



AFRICA – RISING AMONGST GLOBAL CHALLENGES



Africa in context

- 2000 African Languages, Comprising of 54 countries
- 1,216 Bil Population (17% of World Population)
- Lagos, Nigeria – Most Populous City in Africa
- 7 key industries: agriculture, banking, consumer goods, infrastructure, mining, oil and gas, and telecommunications. However, the growth of Africa is hardly limited to the extractive industries.



Africa in context

GREAT DIVIDE AMONGST THE CONSUMER SEGMENTS

UPPER-MIDDLE CLASS:
MONTHLY SPEND OF \$2,000+



MIDDLE CLASS:
MONTHLY SPEND \$235 - \$1,980

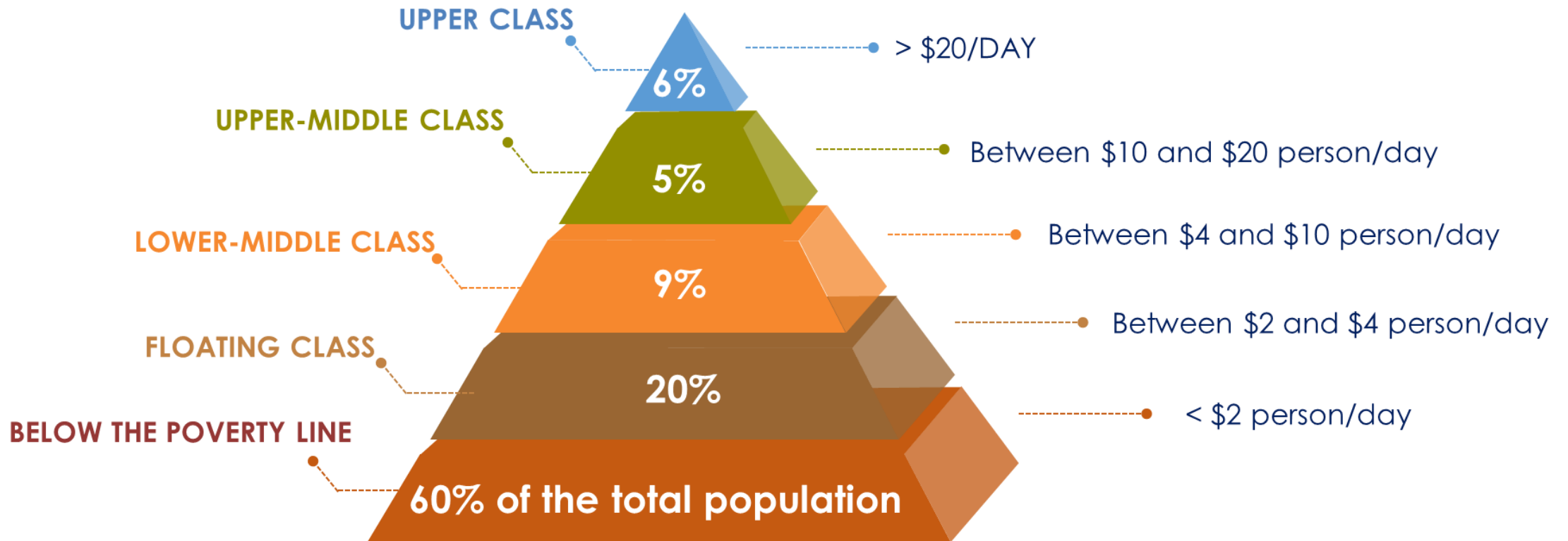


WORKING CLASS:
SPEND LESS THAN \$235 PER MONTH



The Size of the African Middle Class

African Development Bank definition criteria
(which have become a baseline for subsequent research)



Source: UCT Unilever Institute

Note: Income per day depicted on the slide

Africa in context

Today, African entrepreneurs are using their imagination to drive the next wave of globalization, exporting innovative African-baked technology. \$1.3 billion invested in African tech companies 2019, compared to just under \$200 million invested in 2015.



DStv

KANTAR

The Outbreak



COVID-19 started off as something not really understood.



PHEIC
World Health Organization declares outbreak a Public Health Emergency of International Concern (PHEIC) on 30 January 2020



GLOBAL OUTBREAK

Then it became 'Africa in Lockdown'

Three key risk points

- The outbreak of COVID-19 will cause substantial **economic** and **fiscal** challenges in sub-Saharan Africa, especially in oil- and tourism-dependent economies.
- Enforced isolation measures and associated economic hardship are likely to fuel security challenges and political tensions, especially in countries with planned elections.
- **Governments have moved extremely quickly** to mitigate the spread of COVID-19. However, if these measures are unsuccessful, healthcare systems in many countries will swiftly become overwhelmed, raising the risk of civil unrest.

Three key African Stances:



Prevention beats
treatment



Bitter economic
medicine



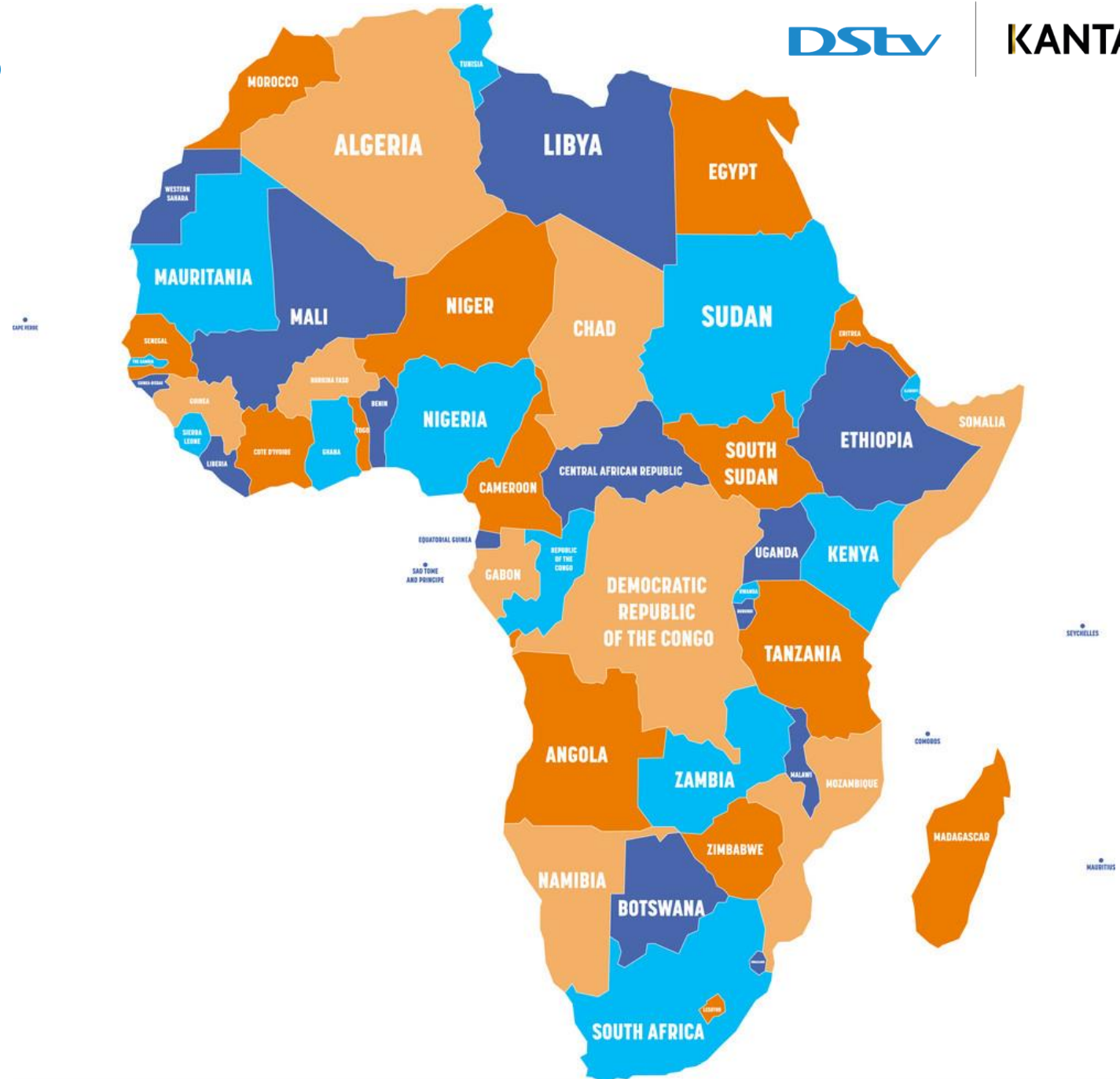
Associated security
symptoms

Immediate Trends came into being overnight

- More TV is being consumed.
- TV is being complimented with high levels of social media interactivity.
- Digital Transformation is further accelerated -
 - Fintech
 - Digital Education
 - Digital Health
- Growing Financial concerns across the board.
- More awareness over handling of cash (cashless), product origin and hyper-local.

3 Area Data Focus

We've examined three key areas on Viewership behaviour to see if there is an overall trend, utilizing DStv Viewership panels.



Genre Performance YOY: Month of March

DStv

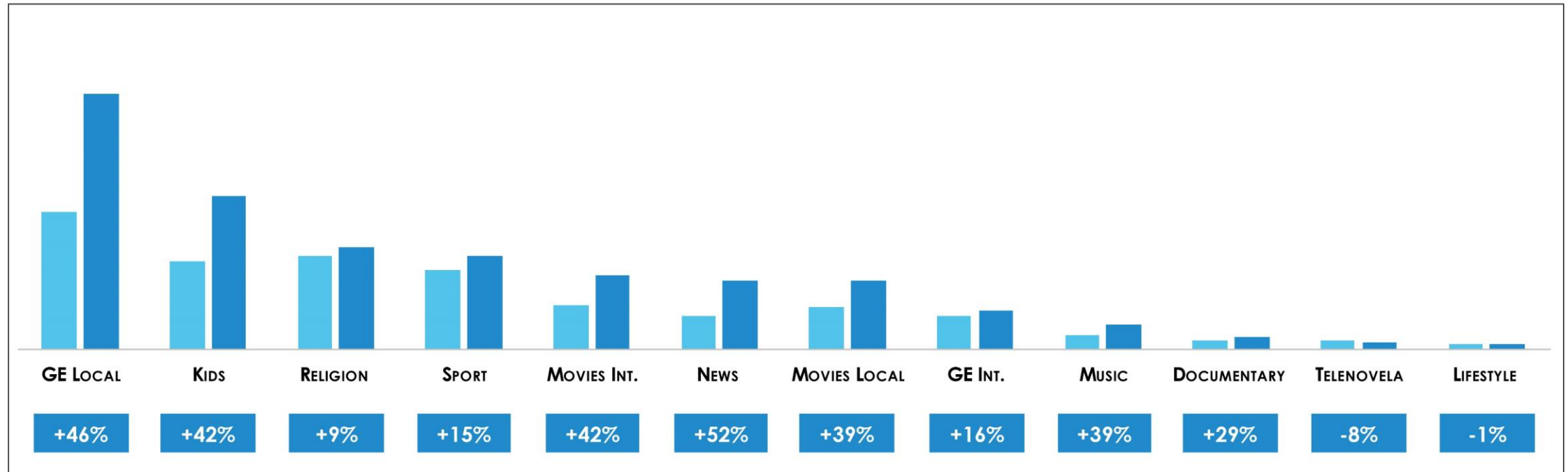
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GENRE AUDIENCE TRENDS, YOY

■ 1-31 MAR '19 ■ 1-31 MAR '20

General Entertainment Local content is the ultimate choice, delivering second biggest audiences after kids content.
 Month on month (March 2020 on Feb 2020), the biggest increases in viewership were recorded for: CNN (+57%), M-Net Movies Zone (+41%), AM Epic (18%), M-Net movies Zone(+10%),
Sport audiences in Nigeria, have shifted their viewing to international GE channels !



Genre Performance YOY: Month of March



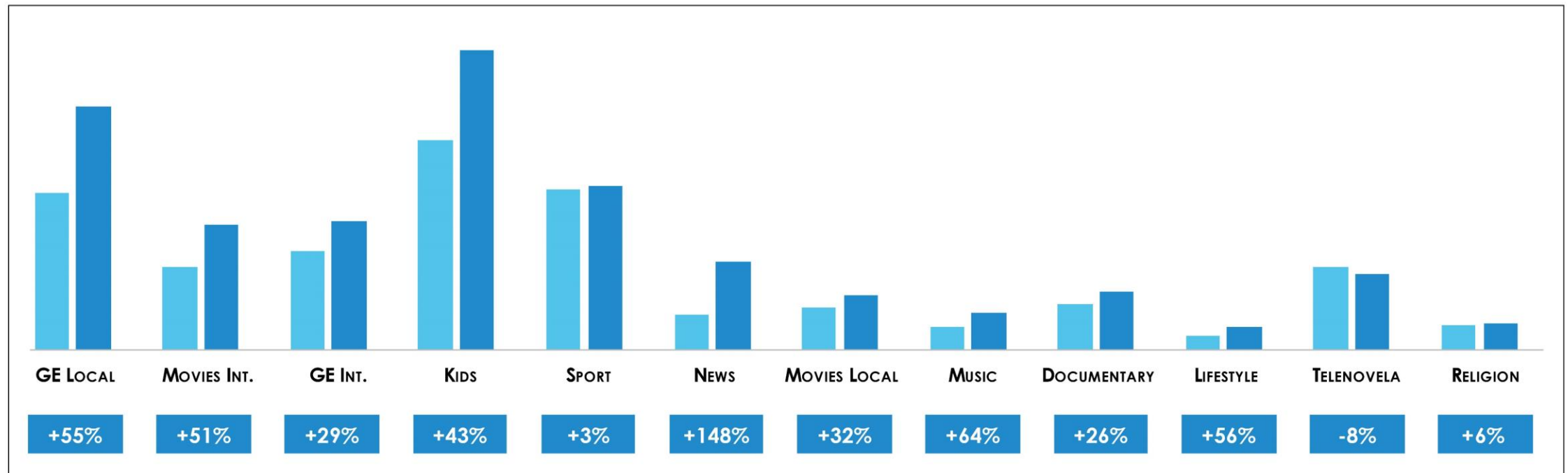
GENRE AUDIENCE TRENDS, YOY

■ 1-31 MAR '19 ■ 1-31 MAR '20

General Entertainment Local content reigns supreme, delivering second biggest audiences after kids content.

Month on month (March 2020 on Feb 2020), the biggest increases in viewership were recorded for: CNN (+72%), M-Net-Movies Zone (+42%), AM Epic (22%), SuperSport WWE (+11%),

Sport holding audiences in Kenya, contrary to other parts of the continent!



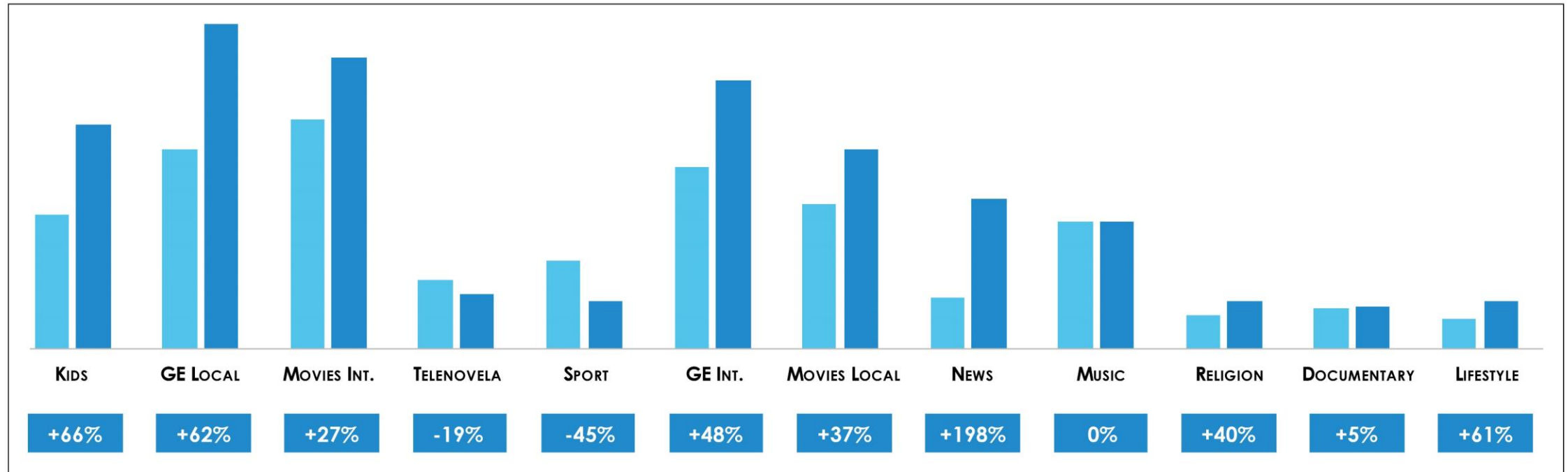
Genre Performance YOY: Month of March



GENRE AUDIENCE TRENDS, YOY

■ 1-31 MAR '19 ■ 1-31 MAR '20

Dramatic increase in viewership across the genre spectrum with only Sport (hampered by live event cancellations) and Telenovela's seeing a decline. News saw a massive spike in audience driven by current affairs updates. General Entertainment and Movies taking a large portion of viewership with a broadening of the viewership timeband becoming visibly evident.

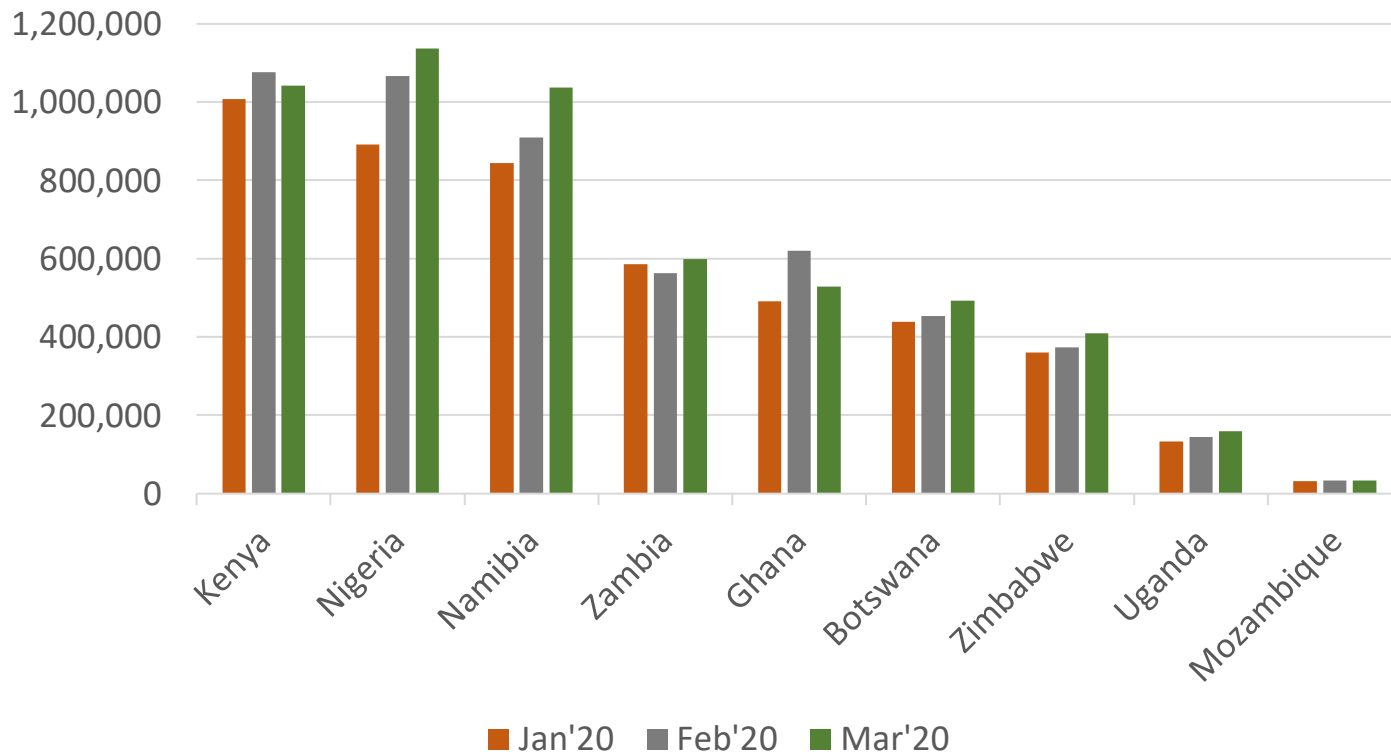


DSTV Now – Streaming Services

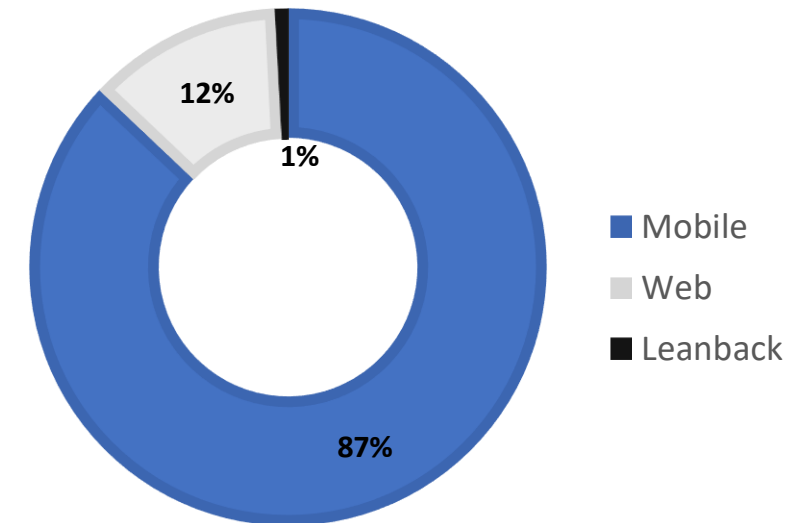


Nigeria, Kenya and Namibia leading the pact: increased views

DSTV Now Viewership: Live and VOD



- March 2020 saw a 14% increase in streaming traffic across the continent.
- Currently, South Africa is making up 89% of total traffic.





CONSUMER

BEHAVIOUR

A Shift has occurred in Consumer Needs

In a time of crisis, our needs change.

- In the world of Covid-19, consumers are primarily concerned with **meeting their physiological and safety needs first.**
- Luxuries a less of a focus, until basic needs are met.

De-prioritised:

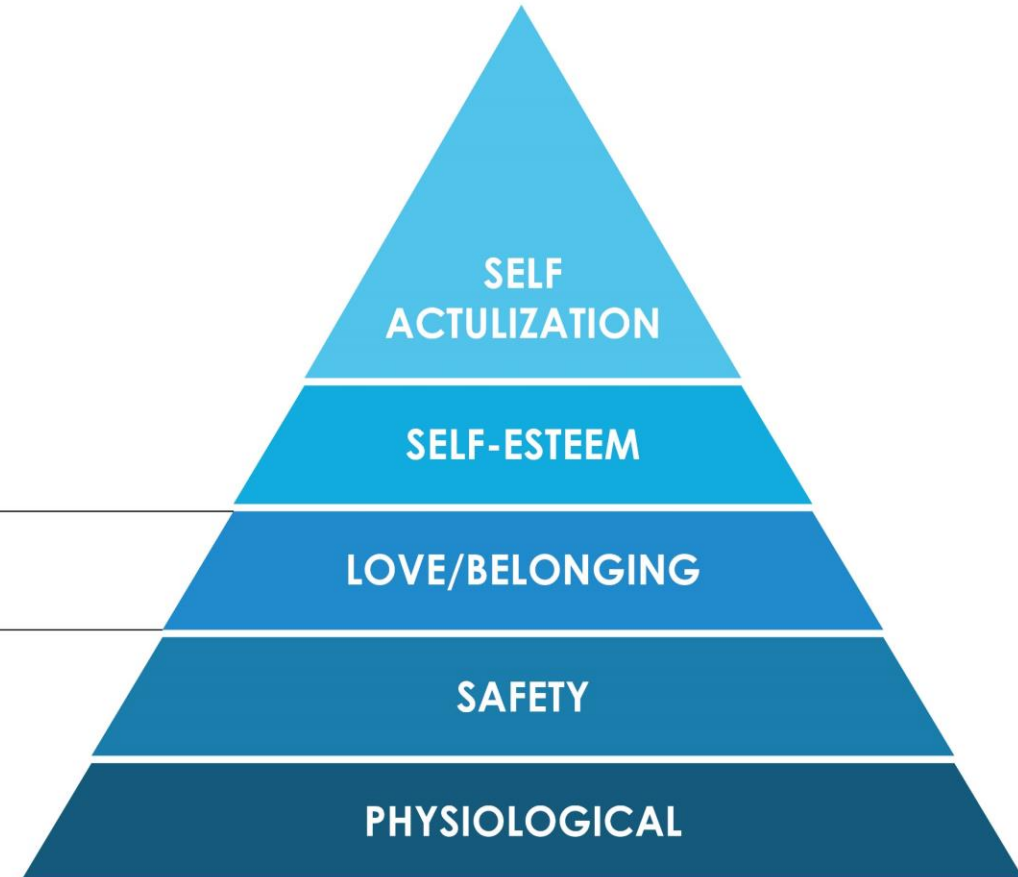
In the short, higher order needs are receiving less focus

Impacted by Social Distancing:

Order will return post Covid-19

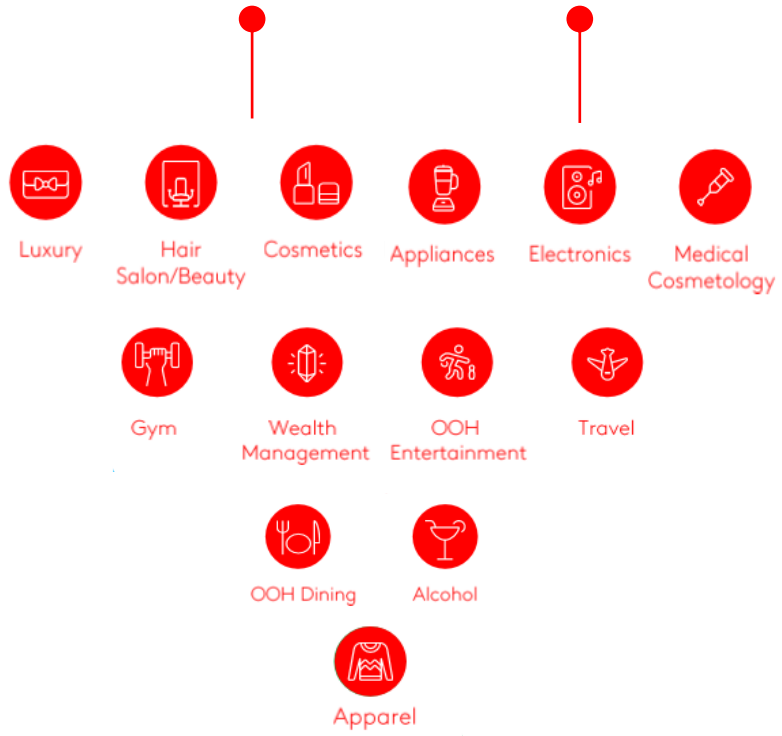
From Basics to Treasures:

Never to be taken for granted again



Bringing A Renewed Respect for Essentials

CATEGORIES THAT HAVE DECREASED IN DEMAND



CATEGORIES THAT HAVE STAYED THE SAME



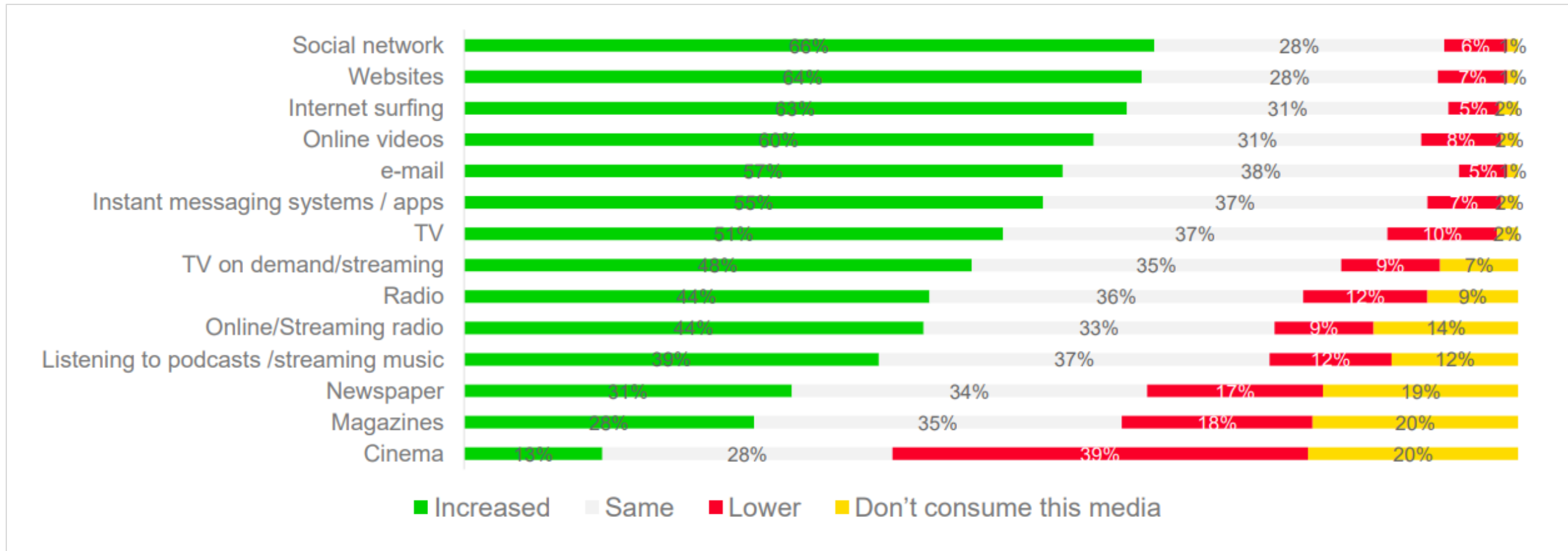
CATEGORIES THAT HAVE INCREASED IN DEMAND



Source: Kantar Research, Navigating Growth in a Covid-19 World

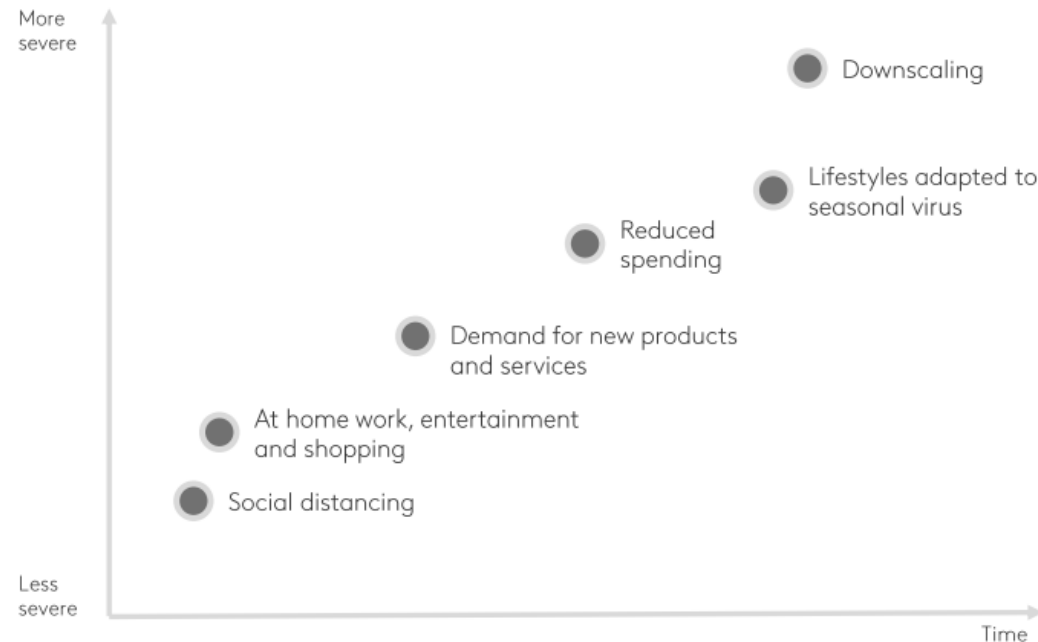
Keeping up to date is Vital

A need to get news as soon as possible and to verify this by checking other online sites. Social media seeing the highest increase of 66%, but generally the combination of digital platforms and TV has seen the greatest amount of growth.

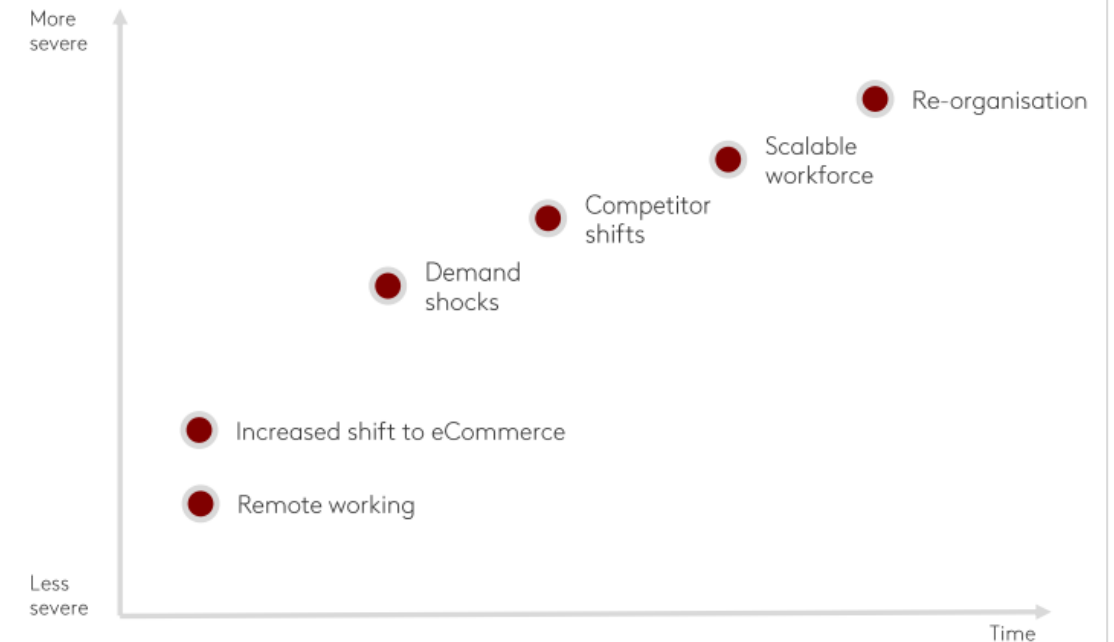


Time will determine the Impacts

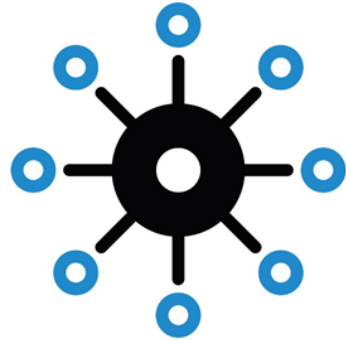
For consumers, life will not go “back to normal”



And for business, impact ranges from organisational changes to wild swings in demand



Anticipated Consumer Shifts



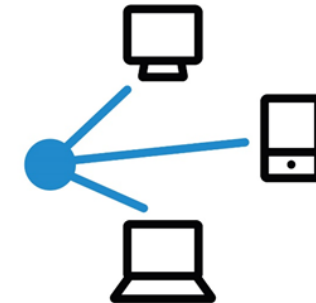
Omnichannel

The shift in consumer purchasing affects the consumer purchase journey in how media needs to reach them.



The New Essential

What will be safest for me and my family; what can and who can we trust?



At-Home Escape and Digital Enablers

Content hungry and seeking across all forms of platforms to be up to date as well as seek escapism from the outside world.

What DStv has done during this time



KANTAR

- Opened key channels to all of SA – across subscription set top boxes.
- Opened all News Channels to any viewer who makes use of the DStv Now Streaming service (includes nonsubscribers – DStv Now Free)
- Added Education content to help parents during the Stay-at-home with kids
- Relive Sport content
- Fitness Content to help families stay fit
- Multichoice sets aside R80 million (for salaries during National lockdown) Its set aside to pay production staff (production crew , cast & creatives, etc.) over the next few months.
- MultiChoice Group, Kaizer Chiefs and Orlando Pirates clubs have teamed up to donate 4 000 testing kits and protective gear to healthcare workers and law enforcement agencies on the forefront of the fight against the COVID-19 pandemic.
- Multichoice Nigeria contributes NGN1,2 billion (Cash donations and Relevant kits to fight the spread of virus)



THANK
YOU