



DStv
Media Sales

Shamiel Salie

Regional Sales Manager: Coastal Sales-SA



REIMAGINING Partnerships

In a Covid-19 era



#20PLENTY

...a year of prosperity, or so we hoped



■ How do **WE** react? 

Care  Connect  Create



Covid-19 : 3 Stages

As we navigate through the PANDEMIC

REACTION



PANIC

RECALIBRATION



MINDFULNESS

RECOVERY



ADAPTATION

- Cancel & Deferred Campaigns
- NO Penalties
- Increased Value



- Increased Communication
- Shorter material lead times
- DAILY audience Insights



- Changing landscape
- Changing client and audience needs
- Companies changing in front of eyes...



Care • Connect • Create



Covid-19 : Emerging Differently

Four primary segments



Care • Connect • Create

Covid-19 : Throw **AWAY** the Rule book

Help YOU Recover



Accelerated Digital & Non-Linear Offerings



Bespoke Commitment Options



**Optimized daytime Inventory
Guaranteed audiences on SuperSport**



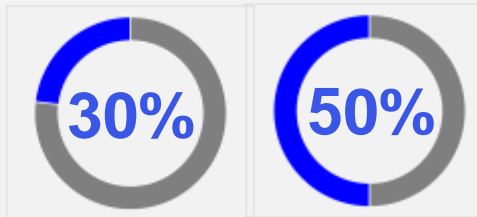
Cancellation policy/ Lead Times.



**Simplified Customization
Multichannels Packages**



Increased Value



CONSISTENCY IN RATE ADJUSTMENTS DESPITE INCREASED AUDIENCE

Conclusion

- Covid-19 has had an impact on every individual and business
- Although there are very few positives, there are lots of **lessons learned**.
- Through this RECOVERY and beyond we commit to continue to...

Care • Connect • Create



Improve time efficiency for transacting & tracking media
More flexibility with timing & cancellations
More automation Better cross-channel tracking & measurement
More transparency in price, placements & reporting
More performance guarantees More consumer & advertiser focus
More consistency across channels, partners & systems
Lower costs Better attribution

Thank You

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