Africa

Navigating the New Normal

Pooven Chetty

Head of Sport & Digital - Africa

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Next Gen

What is this?

This is the Department within DStv Media Sales, that works on all the Digital & Video on Demand product.

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“The world is changing and we must **change with it”**

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TV is experiencing a period of accelerated change & disruption

Then

Traditional TV

Set Time

Set Network

Set Place

Now

Video

Anytime

Any Network

Any Place

People are spending on average more time watching content, now!

(broadcast, streaming and video on demand, social media)
(We Are Social, 2019).

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https://www.thissideup.co.nz/blog/2014/11/09/multiscreens-digital-marketing-strategy/

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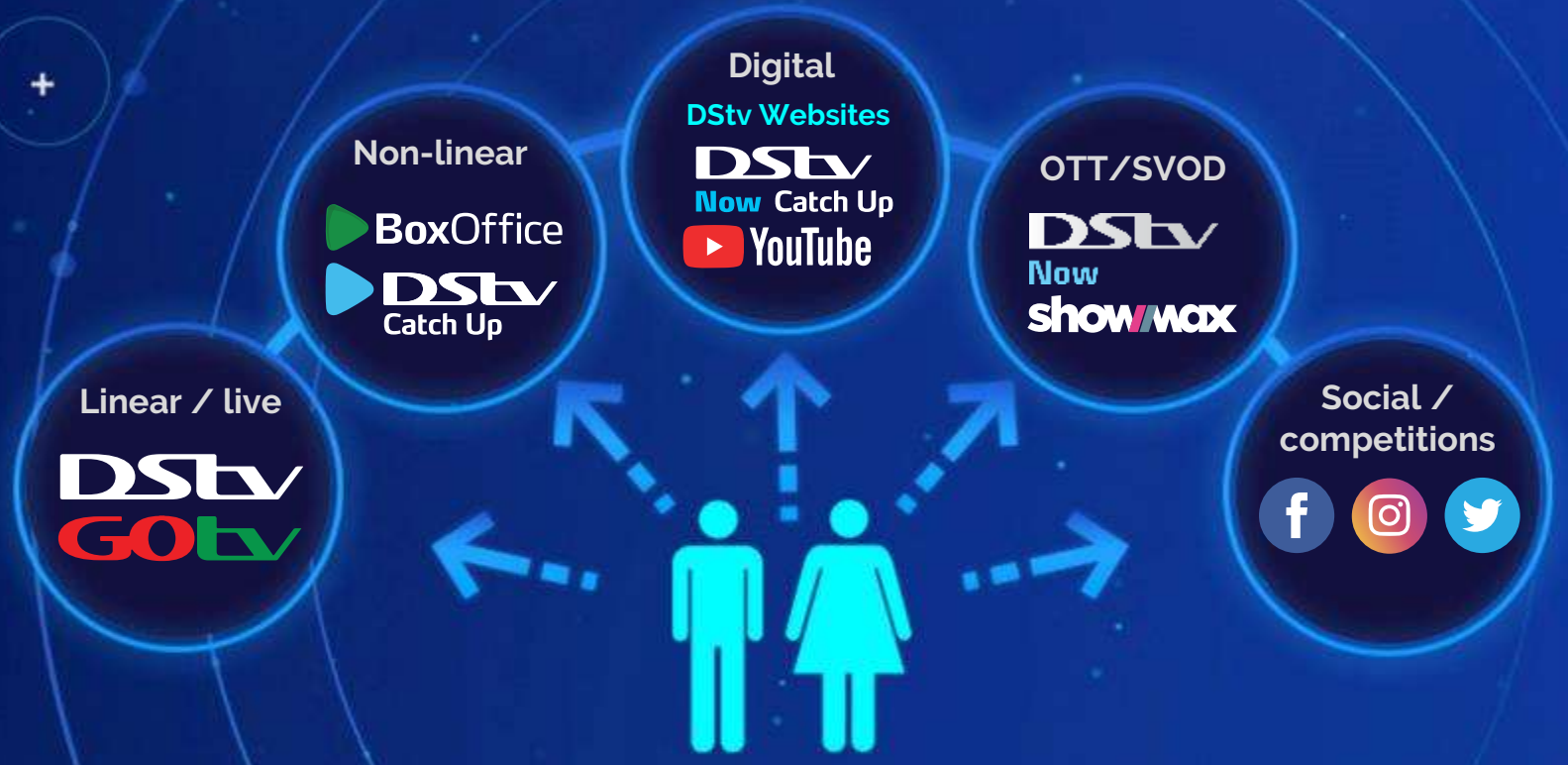
Our Ecosystem Evolution

It all starts with the consumer (viewer) and understanding their video mindset that will enable us to unlock the appropriate viewing platform for maximum efficiency and impact.



DStv has content that sets us apart from the rest:

- Quality local productions.
- Premium International content.
- Best sports offering in the world.

Our content lives across different platforms:

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

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Glossary

OTT: Over the Top

SVoD	
showmax	Subscription Video on Demand
BVoD	
DStv Catch Up	Broadcaster Video on Demand
TVoD	
BoxOffice	Transactional Video on Demand
AVoD	
YouTube	Advertiser Video on Demand

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Products

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The Non-Linear Offering

DStv Catch Up

Platform

- Explora
- Connected
- DStv Now App
- DStv Now Web

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"BREAK"-ING NEWS FROM DStv MEDIA SALES

WHEN DStv CATCH UP VIEWERS PRESS PAUSE, IT'S IMPACT TIME FOR YOUR BRAND

In a landscape where on demand viewing is becoming increasingly popular, viewer's are pressing pause more often (because life still happens...).

DStv Catch Up **Pause Screen**, a static pop-up ad, provides:

- UNCLUTTERED ENVIRONMENT
- STRONG BRAND PRESENCE
- HIGHLY ENGAGED VIEWERS

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What Is Pause Screen

- Glossy billboard on your TV screen
- We've brought the outdoors indoor and placed it on your largest screen
- Custom creative
- Aka Breakvertising / Freeze Frame
- Appears when a viewer pauses their content on Catch Up
- Ad delivers after 3"
- Available in 3 sizes

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Their TV Becomes Your "Billboard"

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The OTT Offering

DStv Now

DStv Catch Up

Live	Catch Up	Platforms	Reach	Attention	Efficiency
140+ Live Channels	2000+ Hours of Catch Up	Desktop + Mobile	Larger, Non-duplicated	Captive Audience	Targeting Options

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The TVOD Offering

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The SVOD Offering

Showmax is our internet-based subscription video-on-demand service with an extensive catalogue of TV shows and movies.

Showmax delivers world-class international content and the best of local content.

No Commercial pre-roll, but integration into original content!

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AVOD Partnership

YouTube

DStv uploads select content on YouTube which is then available to anyone who can access it. This includes local content, full episodes, highlights across general entertainment and sport.

38
Channels on Youtube

50
Countries

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YouTube Africa Channels

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Twitter Partnership

Twitter In-Stream increases overall awareness and drives conversation amongst your most influential audience, in the right moments with the right context while at the same time complementing one's TV Buy and Sponsorship.

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Twitter Pre-rolls

+

=

Premium Content

In-stream Partner SuperSport

6" Pre-Roll Ad

Brand Sponsor

In-Stream Sponsorship

Brand Sponsor pre-roll features before content in-feed on Twitter, served to sponsor's target audience

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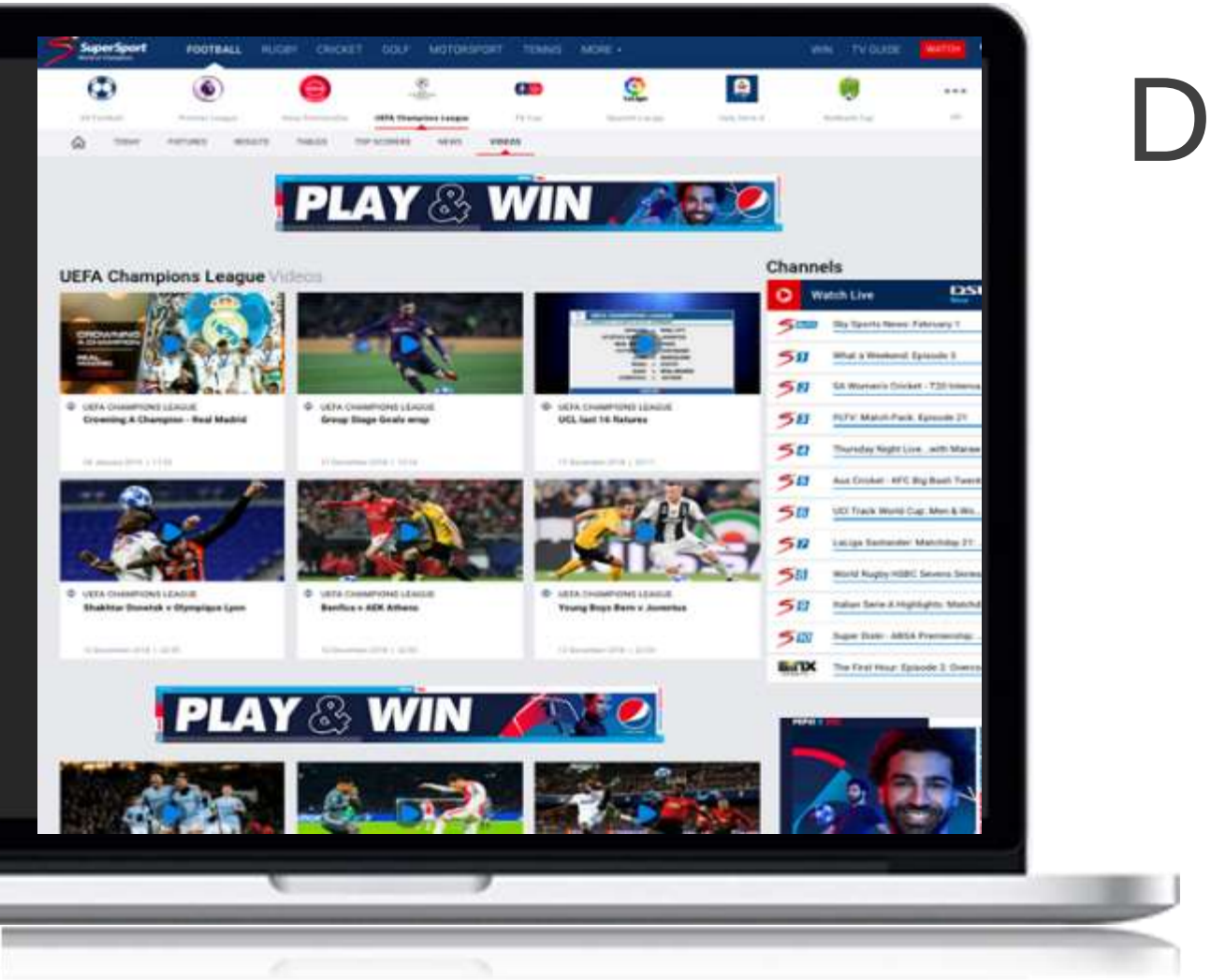

DStv Websites

DStv Website

DStv channels have websites which are updated regularly. These platforms are used to keep loyal fans updated on what is happening on the channel, program overviews and schedules. These are accessible via mobile devices and computers

Some DStv channels and programs are available and active on social media platforms. These platforms are used to engage loyal viewers and keep them updated on show/channel updates.

ZAMBEZI MAGIC
MAISHA MAGIC EAST

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DStv Competition

- SuperSport + General Entertainment
- All inclusive campaign
- Direct association with event, theme or concept
- Great for product promotions, launches etc.
- Encourages engagement and entries as it is rewards based
- Clean and opt in database
- Geo target SA, ROA, Nigeria
- DStv & GOtv platform

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Competitions gives brands a 360 campaign

Linear/Non-Linear Performance

SuperSport
World of Champions

TV – Linear viewership

99,435,961

Consolidated total viewership for Jan - June 2019

Linear viewership taken from DStv-i measurement panels in Nigeria, Kenya and Zambia

Display & Video Inventory

Impressions
5,636,566

Clicks
33,948

Social Posts

Reach
1,690,087

Clicks
164,822

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Source: Instar Dstvi Jan – June 2019

Digital Brand Integration (DBI)

Digital Branded Integration is an innovative offering, providing an alternate avenue in reaching audiences, viewing **Local Content.**

- Brands are digitally enhanced onto locally produced shows
- No production costs are incurred
- Lead time to get brands live, is around 72 hours
- Regional targeting ROA/Nigeria/SADC

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Electronic Program Guide (EPG)

i-Plate

Channel List

TV Guide

- Static advertising controlled by the viewers remote control
- Only available on GOtv platform
- 3 variation in offering : i-plate / TV Guide / Channel List
- 24 hour rotation of brands
- Specific country targeting

  Ghana/Nigeria/Kenya/Uganda/Namibia/Zambia/Mozambique

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In Summary

- DStv Media Sales offers, **multiplatform products**
- These multiplatform products, **can be used to Geo - target by country**
- Digital Products, allow us **to provide measurement**
- Campaigns can be switched on, **in a short space of time**

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Thank You!

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