

1995



1997

2008



2011

2015

2017

2020

2023

2024

2025

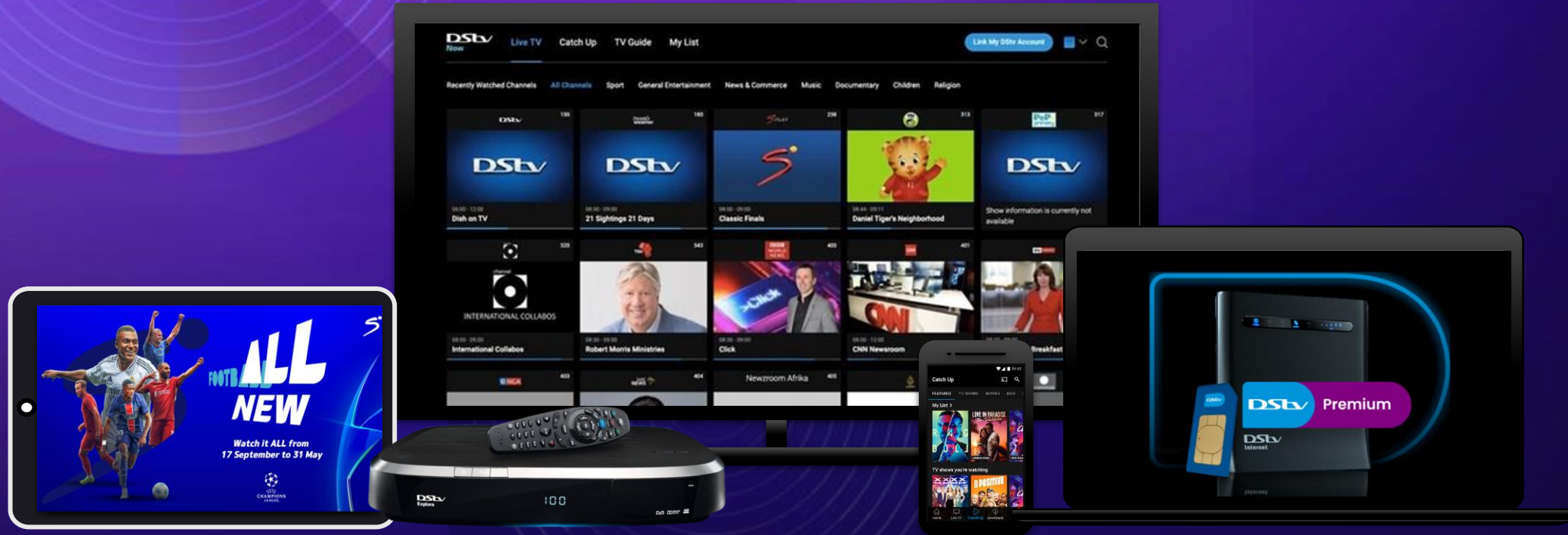
**3 YEARS
OF ELEVATING BRANDS**

Rest of Africa Intro



Our Audience Eco-system

We Offer Brands “The Most Comprehensive Viewer Touch Points”
(Video Ecosystem Across Sub Saharan Africa)



BROADCAST TV
DTH (LIVE & VOD)

DStv

BROADCAST TV
DTT (LIVE)

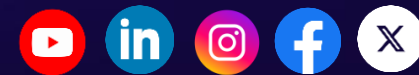
GOtv

APP & SHOWMAX
LIVE OR VOD

DStv
stream

showmax

DIGITAL PROPERTIES
SOCIAL MEDIA & WEBSITES





We Amplify Brands Across the DMS Ecosystem

LINEAR

Reach a wide and varied audience

High Engagement during live shows, peak hours, and popular programs

Smooth Brand Integration via creative sponsorships and product placements

CONNECTED TV | STREAM

Innovative Experiences Leverage CTV's interactive tools for compelling brand storytelling.

Integration Capabilities Connect with apps and ads to improve user engagement.

Analytics Monitor engagement and viewer activity to gain brand insights.



VIDEO ON DEMAND

Flexibility lets viewers choose content they like.

Targeted Advertising uses data to show personalized ads.

Content Sponsorship allows brands to support specific shows, increasing visibility.

SOCIAL BY DESIGN

Compelling content draws audiences and boosts genuine engagement on social media.

Brands can use DStv's platforms and channels like Facebook, Instagram, and X to amplify sponsorships, increase visibility, and connect with viewers in real time, enhancing loyalty and reach.

MULTICHOICE REACH ACROSS THE CONTINENT

Underpinned by a Hyperlocal Content Strategy

~14.5 Mil HHs

Across the continent

~6.9 Mil HHs

South Africa



MULTICHOICE
ENRICHING LIVES

DStv
Media Sales

Working with advertisers to get their
brands into the homes & hands of our
viewers



Through video and interactive
entertainment



At home or in their hands, wherever
they choose to enjoy it



World-class media solutions



Tailored commercial opportunities
across our ecosystem

MCG PENETRATION INTO AFRICA



We have coverage of over 50+ countries:

- | | | | |
|----------------|---------------|--------------|--------------|
| Angola | DRC | Mauritania | South Africa |
| Benin | Djibouti | Mauritius | South Sudan |
| Botswana | Equatorial | Mayotte | Sudan |
| Burkina Faso | Guinea | Mozambique | Swaziland |
| Burundi | Ghana | Namibia | Tanzania |
| Cameroon | Guinea Bissau | Niger | Zanzibar |
| Cape Verde | Kenya | Nigeria | Gambia |
| Central Africa | Lesotho | Rwanda | Togo |
| Republic | Liberia | Senegal | Uganda |
| Chad | Madagascar | Seychelles | Zambia |
| Congo | Malawi | Sierra Leone | Zimbabwe |
| Cod 'Ivoire | Mali | Somalia | |

Who we Speaking to

Premium Audiences in Africa

Getting to know the Premium Audiences

Highly
educated and
most stable
income

Segments
span across
realised
middle class
to affluent
viewers

Widest array
of devices in
home: the
connected
video market

Balance
between
modern
aspirations &
traditional
value

Varied
media
consumption
across DMS
ecosystem



A Hyper Local Strategy

"AFRICA'S MOST LOVED STORYTELLER"



















DStv Commercial Channels

Channels across Markets

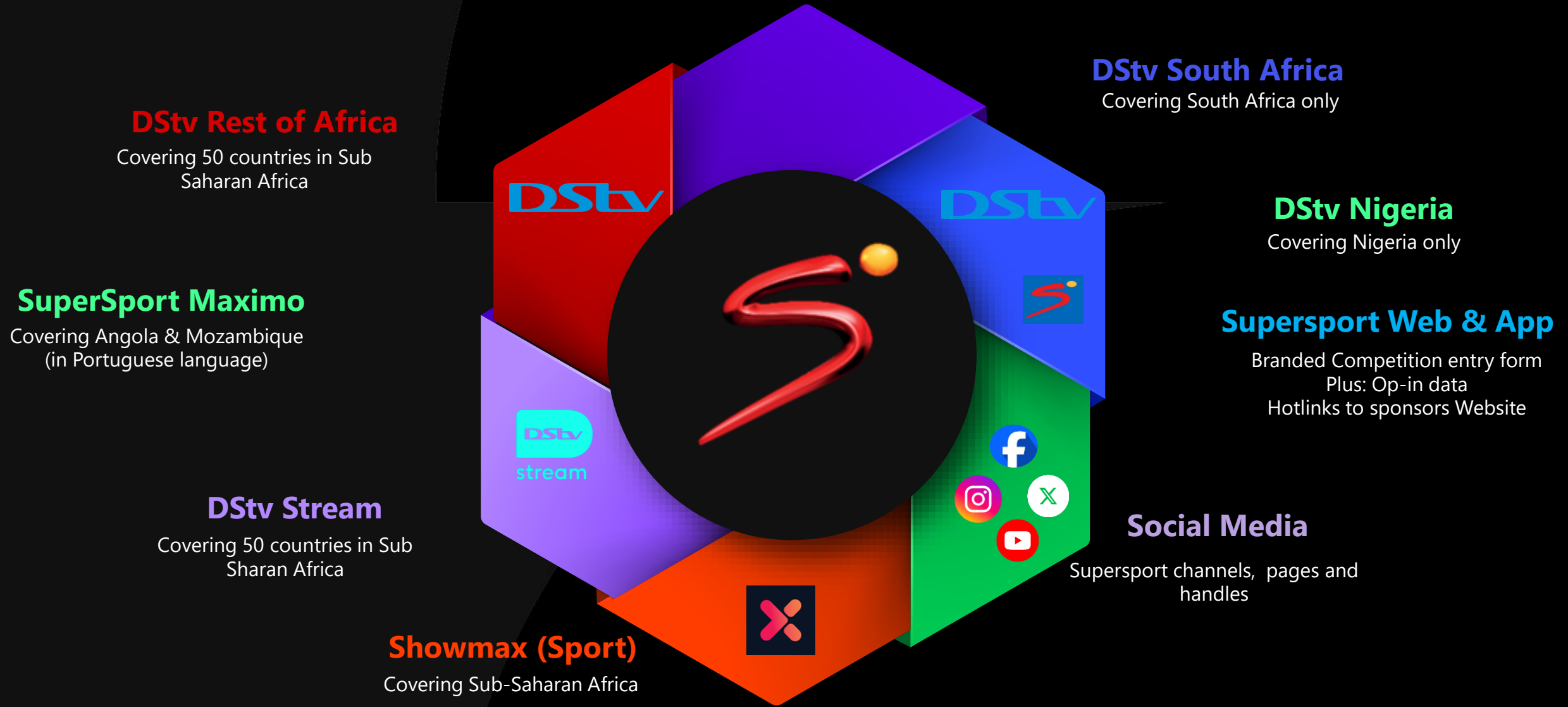
SADC: GE	East Africa: GE	West Africa: GE	Porto Speaking	PAN Africa: GE	PAN Africa: Sports
ZAMBIA, NAMIBIA BOTSWANA, MALAWI	KENYA, TANZANIA, UGANDA	NIGERIA & GHANA	ANGOLA & MOZAMBIQUE	50 COUNTRIES	SPECIFIC FEEDS AVAIL FOR NIGERIA & PORTO
<ul style="list-style-type: none"> M-Net 102 One Zed Trace Africa Trace Urban Zambezi Magic 	<ul style="list-style-type: none"> M-Net East M-Net Movies 1 East Maisha Magic East Maisha Magic Plus Maisha Magic Bongo Pearl Magic Pearl Magic Prime Trace Mziki Trace Muzika Abol TV 	<ul style="list-style-type: none"> M-Net West M-Net Movies 1 West Africa Magic Epic Africa Magic Family Africa Magic Igbo Africa Magic Yoruba Africa Magic Hausa Africa Magic Showcase Africa Magic Hausa Akwaaba Magic Trace Naija Trace Jama 	<ul style="list-style-type: none"> Telemundo Porto Trace Toca Maningue Magic Maningue Kool Kwenda Magic SS Maximo 1 Champions SS Maximo 2 Liga Inglesa SS Maximo 3 LaLiga SS Maximo 360 Serie A 	<ul style="list-style-type: none"> Africanews BBC Lifestyle CNN E! Entertainment M-Net Movies 1,2,3,4 Telemundo Studio Universal KiX TNT Cartoon Network Cartoonito MTV Base ROK & ROK 2 Comedy Central BET Nickelodeon 	<ul style="list-style-type: none"> SS Action SS Blitz SS Grandstand SS Golf SS Variety 1,2,3,4 SS Rugby SS Premier League SS LaLiga SS Football, SS Football Plus SS Tennis SS Motorsport ESPN, ESPN 2 WWE
  	  	  	  	  	 

GOTV Commercial Channels

Local Flagship Channels Across Markets

SADC: GE	East Africa: GE	West Africa: GE	Porto Speaking	PAN Africa: GE	PAN Africa: Sports
ZAMBIA & NAMIBIA	KENYA, UGANDA & MALAWI	NIGERIA & GHANA	MOZAMBIQUE	9 COUNTRIES	9 COUNTRIES
<ul style="list-style-type: none"> Channel O OneZed Zambezi Magic Mzansi Wethu Mzansi Bioskop KykNet& Kie Moja Love Mzansi Magic Trace Urban 	<ul style="list-style-type: none"> Maisha Magic Bongo Maisha Magic East Maisha Magic Plus Pearl Magic Prime Pearl Magic Trace Mziki 	<ul style="list-style-type: none"> Africa Magic Hausa Africa Magic Igbo Africa Magic Yoruba Akwaaba Magic Trace Naija Trace Jama 	<ul style="list-style-type: none"> Maningue Magic Maningue Magic Kool Trace Toca 	<ul style="list-style-type: none"> Africa Magic Epic Africa Magic Family Africa Magic Showcase Big Brother Naija BBC News Cartoon Network CNN International Bravo! KIX M-Net Movies 4 Nigeria Idol Studio Universal Telemundo TLC TNT Africa Trace Gospel 	<ul style="list-style-type: none"> ESPN ESP 2 WWE Channel SuperSport Blitz SuperSport Premier League SuperSport LaLiga SuperSport Football SuperSport Africa SuperSport Africa 2 SuperSport Maximo 360
  	  	  	 	  	 

Sport Broadcasts via many Supersport platforms



Supersport Channel Feeds – Football



DStv Nigeria

Nigeria Only



3 Sport channel with no spill over

DStv Rest of Africa (Anglo Cluster)

Angola	DRC	Mauritania	Sudan
Benin	Djibouti	Mauritius	Swaziland
Botswana	Equatorial	Mayotte	Tanzania
Burkina Faso	Guinea	Mozambique	Zanzibar
Burundi	Ghana	Namibia	Gambia
Cameroon	Guinea Bissau	Niger	Togo
Cape Verde	Kenya	Rwanda	Uganda
Central Africa	Lesotho	Senegal	Zambia
Republic	Liberia	Seychelles	Zimbabwe
Chad	Madagascar	Sierra Leone	Ethiopia
Congo	Malawi	Somalia	
Cod 'Ivoire	Mali	South Sudan	

3 Sport channel with no spill over

Supersport Maximo (Porto Cluster)

Mozambique & Angola



4 Sport channel

GOtv (DTT)

Ghana Nigeria Kenya Uganda Zambia Namibia Malawi Mozambique

4 Sport channel

Opportunities

Across Our Platforms

LINEAR

DIGITAL

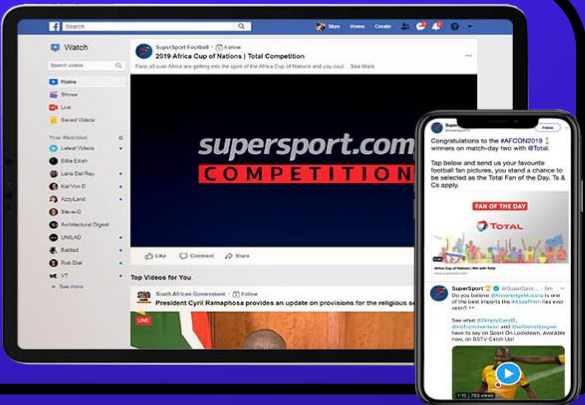
VOD - VIDEO
ON DEMAND

SOCIAL MEDIA

BEYOND THE 30" SPOT

COMPETITIONS

Dstv Media Sales has developed a range of competitions for clients on the SuperSport and General Entertainment platforms. Campaigns cut across linear, digital and social media while tapping into an existing fan base. It's the perfect opportunity to boost your brand



SPONSORSHIPS

Boost your brand love with a Sponsorship of our high quality local or international content. Choose a programme, timeband or content genre that aligns with your brand and speaks to your target audience.



Sponsorships can include a variety of creative elements to create the perfect mix of awareness and ROI, based on your campaign requirements. Put your brand on billboards, adbumpers, commercials, product integration, pre-rolls in Dstv Catch Up on set top box and on App, social media and in some instances we can extend some sponsorships to on the ground activities. So give us a call to get a winning 360 campaign crafted for you.



HOW IT WORKS:

- Our creatives will craft a competition idea to suit your brand and campaign objective, linked to a channel, content or theme or as a standalone campaign.
 - DMS and the channel will produce the TV promo (basic) and digital elements required using your brand images.
- The campaigns are bespoke 360 degree solutions featuring multiple platforms.
- DMS will manage the campaign end-to-end with entries on the Channel website.



BEYOND THE 30" SPOT

BRAND INTEGRATION

Squeezebacks and L-Boards are the perfect compliment to our other commercial offerings. These elements are unique as they are not reliant on a commercial break and have a stand out appeal.

This is a highly visible, premium branding opportunity.



In Content Advertising

In Content Advertising allows for increased visibility and brand recall. Maximize your brand exposure, across the various broadcasts of that episode.

ICA allows increased visibility by being placed in the content in the postproduction stage. It has a shorter time frame and allows brand to be part of content that has already been produced. Ideal for clients who don't have a television commercial and adds a different dimension to any other on-air campaign.

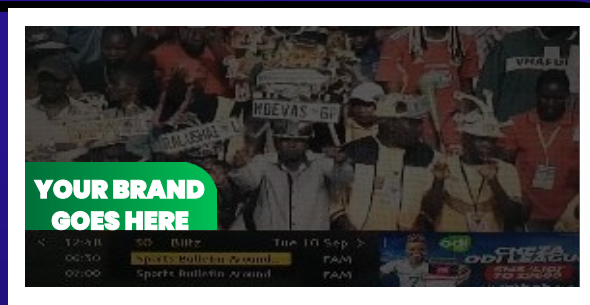
ADVERTISER FUNDED PROGRAMME

An Advertiser Funded Programme is content created with direct input from client, by integrating the brand with the program. This gives a deeper brand experience and direct product engagement. Content is created and owned by client and can enhance, reinforce or shift brand imaging with many more brand benefits. AFP partnership can include channel association to augment the reach of the show.



ELECTRIC PROGRAM GUIDE (EPG)

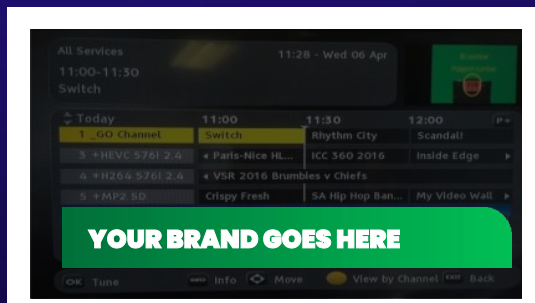
GOtv



The Electronic Program Guide on GOtv is a geo-targeted opportunity that puts your brand front and centre where viewers are looking for more information.

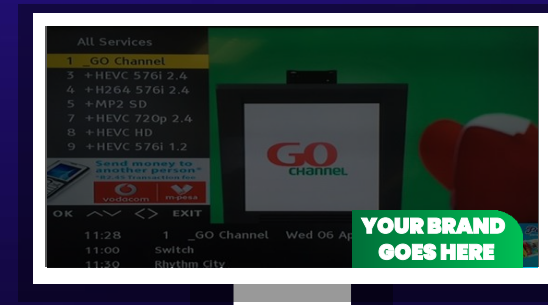
When viewers use the functions of the i-Plate, Channel list or the TV Guide banner position appears on screen with that information.

This static advertising is controlled by the viewers remote control on the GOtv set top box.



Available for the following countries

- Ghana
- Nigeria
- Kenya
- Uganda
- Namibia
- Zambia
- Mozambique
- Malawi



- Prime Time is from 17h00 - 22h59 and Off Peak is from 23h00 - 16h59
- Spot Rates are based on 30" commercials and exclude VAT
- All other durations for commercial spots are pro-rata
- Requests for preferred position in a specific break will be subject to a 25% loading
- Booking and material deadline is seven days prior to first flighting
- Special rates apply to all Live events, rates indicated in this document are the run of station rates
- Cancellation deadline is 28 days prior to first flighting, excluding sponsorships
- Advertising is subject to broadcast and global partners category exclusivity, where applicable
- There is no category exclusivity in breaks
- DStv Media Sales Terms and Conditions apply www.dstvmediasales.com
- Quality control process is to ensure good broadcast quality

DIGITAL OPPORTUNITIES



Audiences Streaming channels on their Laptops, Tablets and Mobile Phones will see different ads to those watching a Linear TV broadcast.

Targeting by specific countries (Geo Blocked) is available



**DIGITAL STREAM
SPECIFIC AD
INSERTION**



**DIGITAL
SPECIFIC AD
INSERTION**

FOLLOW US @DStv_MediaSales

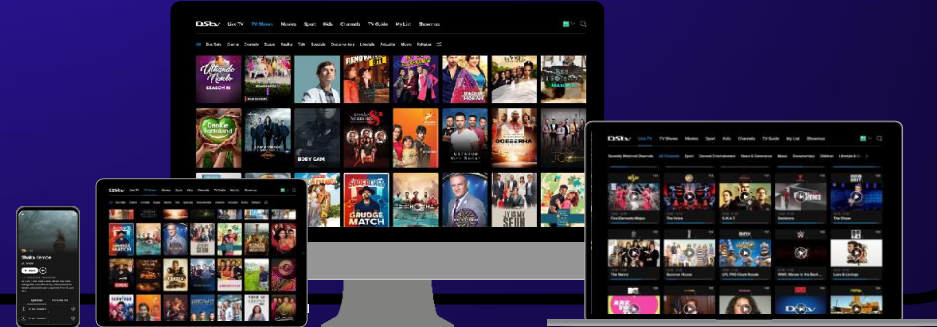
3 YEARS
OF ELEVATING BRANDS

PAUSE SCREEN

Static pop-up

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, viewers are pressing pause more often (because life still happens...).

DStv Catch Up Pause Screen, a static pop-up ad, provides an uncluttered environment, a strong brand presence and highly engaged viewers. Reach a super premium audience with Pause Screen.



DSTV & CATCH UP

(DStv Stream VOD & Set-Top-Box VOD)

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

Efficient Targeting Options

Pre-rolls available commercially to reach both STB and App

DStv Media Sales (PTY) Ltd. Copyright 2025

DIGITAL OPPORTUNITIES

YOUTUBE

AVOD Partnership

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. DStv boasts 38 channels on YouTube viewed by audiences from over 50 countries. Pre-rolls available commercially.



DIGITAL

Showmax is our internet based subscription Video on Demand service.

showmax

Commercial Insertion on "live" sport broadcasts, now available.



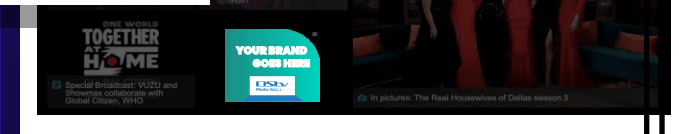
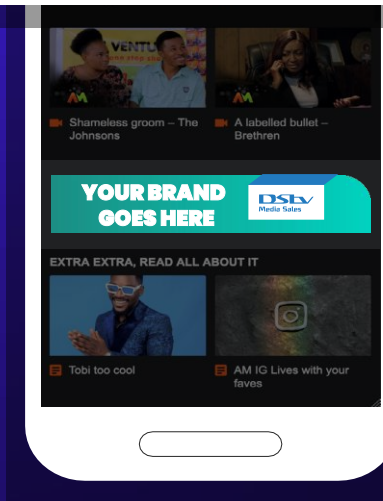
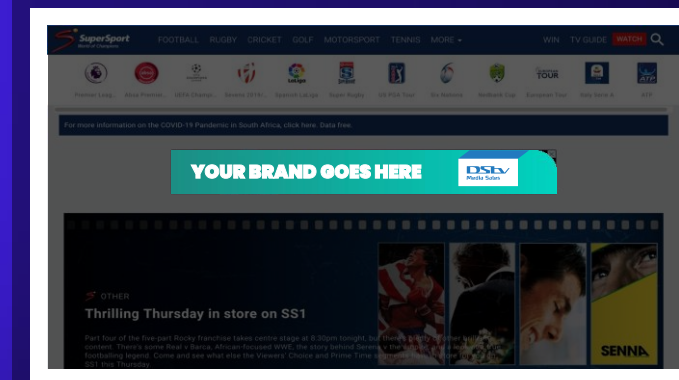
X IN-STREAM

X In-Stream extends the reach of your TV campaign. Increasing 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 spots and sponsorships.

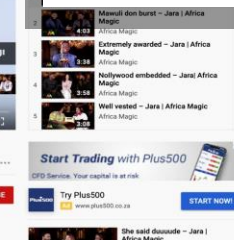
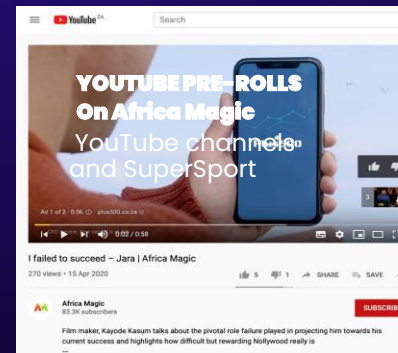
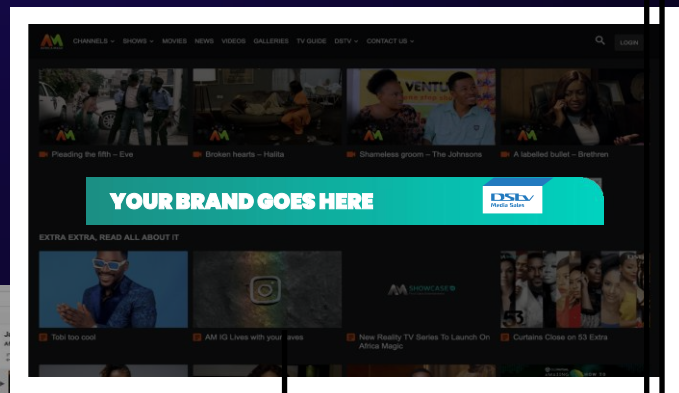


FOLLOW US @DStv_MediaSales

BRAND POSITION



MOBILE BANNERS



BROWSER BANNERS

Sponsorship
Medium Rectangle
Leaderboard

3 YEARS
OF ELEVATING BRANDS

DStv Media Sales (PTY) Ltd. Copyright 2025

THANK YOU



Merci