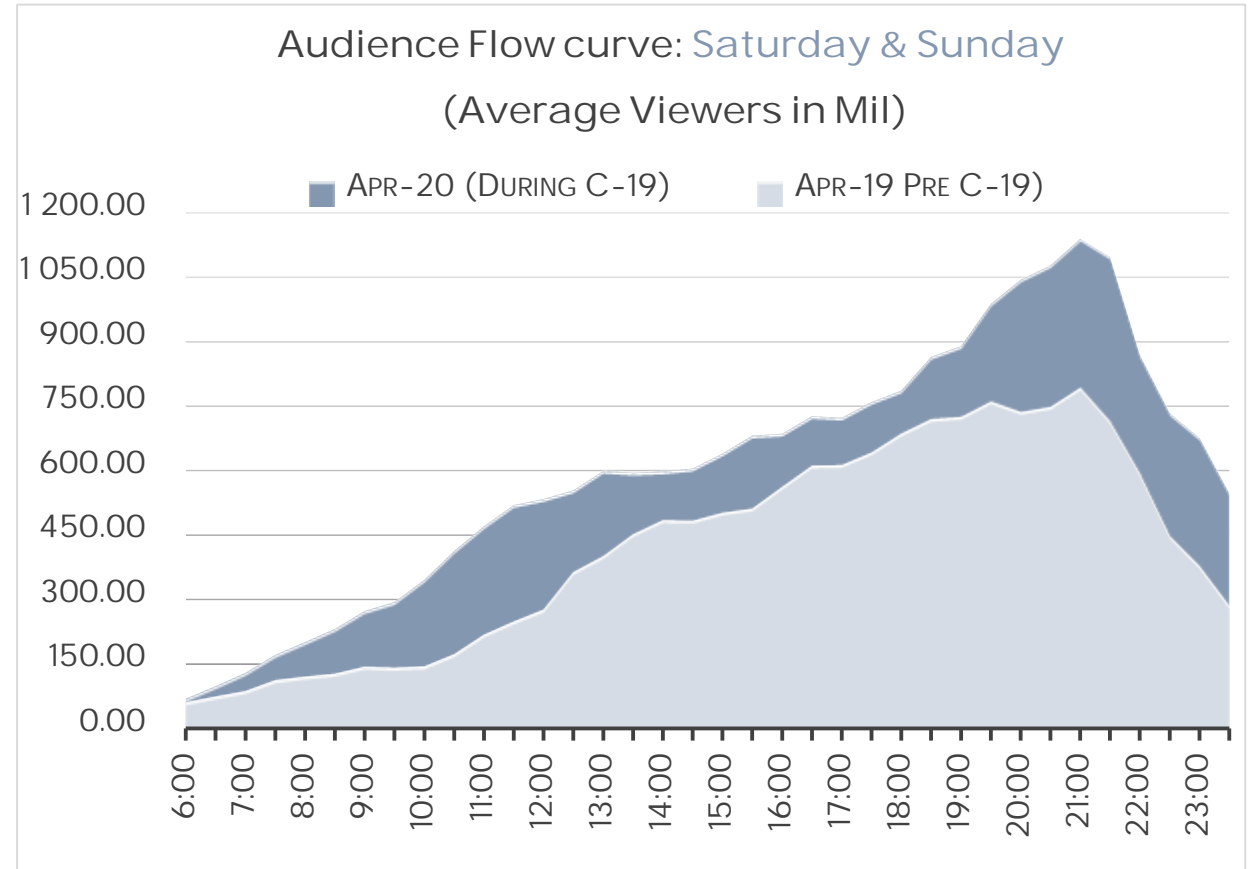
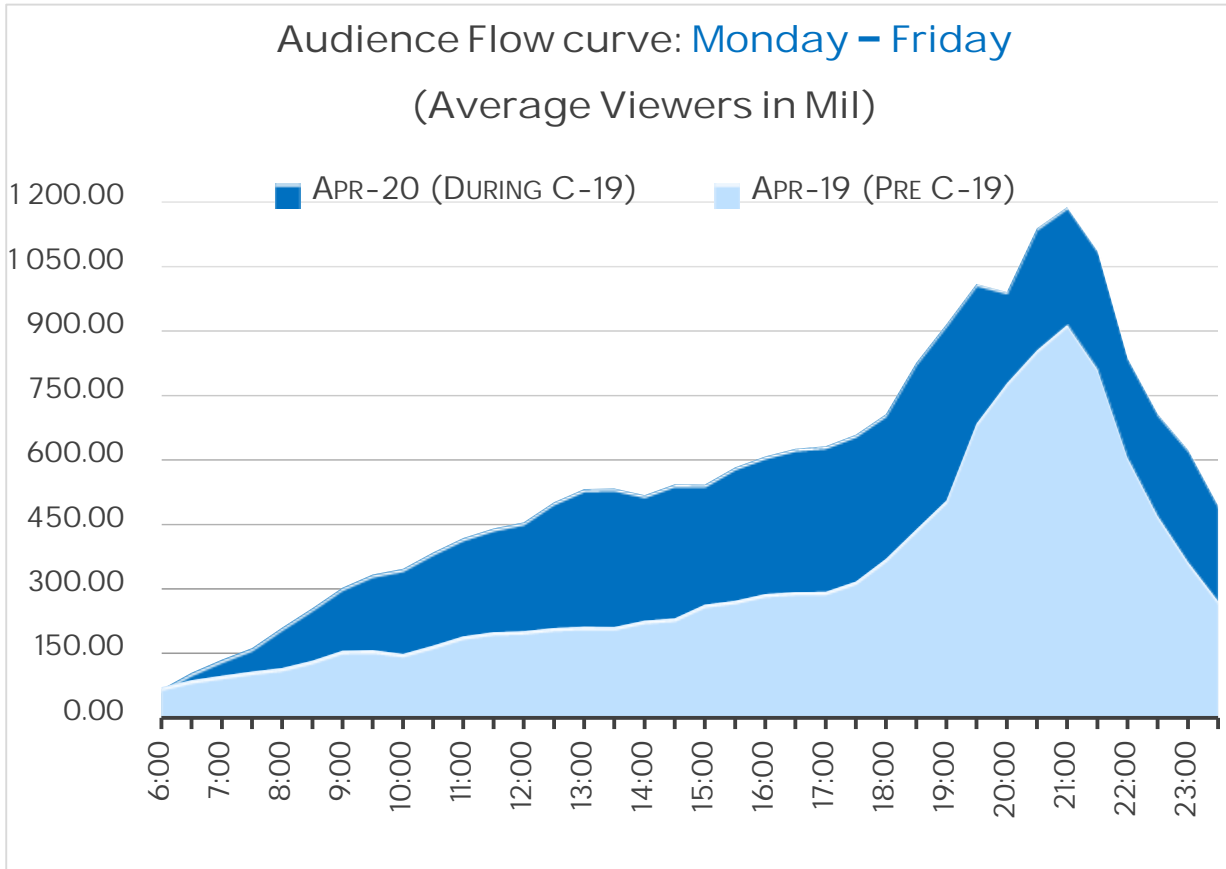
■ % GROWTH BY GENRE: APRIL 2020 VS APRIL 2019



DStv



Audience Flow: Pre and During Covid-19





Viewership Trends by Channel

AFRICA MAGIC CHANNELS

*Ave. Weekly Reach in Mil:
20.5mil Collectively



+41% YoY



+27% YoY



+53% YoY



+31% YoY



+175% YoY



+18% YoY

MOVIE CHANNELS

Ave. Weekly Reach in Mil (Unique):
4.8mil Collectively



+33% YoY



+67% YoY



+71% YoY



+47% YoY



+391% YoY



+310% YoY

INTERNATIONAL CHANNELS

*Ave. Weekly Reach in Mil (Unique):
3mil Collectively



+4% YoY



-2% YoY



+13% YoY



+163% YoY



+265% YoY



+3% YoY



DStv News Channels Viewership Trends

Ave. Weekly Reach in Mil (Unique): 4.4mil Collectively



+141% YoY
4.1mil Reach



+268% YoY
299k Reach

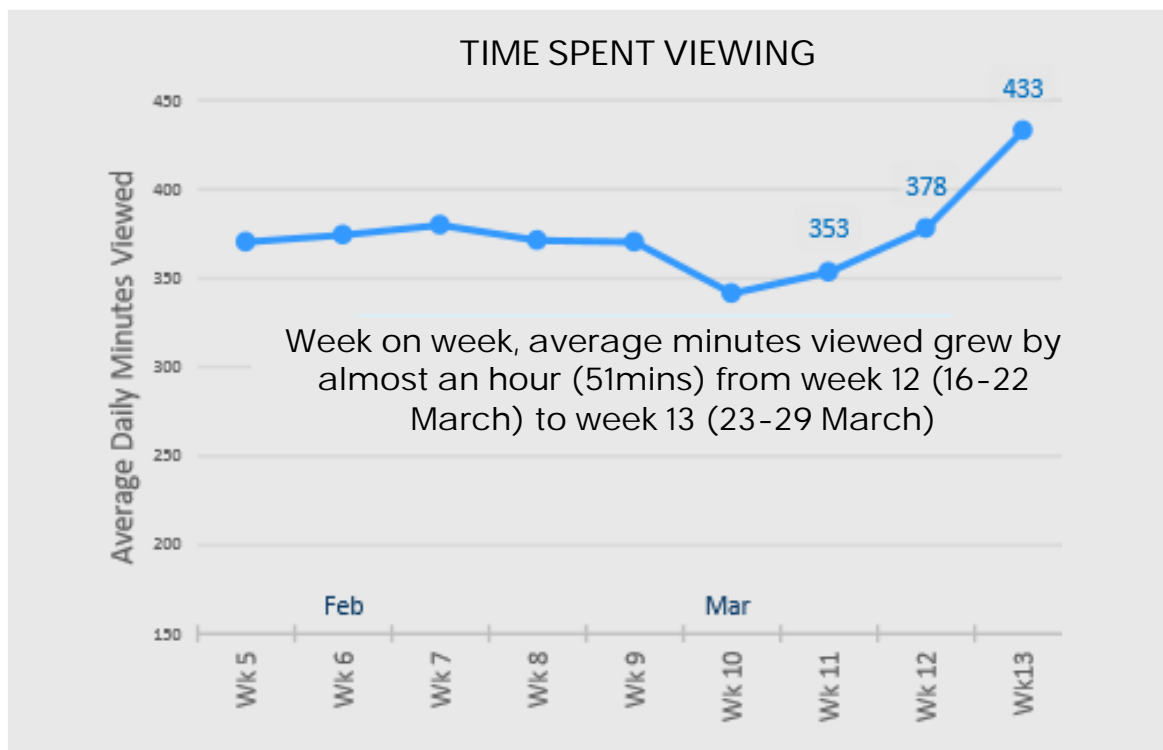


Source: DStv-i, April 2020 vs 2019, All Adults, 15+, Reach are March 2019 MPS Data



GOTv Viewership Overview: Nigeria

- 6 out of 10 viewers are GOTv viewers on the MultiChoice platform and, in line with global trends, the time spent watching TV has grown significantly as a result of the lockdown - to as high as 7hrs 13mins by the middle of March 2020



Source: Nigeria Data, Feb - Mar, 2020, Household Data

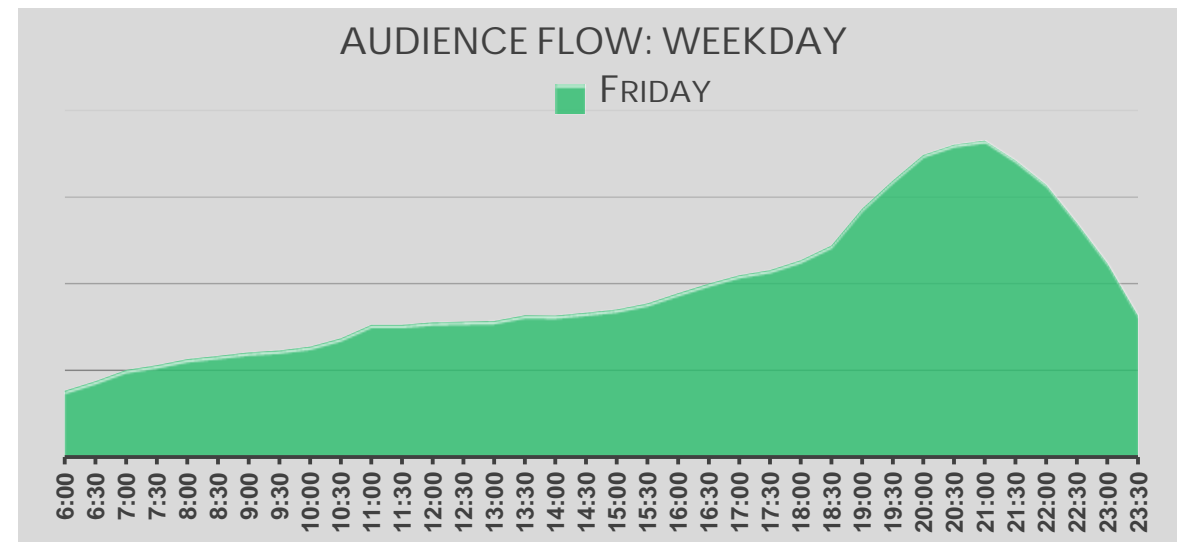
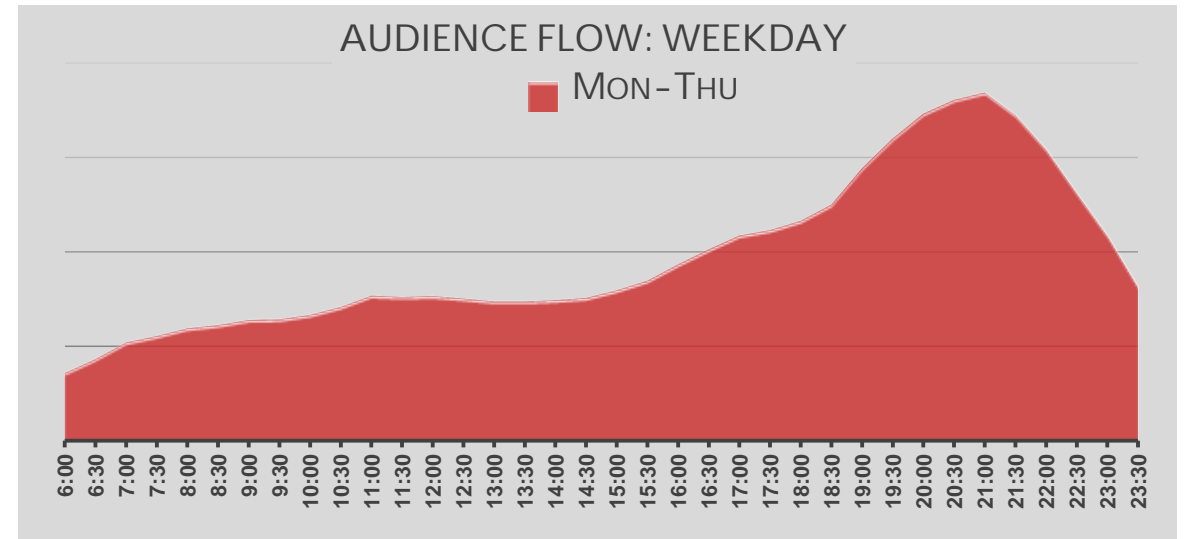
GOtv Viewership Overview: Nigeria



- General Entertainment in the **local channels** genre delivers the highest proportion of viewership and the biggest share of audience on Gotv, followed by **movies**
- Top performing DMS channels on Gotv include:



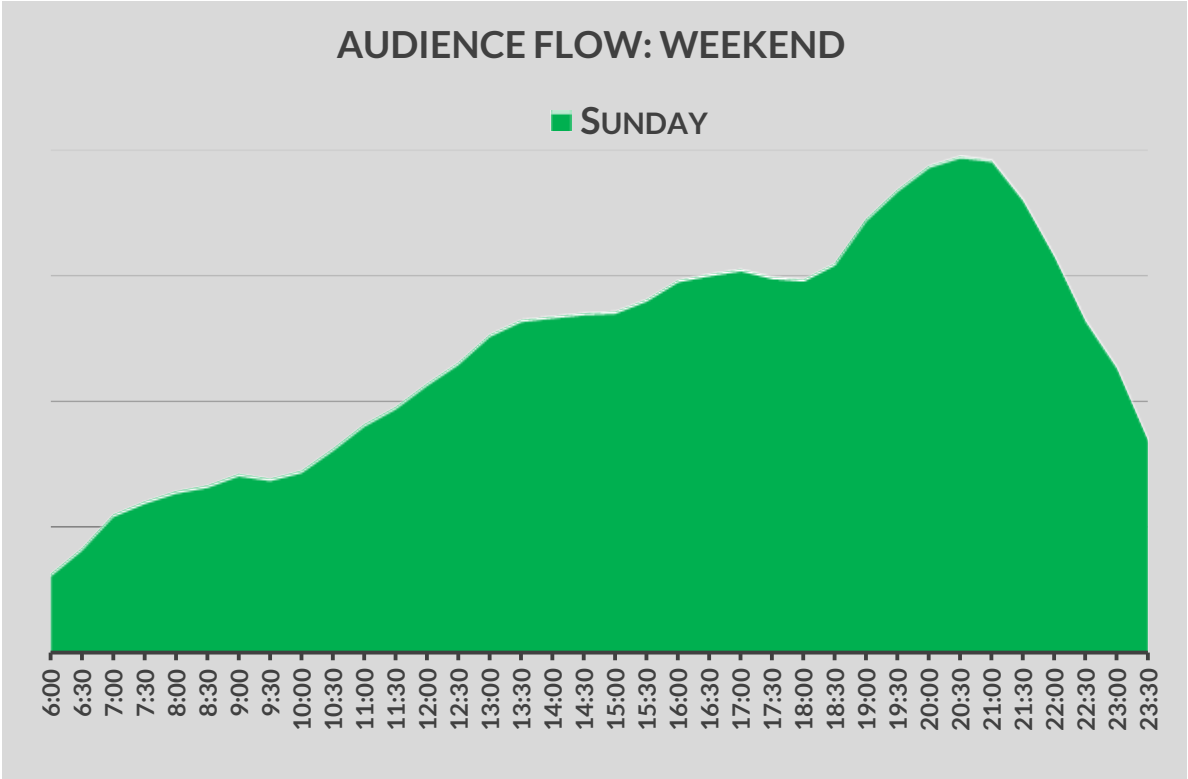
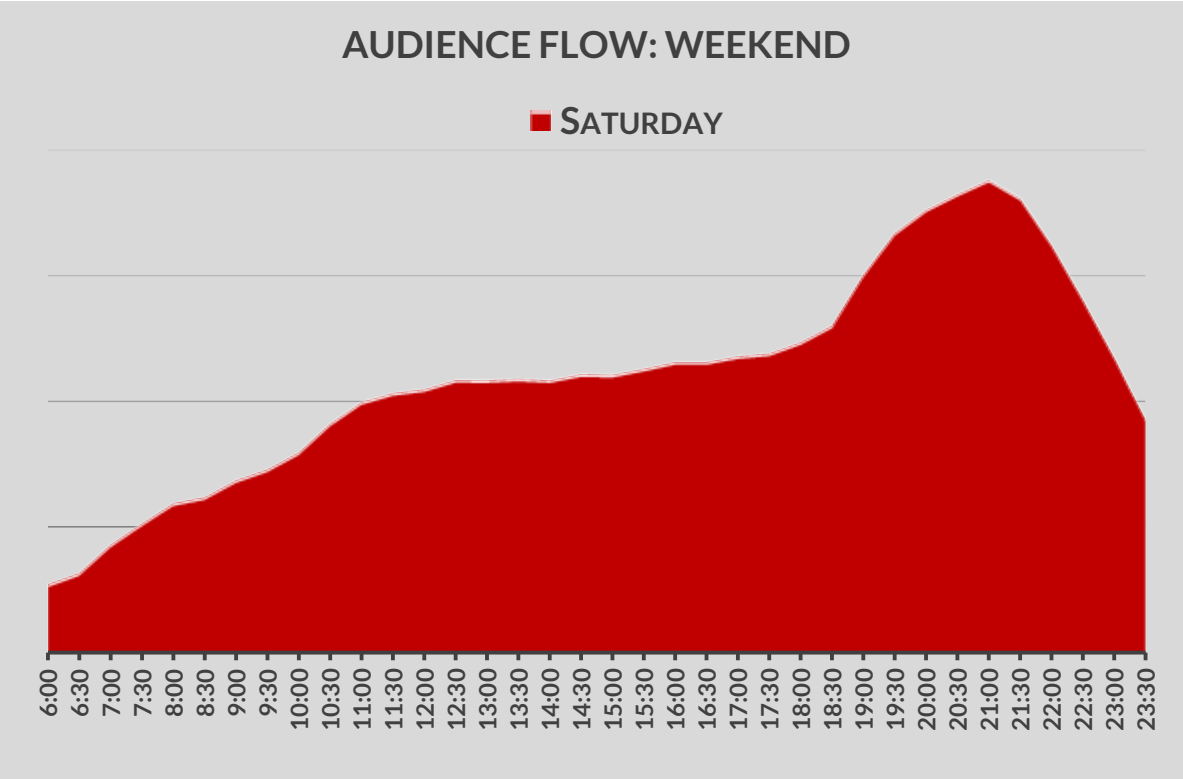
- These channels deliver great across the week with the highest audience peaks on weekends and especially on Sundays.
- The only exception is Telemundo which, similar to other telenovela channels, performs best weekdays: **Mon-Fri**



Gotv Viewership Audience Flow: Weekend



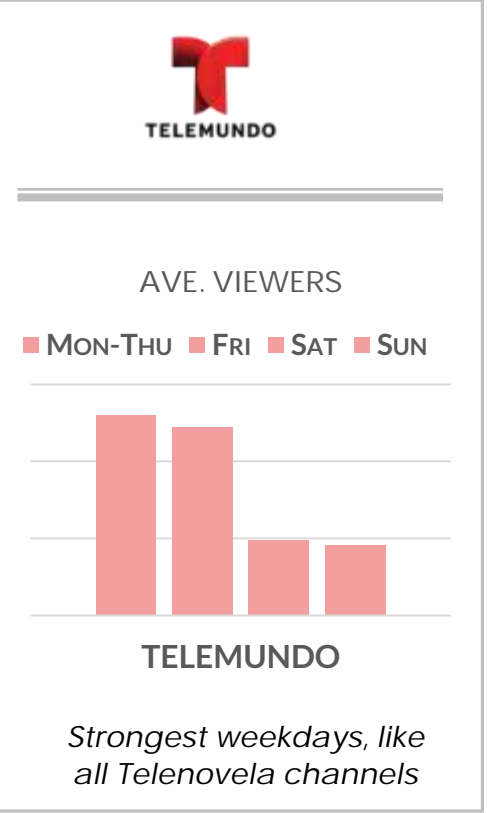
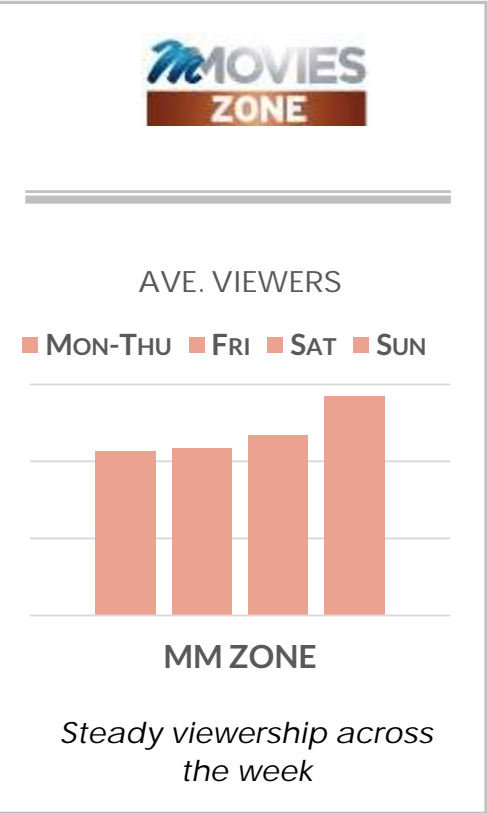
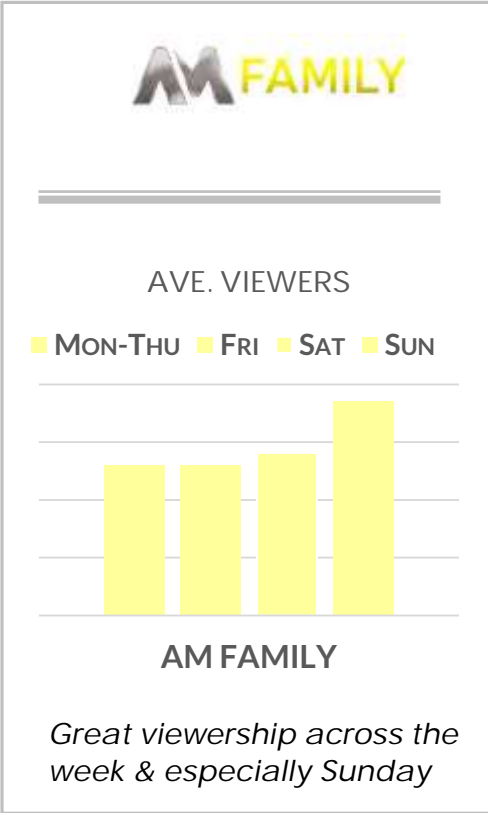
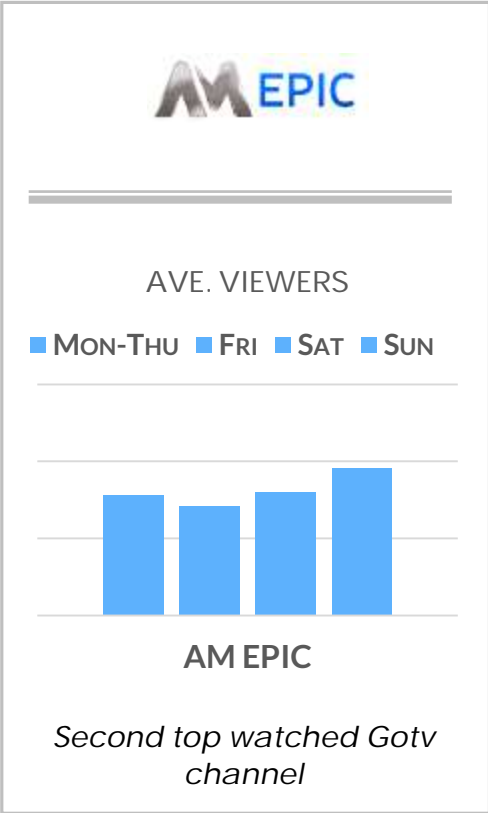
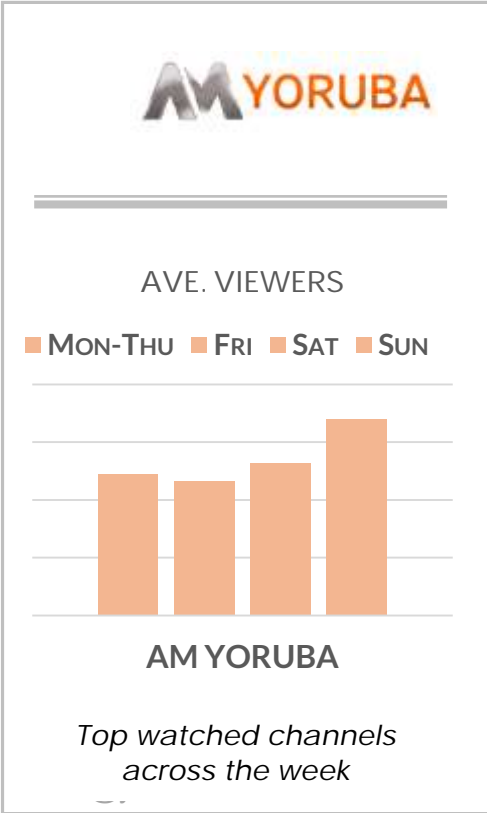
- GOtv audiences are tuning in as early as 9am and building across the day with the height of audiences recorded between 7pm and 10pm at night



GOTV Viewership Overview



- General Entertainment in the **local channels genre** delivers the highest proportion of viewership and the biggest share of audience on Gotv, followed by **movies**
- Top performing DMS channels on Gotv include:





DStv Now



DSTV NOW PENETRATION IN NIGERIA



- 21% growth in audiences, year on year
- 92% of the DStv users are accessing the content on a mobile device

LIVE

140+ Live Channels

PLATFORMS

Desktop + Mobile

REACH

Non-duplicated

ATTENTION

Captive Audience

Content Highlights



New Programmes

Mercy & Ike

- Mercy & Ike has been a welcome addition to the line up enticing notable audiences across both channels its on:



Top watched show on the channel
(Sun 6.30pm)



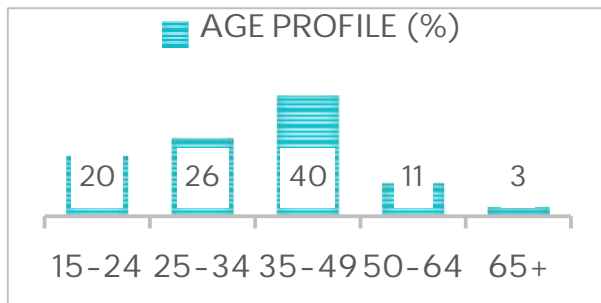
2nd watched show on AM Urban
(Mon 9.30pm)

AM SHOWCASE TOP 5 SHOWS: MAY '20 **AM URBAN TOP 5 SHOWS: MAY '20**

#	TITLE	DAY	TX TIME
1	Mercy And Ike	Sun	18:30
2	Moms At War	Sun	21:00
3	She Devil	Sun	19:00
4	My Flatmates	Wed	18:30
5	The Johnsons	Mon	19:01

#	TITLE	DAY	TX TIME
1	The Johnsons	Fri	21:00
2	Mercy And Ike	Mon	21:30
3	My Flatmates	Wed	19:00
4	Forbidden	Mon	19:30
5	Unbroken	Tue	20:30

- Mercy & Ike resonates with both males and females (50/50) and across ages groups:



EMPLOYMENT STATUS	
Work Full Time	51%
Work Part Time	17%
Student	22%
Other	7%

Source: DStv-i, May 2020, Adults 15+



Other New Shows



JUDGING MATTERS
Africa Magic Showcase
Monday @ 6pm



TURN UP FRIDAY
Africa Magic Urban & Family
Friday @ 9.30pm



OWAMBE SATURDAY
Africa Magic Urban & Family
Saturday @ 8.30pm





BBN S5

Jul-Sep 2020

- Africa's No. 1 reality TV show which has firmly entrenched itself in the hearts and minds of viewers
- The show gets bigger and better each year!

S4 viewership recap:

29.5mil

Average weekly reach
(unique)



DStv

Now

1.4mil

Viewers



10.8mil

You Tube Video Views



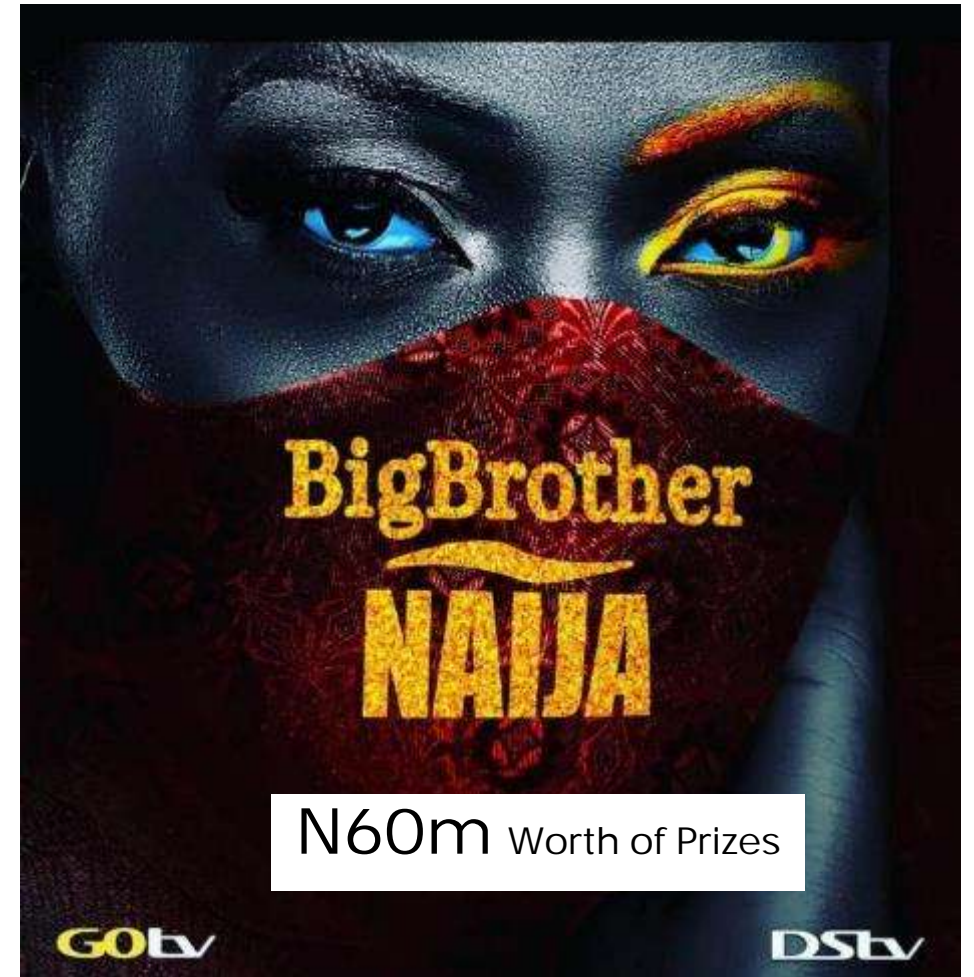
81mil

Page Views



Social Media Engagement

240mil



BBN Sponsorship Opportunities



HEADLINE SPONSOR



TACTICAL SPONSORSHIPS



SOCIAL MEDIA INTEGRATION OPPORTUNITIES





The logo for KANTAR, featuring the word "KANTAR" in a bold, black, sans-serif font. A vertical yellow bar is positioned to the left of the letter "K".

KANTAR

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DStv
Media Sales

