

A business model that drives value continued

Our outputs – our products and services



DStv

GOtv

OTT

**DStv
Media Sales**

irdeto

**Value-added products
and services**

- Offers services in 50 markets
- Six bouquets at price points, ranging from ZAR29 to ZAR839 in South Africa and from USD6 to USD62⁽¹⁾ in Rest of Africa
- ~150 linear video channels on average across DStv Premium package⁽²⁾
- Additional content and language packages, e.g. ADD Movies, DStv Indian
- Connected devices, e.g. DStv Explora Ultra and mobile apps, e.g. DStv and MyDStv apps
- Catch Up, Box Sets, Downloads and BoxOffice (movie rentals) services

- Offers services in South Africa and eight markets in Rest of Africa
- Five bouquets at price points ranging from USD2 to USD15^{(1),(3)}
- ~75 linear video channels on average across GOtv Supa package⁽⁴⁾
- MyGOtv app

- DStv via streaming service offered as a value-added service for DTH customers or as a standalone streaming service
- SVOD service, Showmax, is available in 73 markets (including the diaspora) with standard, mobile and sport (Showmax Pro) offerings.
- It has localised content offerings in four markets, and DStv add-to-bill options and localised payments in 11 markets

- Commercial airtime sales across 165 live linear video channels
- Additional advertising options via owned and operated websites and apps, social media platforms, sponsorships and through VOD services

- Cybersecurity and anti-piracy services to the group plus external customers
- Operates in 77 countries, across multiple industries including media security, gaming, connected transport, and other connected industries such as connected health and connected infrastructure

- New products and services added to our ecosystem to enhance our value proposition to customers in the home include:
- Four DStv Insurance products
 - DStv Internet
 - Third-party SVOD services with global partners (Netflix, Amazon Prime Video, YouTube)
 - Sports betting in four markets (KingMakers)
 - On-demand emergency services (AURA)
 - Education (Udemy)

← Previous: Our business activities

Next: Our outcomes →

⁽¹⁾ Certain markets have package structures and package names tailored for in-market preferences, (e.g. Nigeria, Angola and Tanzania) and therefore differ slightly from our typical package tiering. Rest of Africa pricing in US dollars varies by market due to exchange rates and in-market pricing dynamics – averages for core markets excluding Portuguese markets shown. ⁽²⁾ Measured across South Africa and 11 core Rest of Africa markets. ⁽³⁾ DStv Supa launched in FY22. ⁽⁴⁾ Measured across eight Rest of Africa GOtv markets.