

# Reaching into our communities

## Partnerships for good

Collaboration is becoming key in today's world of business. The exponential pace of change in consumer demand and commercial technologies means that only a handful of mammoth organisations can attempt to be everything to everyone – there's simply too much to produce and manage.

Although a large corporation in itself, MultiChoice has embraced the opportunity to amplify our services and create value by collaborating with the 'right fit' partners. Our portfolio of offerings has been greatly boosted by commercial partnerships, while our partners have been enriched and grown alongside MultiChoice.

In terms of our corporate citizenship in countries across Africa, MultiChoice has partnered with entities involved in education, technological innovation, television, hospitality and media. As part of these initiatives, we award bursaries and sponsor training across the continent.



### Partner: United Nations

MultiChoice Group partnered with the United Nations in 2020, harnessing the power of its platforms to spread credible and accurate information about the COVID-19 pandemic. In 2022, MTF alumni collaborated on the "Together we can" campaign, encouraging people across Africa to continue observing COVID-19 safety protocols.

**1 million**

Viewers reached through the campaign

**ZAR735 000**

campaign value



**Partner: Newzroom Afrika, Mpuma Kapa TV and IKZN TV**

Regional TV stations are uniquely placed to serve as both a location-specific content and entertainment to their viewers, and to serve as a training ground for young people looking to break into the industry. MultiChoice partnered with three regional TV stations to bolster their news coverage in their respective provinces.

**ZAR6.5 million**

Worth of ENG equipment delivered, installed and commissioned

**30**

News production and technical team graduates following a three-month training programme



**Newzroom Afrika launches initiative with Mpuma Kapa TV and 1KZN TV**

Regional TV stations in KwaZulu-Natal and Eastern Cape

Mpuma Kapa TV and 1KZN TV well positioned to be news bureaus in KwaZulu-Natal and Eastern Cape

MultiChoice supports this initiative and will give a grant to Mpuma Kapa TV and 1KZN in the form of:

- Equipment
- Training
- Technical support

to bolster their news coverage capability.

The improved capability will allow the TV stations to:

- Live Coverage of breaking news from rural areas
- Studio to studio live feeds and interview sessions
- Package news inserts

Newzroom Afrika will purchase fully packaged inserts, live coverage, and archived footage from 1KZN TV and Mpuma Kapa TV

Newzroom Afrika will provide the two TV stations editorial training and mentorship

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## Partnerships for good continued

### Partner: Training Centre for Journalists (CEFOJOR)

#### Country: Angola

The Angolan media industry is facing one of the most challenging periods in history after the end of the war in 2002 – the 2008 financial crash and the COVID-19 pandemic resulted in several outlets closing their print publications. Investigative journalism was a low priority in the country. In an effort to help boost this industry, MultiChoice partnered with CEFOJOR to provide workshops to students and journalists from various media in the country.

40

Journalists trained in 2022

2

Training sessions conducted



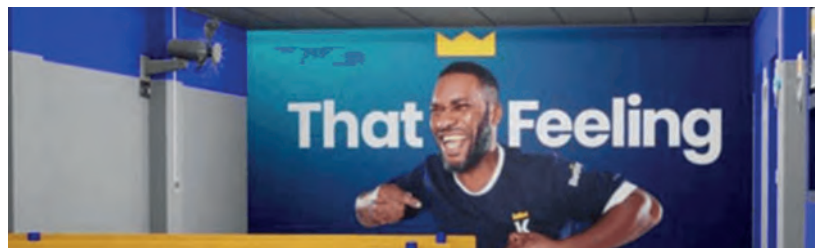
### Partner: BetKing

#### Country: Nigeria

BetKing Nigeria partnered with DStv to provide new BetKing agents with free DStv equipment as part of the welcome package. This includes a dish and decoder, as well as a free one-month subscription, to boost engagement and entertainment in their shops. MultiChoice again enriches Africans by creating employment and appointing support agents across the value chain.

3 000

Welcome packages provided since 22 June 2022



## Partner: Kenya Association of Hotel Keepers and Caterers

### Country: Kenya

The hospitality sector world took a hit when COVID-19 caused governments across the world to implement movement restrictions and locked down their borders. DStv Business is a major sponsor of the 2022 Kenya Association of Hotel Keepers and Caterers Symposium. It provides value-added services for establishments in the industry for them to provide customers with world-class in-room entertainment at the most affordable price.



## Partner: Ghana Ministry of Education (MoE), Ghana Education Services (GES), and the Ghana Broadcasting Corporation (GBC)

### Country: Ghana

MultiChoice partnered with the MoE, GES and GBC to distribute the Ghana Learning TV channel on both DStv and GOtv platforms since 2020, providing Ghanaian learners access to GES-approved educational content. Ghana Learning TV is 24-hour free-to-air channel that caters to mainly senior high school students.

# 26 months

Free airtime for  
Ghana Learning TV channel

