THE MARKET

DStv brought satellite viewing to the African continent in 1995, opening up a world of entertainment and education to people craving for a variety of choice. Today, DStv is So Much More: offering a Premium package of over 70 TV channels and 40 CD-quality music channels, along with its Compact offering of over 27 TV channels.

DStv currently has a 100 percent share of the South African market. This is about to change as a total of five licences have been granted by the Independent Communications Authority of South Africa (ICASA) for pay-TV licenses in South Africa. DStv has, however always operated in a 'competitive' environment by benchmarking itself against international pay-TV operators such as SKY, AUSTAR and FOXTEL. The bouquet is packaged in a world-class standard bringing viewers extremely strong channels that reflect what they want to see. Worldwide premiers such as American Idols, Greys Anatomy, FIFA and ICC World Cups are available at the click of a button. The South African public have undoubtedly bought into the DStv offering as is clearly borne by the size of its current subscriber base: over 1.3 million people!

DStv is about entertainment, edutainment, infotainment and more. For DStv, "more" is the core of the brand promise, the idea that delivers the brand message. Twelve years after launch, the brand is highly recognisable in South Africa and it's one that offers a world of options, with the freedom to choose alternatives at the consumer's fingertips.

Four key mindsets have been identified in terms of DStv's appeal, these are:

The homemaker: She's a woman on the move, spending much of her day caring for her family. DStv is a partner, helper and a babysitter. Reference material helps with children's homework; little ones can safely watch children's programs on Disney or BBC Prime in the afternoons; and she can unwind with E! Entertainment or BBC Food.

The lifestyle enhancer: These are men and women who work hard and play hard. DStv offers music to dance to, a huge variety of SuperSport channels to cheer to, movies on Action X or Hallmark for a little fantasy, and Zone Reality to keep them on the edge of their seats.

The obsessive knowledge seeker: This group needs to know what's hot and what's not. They follow business, news, sports, politics, fashion and entertainment. DStv gives them what they're looking for with 24-hour news and educational lifestyle channels like Discovery Channel, Crime and Investigation Network, Sky News, The History Channel, EuroNews and FashionTV.

The disconnected unwinder: This is the group that finds a friend in DStv. It is how they relax with offerings of romance, thrills and drama found in the various movie channels like MNet Movies, Hallmark and National Geographic.

ACHIEVEMENTS

As the company that answered the call to provide South Africans with more choice in their living rooms, DStv has reached many milestones. Achievements to date include:

- Launch of the Dual View Decoder in February 2003 - this technology expanded on the brand promise of choice; differing viewing patterns in households were catered for
- A defining moment in November 2005 was the launch of the Personal Video Recorder (PVR). An experience never before available to the South African market, the product puts the viewer in control of the viewing experience

and delivers on the brand promise, So Much More. It allows the viewer to record a total of 80 hours of content, pause live TV, rewind recorded programming and has dual viewing functionality while allowing a third channel to be recorded.

- The subscriber base reached one million in December 2005
- By September 2007, the subscriber base exceeded 1.3 million

HISTORY

The pay-TV channel, M-Net - an analogue subscriber-based channel - was the forerunner to DStv. In 1995, MultiChoice launched the DStv satellite platform with 16 channels. These included 11 entertainment channels; SuperSport 1, 3, 5 and 6; and the audio offering that gave subscribers 39 CD-quality music channels to choose from.

In 1997, MultiChoice took over the distribution of decoders. 2000 saw the launch of interactive television; a new and more efficient decoder called the 910; and another five audio channels. The Dual View decoder was offered to subscribers in 2003, and the smaller and more aesthetically pleasing 933 decoder was brought out in 2004.

In 2005, the company launched its affordable offering, DStv Compact, which costs R199 for the monthly subscription. The bouquet comprised of 11 channels covering movies, sport, general entertainment, kids, documentaries, lifestyle, music and news channels. DStv Compact now offers over 27 great TV channels.

THE PRODUCT

The two main products under the DStv brand are DStv Premium, targeted at LSM 8-10 with over 70 television channels and DStv Compact, targeted at LSM 5-7 - middle income earners who would be described as pragmatic, ambitious and socially mobile. DStv Compact is a bouquet of over 27 channels, offering viewers a packaging of channels at an affordable price. Subscriptions for both the Premium offering and DStv Compact are always going to come from a market that is more progressively affluent than those who can only afford basic TV viewing. Both target groups include males and females in the 25 - 50 age groups.

Other product offerings include DStv Indian and DStv Portuguese, which target Africans of Indian and Portuguese decent. DStv Indian offers a choice of two packages: North Indian which includes programming from Zee TV, B4U, Sony, NDTV; and South Indian, offering Sun TV, KTV, NDTV. The Portuguese channel offers SIC International, RTPi and TV Globo.

RECENT DEVELOPMENTS

While the brand continuously expands its offerings, the most recent developments include:

- Launch of the Disney channel in September 2006: a family channel targeting children between two and 14, providing a diverse range of programming to entertain, educate and encourage its viewers to tap into the core Disney values of imagination, optimism and creativity
- Launch of EuroNews Channel in December 2006: An international news channel covering world news from a European perspective, EuroNews provides regularly updated bulletins with in-depth coverage of news, business bulletins, sport and weather. It complements this with a range of topical current affairs and lifestyle programming
- Launch of the Crime and Investigation Channel in February 2007: A joint venture between A&E Television Networks (AETN) and British Sky Broadcasting (BSkyb), local content will be an integral part of the offering, with series such as *South African Strangler*: Moses Sithole as well as inserts of wanted persons to assist law enforcement agents in curbing crime

PROMOTION

With the well-known payoff line "So Much More" the brand promotes itself across all media, including a fair share of its own On-Air inventory. Advertising is gripping, current and feisty, reflecting the choice offered. Print, radio and film ads are designed to remind viewers of the abundance of entertainment just waiting for them at the press of a button. Brand promotion is designed to:

- Increase brand awareness
- Increase subscriber base
- Increase shareholder value
- Establish the brand in all markets
- Maintain brand relevance and appeal to current base
- Drive brand appeal

BRAND VALUES

DStv is mature with an aspirational, fresh, culturally resonant, compelling, educational, entertaining and diverse outlook.

The brand asks, "In a world of opportunity and prosperity, why settle for less?" In a world of choices, DStv sets itself up as the benchmark: more entertainment, more information, more choices, more platform options. DStv is progressive, feeding the insatiable thirst of a market craving the best in life. For these consumers, life is too short to compromise.

DStv viewers being a microcosm of South Africans in general, believe today is for living to the maximum, that now is the time to prosper as they seize the day and get more out of life. For these people, DStv gives "So Much More".

THINGS YOU DIDN'T KNOW ABOUT DStv

- DStv sales in South Africa reached the 1.3 million subscriber mark in September 2007
- The Dual View Decoder was offered to subscribers in 2003 and was a world first
- The pay-TV platform has won 18 international Promax Awards for creativity in on-air television promotion
- DStv offers Premium subscribers a choice of over 70 channels, and DStv Compact over 27 channels
- The PVR allows viewers to record 80 hours of content, pause live TV, rewind recorded programming and has dual viewing functionality while allowing a third channel to be recorded