

SuperSport



Big year of sport

SuperSport had another massive year of sports coverage, which included three senior men's and women's ICC major cricket tournaments, an amazing Summer Olympics in Paris, EURO 2024 football and 13 men's Springbok Test matches that included SA's first Rugby Championship victory since 2019.

Between April 2024 and March 2025, SuperSport showcased more than 47 839 live hours of compelling unscripted sports action.

The success of the Springboks was impactful, drawing fans and boosting viewership whenever they took to the field. The Rugby Championship recorded its highest average audience in the past three years, while the inbound rugby Tests attracted a robust number of viewers.

In other rugby content, the URC experienced an impressive 23% increase in viewership during the 2024-25 season, largely influenced by highly anticipated South African derbies. All SA derbies surpassed 200 000 viewers, which underscored the power of local rivalries in driving audience engagement.

The Currie Cup was also a star performer in 2024, with a 29% average audience rise from the 2023 competition, despite the Springboks being engaged in international rugby during The Rugby Championship, which ran concurrently.

The average linear viewership for the ICC Men's T20 World Cup went up 17% compared to the 2022 tournament. The final match attracted an audience of 843 618 due to South Africa's progression to the final, where they faced eventual champions, India.

WWE maintains its position as a must-watch franchise, with WWE RAW viewership up 18% and WWE Smackdown up 19%. This consistent growth highlights its broad appeal, reaffirming WWE's status as a key driver of engagement across multiple audience segments.

Dricus du Plessis's second UFC title fight against Sean Strickland set a new UFC viewership record on SuperSport, surpassing his previous fights.

The 21% increase from their first bout highlights growing audience investment in Dricus' journey, reinforcing the impact

of rivalries and championship narratives in driving UFC engagement on our platform.

Football attracted massive viewership throughout the year. The decision to make LaLiga available to lower-tier packages has significantly expanded its audience. The new UEFA Champions League format has increased the number of matches, and viewership remains highly engaged.

SuperSport achieved all these viewership milestones while maintaining high standards on the coverage of all the tennis and golf majors, European and international football, all the Formula 1, EPCR Champions Cup and EPCR Challenge Cup, Autumn Rugby Internationals, the Proteas taking on India, England Women and Pakistan and WWE action weekly.

Big bets

SA20 Season 3

SA20 Season 3, which ran from 9 January to 8 February 2025, was a massive year of growth for Africa's biggest franchise cricket competition. The tournament saw a remarkable 25% year-on-year increase in viewership from Season 2, as well as a 51% jump in linear reach from Season 2 to Season 3.

The league also achieved an impressive total unique reach of 2.2m on linear and 176 000 on DStv Stream. The SA20 Final between MI Cape Town and Sunrisers Eastern Cape was the most-watched league cricket match on SuperSport – outperforming the Indian Premier League (IPL), widely regarded as the best global T20 competition.

The competition also saw better integration between General Entertainment and Sport, positioning it as a sporting entertainment spectacle that appealed to more than just the cricket fan. As a result of the lifestyle, sports and entertainment positioning, the SA20 drew incredible public interest as a public spectacle, pulling 17 sold-out games out of the 34.

Nine matches were tiered down from DStv Premium to Access, while the first innings of those matches were also available to stream free on SuperSport Play (DStv Stream only channel 243) for the first innings.

Viewership was 48% higher on the day of the final between winners MI Cape Town and Sunrisers Eastern Cape compared to the previous year's final, of which 28% was made up of DStv Access viewers.



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2024 Olympic and Paralympic Games

SuperSport delivered yet another incredible Olympic Games in Paris 2024. During 19 days of non-stop action, 10 500 athletes took part at 35 venues and went on to break 31 world records. A staggering 1 039 medals were handed out, of which SuperSport showed all gold medal events live.

Over 1 200 events were broadcast live, with over 2 900 hours of live Olympic content on eight dedicated linear SuperSport channels, five OTT streaming channels, and our SuperSport SuperScreen, plus the 24-hour Olympic News Update Channel.

The Paris Olympics reached 20% more unique viewers compared to Tokyo 2020. The increased number of events broadcast per day to Paris 2024 was the major contributing factor for the huge difference in average audiences between Tokyo 2020 and Paris 2024.

SuperSport was home to some of South Africa and Africa's best analysts and former Olympians, such as Penny Heyns, Ryk Neethling, Caster Semenya, Bridgitte Hartley and Sizwe Lawrence Ndlovu – all Olympic medallists.

From a digital perspective, the Games coincided with the return of the iconic Here for Her campaign, and with it, The Audacity series' launch. The Audacity is a special edition of the SuperSport Unplugged vodcast, dedicated to celebrating Women in Sport. The Audacity consists of purposeful storytelling of women who dared to make their space in sport and continue to reach for greater heights, with the first episode featuring double gold medallist Semenya.

SuperSport's Rest of Africa content offering also boasted strong insights from stars such as former Nigeria women's national football team striker Ugochi Oparanozie, Kenya's 2008 Beijing Olympics 800m gold medallist Wilfred Bungei and Nigerian football legend Victor Ikpeba, who was part of the 1996 Atlanta Olympics gold-medal men's team.

Although there was a 49% drop in total viewership for the Paralympics, the unique viewership (viewers who spent more than three minutes watching) increased by 27% from the previous edition in Tokyo (held in 2021).

Euro 2024

The Euro 2024 delivered strong viewership ratings for the two big markets on the African continent, South Africa and Nigeria, with a healthy engagement interest across the social media platforms.

The Euros were broadcast on the DStv Compact package in South Africa and made available on the Access package in the Rest of Africa. In Nigeria, viewership showed a 50% increase, of which 26% was attributable to the availability of Euro matches to Access customers in that market for the first time.

Normal Operations

Premier Soccer League

The 2023–24 PSL season that concluded in May 2024 experienced positive viewership trends throughout the football season, with varying performances across different competitions. Overall engagement remained strong, reflecting the continued popularity of South African football.

The Premiership witnessed a positive trend in total viewership, which increased by 9% compared to the previous season. This growth underscores the league's strong appeal and the effective engagement strategies employed.



The 2023–24 DStv Diski Challenge grew its audience by 23% at the close of the season, with a 33% audience increase for matches not involving the traditional top three teams – Kaizer Chiefs, Orlando Pirates and Mamelodi Sundowns – during a season in which Stellenbosch FC were crowned champions.

The first Soweto Derby of the 2024–25 season in February 2025 delivered historic viewership numbers, becoming the most-watched derby ever on SuperSport. This record-breaking performance underscores the enduring strength of local football rivalries, proving that marquee fixtures continue to drive audience interest and engagement.

SuperSport Experiences

SuperSport launched SuperSport Experiences in partnership with DStv Rewards as well as SA Rugby by offering loyal DStv Premium subscribers the opportunity to buy 'Early Bird' Springbok tickets to home Test matches. These fans were also treated to unique match-day experiences, courtesy of SuperSport Experiences. DStv Experiences continued to partner with DStv Rewards to offer subscribers unforgettable experiences during the Rugby Championship for home Test matches between South Africa and New Zealand, as well as the DStv Delicious Festival.

As part of SuperSport Experiences, SuperSport launched the SuperSport Partner Venue partnership. This initiative is in partnership with selected sports bars, restaurants and pubs where the brand can interact with sports fans and customers through SuperSport-accredited partner venues.

Track+Field

SuperSport partnered with Athletics South Africa, the Department of Sport, Arts & Culture and SA Schools Athletics to launch a first-of-a-kind high school athletics series called *Track+Field*.

Track+Field is a knockout series involving the best high school athletes from all corners of the country in pursuit of being crowned the number one athletics high school in South Africa. The launch of the thrilling series is part of an exciting global revival of track and field, which is the flagship sport at the Olympic Games. Athletics is one of the most popular school sports and the launch of *Track+Field*, which began

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early in 2025 and features boys and girls at Under-15, -17 and -19 levels, has already generated a hive of excitement. *Track+Field* is also seen as a potential game-changer for accelerating athletics talent for Team South Africa's future Olympic ambitions.

Schools SA20



SuperSport Schools have partnered with SA20 and Cricket South Africa (CSA) to launch the Schools SA20 competition, designed to discover and nurture cricket talent among both girls and boys across South Africa. The high school T20 cricket competition runs from September 2024 to March 2025, with 370 boys' school teams and more than 200 girls' school teams participating in over 1 000 matches. More than 200 of these matches are set to be live-streamed on SuperSport Schools platforms globally.

Schools SA20 is an extension of SA20's mission to continue to provide opportunities for young cricketers in South Africa, building on the success of the rookie draft system the league introduced for players in SA20 Season 2.

SuperSport Schools

SuperSport Schools continues to lead the world in redefining the landscape of school sports broadcasting and celebrates a year of extraordinary growth, engagement, and innovation in 2024.



The SuperSport Schools app reached 1 160 838 registered users in 2024, reflecting a 46% year-on-year growth. On average, the platform welcomed 1 092 new users daily.

The linear SuperSport Schools channel's unique viewership soared to 10 566 402 – a 14% increase from FY24 solidifying the channel's position as a must-watch destination for school sports fans, and making it one of DStv's most popular sports channels. Fans also spent a staggering 2.7bn minutes watching SuperSport Schools content across all platforms – a significant 18% rise from the previous year.

In FY25, SuperSport Schools achieved remarkable viewership across all our platforms, with over a 1bn minutes of sports consumed by its passionate audience through both the linear DStv channel 216 and SuperSport Schools App platforms. SuperSport Schools showcased 58 different sporting codes – an impressive number that surpasses the variety offered at the 2024 Paris Olympic Games.

SuperSport Schools also expanded its reach through a partnership with SABC Sport, which sees a dedicated curated SuperSport Schools channel on SABC Plus that launched in February 2025. The dedicated SuperSport Schools channel on DStv (channel 216) will now be available on DStv EasyView, making it more accessible to the full range of DStv subscribers.

Production

Our Technical Operations team was able to showcase and utilise specialised cameras such as the BuggyCam and Cinematic Cloud-based cameras in various productions, including the SA20 and Springbok Test matches.

Tech Ops also facilitated new cloud-based technology systems during the Comrades Marathon in June, which broadened our technical reach in live broadcasting.

In this period, SuperSport's newest Outside Broadcast truck IP2 was nominated for a 2024 IABM Broadcast and Media Award. The independent IABM BaM Awards recognise outstanding technological innovations that deliver real business and creative benefits.

IP2 is fully Ultra High Definition (UHD) capable, while everything in the truck is managed by 'Hi Human Interface', the first truly intuitive control solution for rich broadcast and live events.

SuperSport also drove and continues to drive innovation in its live and non-live productions, with the inclusion of *The Couch* and *Couch Coach* during the SA20 and URC, respectively.

We have actively sought to engage the fans with more customer-facing initiatives, leading with a consumer-first approach in our productions. This has resulted in higher engagement metrics, most notably on our digital platforms.

Digital

SuperSport's digital and social media department made a significant imprint during the financial year. The launch of various YouTube-first digital content offerings such as SuperSport Unplugged and digital build-up has grown SuperSport's following and engagement across various platforms.

As a result, SuperSport's YouTube subscribers went past 4.7m. SuperSport Unplugged, SuperSport's first-ever dedicated Vodcast, drew 941 249 YouTube views, collectively, with a total of over 18m views for content across Meta, X, TikTok and YouTube combined. SuperSport Unplugged also generated 318.4m total impressions across these platforms.

The digital innovation also included bespoke isiXhosa value-added content, *iQakamba*, which proved popular during major ICC tournaments and the SA20. The introduction of The Audacity also opened the content net wide for female sports coverage, driving home SuperSport's flagship Here for Her campaign.

The SuperSport social universe spans 15 accounts across all platforms with a total following of 35.65m. TikTok is the fastest-growing page with 3.7m followers in three years. On Facebook specifically, football accounts for the biggest community with 12m followers across the SuperSport Football account, with the SuperSport mother brand (6.3m) also contributing significantly to the 19.6m total followers.

Other key social media data in FY25:

- 50.2bn impressions across all platforms
- 3.1bn accounts reached across platforms
- 147m engagements across all posts
- 1.7bn video views across platforms

SuperSport continued

Sports impact

The second SuperSport Industry Leaders Programme concluded successfully as the class of 2024 was honoured in an intimate ceremony on 29 November 2024. The seven-month-long programme saw the 19 graduates, including former Proteas netball captain, Bongzi Msoni, and former Bafana Bafana and Leeds United captain, Lucas Radebe, engage in a rigorous curriculum which ensured that they and their fellow graduates were better equipped to elevate the sports industry.

SuperSport celebrated the 10th DStv Diski Challenge (DDC). The success of the DStv Diski Challenge is vividly illustrated by the remarkable impact its graduates have had on the PSL and beyond. Many have become heroes in some of the league's most anticipated derbies. Promoted players such as Relebohile Mofokeng, Wandile Dube, Mohau Nkoto, Mduduzi Tshabalala, Yusuf Maart, Thapelo Maseko, Shandré Campbell, and Thabang Mahlangu have risen through the ranks, thrilling fans with their performances and becoming key contributors to their teams. Their journeys from the DDC to starring roles in major matches underscore the essential role of the DStv Diski Challenge in the growth of South African football.

Over 350 players have advanced from the DStv Diski Challenge to professional levels, showcasing the league's success in talent development. Nineteen ex-DDC players are now playing their trade abroad, including top talents such as Burnley forward Lyle Foster, Al Ahly attacker Percy Tau, Lassina Traoré (Shakhtar Donetsk), Olwethu Makhanya (Philadelphia Union), and Cassius Mailula (Wydad AC).

Campbell became one of SuperSport United's latest talent exports when he joined Belgian giants Club Brugge. Campbell's rise from the fields of Boksburg to the grand stages of European football is nothing short of inspirational.

In 2022, Campbell was promoted to the SuperSport United DDC team where he played a pivotal role in leading SuperSport United to their first-ever DDC league title. His impressive tally of 16 goals earned him the club's DDC Player of the Year award. He later went on to play professionally for SuperSport United in the 2023/24 season before, when he earned the Premiership Young Player of the Year and Nedbank Player of the Year at the PSL Awards. In July 2024, Campbell's dream of playing in Europe became a reality when he signed with Club Brugge.

SuperSport United

SuperSport United's Under-19 team again demonstrated their dominance in youth football by clinching the prestigious 2024 Gauteng Development League Top 8 Cup. The tournament, held at Marks Park soccer fields in Emmarentia, Johannesburg, saw the young Matsatsantsa rise to the occasion and showcase their exceptional talent and teamwork.

At the 2024 Iber Cup, one of the largest international youth football tournaments in the world, held from 12 to 16 December 2024 in Johannesburg, SuperSport United won four gold medals in different-age boys' group finals.

The tournament, which featured top teams from around the world, including Paris Saint-Germain, PSV Eindhoven, and Benfica, was a true test of skill and teamwork. SuperSport United FC rose to the occasion, delivering stellar performances throughout the competition.

2024 Iber Cup International Tournament 2024 (SuperSport United results by age group):

- Under-9 – Champions
- Under-10 – Champions
- Under-11 – Champions
- Under-12 – Finalists
- Under-13 – Champions
- Under-15 – Semi-Finalists



Human capital

SuperSport prides itself on demonstrative career growth paths, with 77% of positions advertised getting filled internally and 41% of these being filled by women.

SuperSport recruited 41 unemployed youth with a high school matriculation certificate residing within the Gauteng region for a learnership programme for the financial year 2023/2024 due to end in October 2025, with the potential opportunity to employ some of the learners based on business needs and performance. The SuperSport Learnership offered an opportunity for skills development and career growth. The programme aimed to highlight diversity, with approximately 80% of selected entrants being women.

The launch of Here for Her 2.0 marked another significant step in SuperSport's commitment to celebrating, promoting and upskilling women's sport as well as women in sport. Following a successful launch in 2023 during the Netball World Cup, where a 120-member production team became the first all-female crew to deliver a major sporting tournament, further steps were taken to make Here for Her part of SuperSport's ecosystem.

Our forward-thinking and people-led initiatives did not stop there. As part of the Here for Her 2.0 campaign, we launched a women's empowerment programme, targeting our female employees in the layer below senior management level for the purpose of upskilling and enabling them to be ready to succeed in their respective areas.

In January 2025, we launched the current cohort of our leadership development initiative, known as 'Next Generation', designed to prepare senior managers for leadership readiness, with a specific focus on cultivating entrepreneurial and transformational leadership qualities.

SuperSport played a leading part in the MultiChoice Group's leadership development initiatives, namely the Executive School of Excellence launched with the GIBS, the SuperSport Industry Leaders Programme, the Top Women Leadership programme and the management optimisation programme that focuses on empowering newly appointed managers.