When you become a customer of MultiChoice, you’re not just choosing the very best in local and international entertainment. Indirectly, you’re also contributing to the upliftment of our communities and making a substantial difference to our country.

In this report, you’ll read about the many things we do to make a difference. We help emerging entrepreneurs and community TV stations realise their dreams, we invest significantly in local shows, which stimulates the television and film industry, and we’re the biggest funder of sport in Africa, which helps uncover new stars across the continent.

We create thousands of jobs and help our economy — and our country — grow in a way that’s sustainable and which benefits us all. All of our DStv decoders are manufactured right here in South Africa.

Our Corporate Social Investment programmes make use of our skills and resources to bring about a real and lasting impact in our communities. SuperSport Let’s Play gets thousands of South African children to be more active and involved in sport. M-Net Magic in Motion gives up-and-coming filmmakers the boost they need to thrive in a competitive TV industry. MultiChoice Diski Challenge creates the football stars and sports production talent of tomorrow.

We’re able to do all of these things thanks to your trust and support. We have one simple creed that guides us in everything we do: ‘enriching lives’. And you allow us to live this ideology — and change lives — every single day.

IMTIAZ PATEL
CEO: Video Entertainment
**EMPOWERMENT**
- DCx Agencies and Accredited Installers
- Phuthuma Nathi
- MultiChoice Enterprise Development Trust
- Skills development

**LOCAL CONTENT**
- M-Net
- SuperSport
- Community TV stations

**SPORT DEVELOPMENT**
- The Sports Trust
- SuperSport United Academy

**CORPORATE SOCIAL INVESTMENT**
- Let’s Play
- MultiChoice Bold Challenge
- In-Net Magic, n Action Academy

**MULTICHOICE SOUTH AFRICA, EMPLOYMENT**
- Almost 8,000 employees (our total workforce, including independent service providers)
- 86% black employees

**MULTICHOICE SOUTH AFRICA, EMPLOYMENT**
- 2,875 females employed
- 63% of our board members are black
- 120 employees with disabilities

**How we contribute to the South African Economy**

- **R13.8bn**
  - MultiChoice’s contribution to the economy

- **R5.7bn**
  - Direct and indirect tax contribution

- **R1.7bn**
  - Spent on local content

- **R110.8m**
  - Spent on Group-wide employee training

- **R2.9bn**
  - Spent with B-BBEE suppliers

- **R1.2bn**
  - Spent on local sports content

**MultiChoice’s contribution to the economy**
- SME spend
- Spent on local content
- Spent with B-BBEE suppliers
- Spent on Group-wide employee training
DStv Agencies and Accredited Installers

Providing opportunities for entrepreneurs

Veroline Dube
Office manager at DishWorld (a DStv agency)

Tina Macome
Owner of DishWorld

Our DStv products and services allow entrepreneurs to create spin-off businesses that support us and in turn, create employment. Our agencies do everything from processing payments to selling decoders. MultiChoice provides ongoing training to our Accredited Installers so they can deliver the highest level of service.

The ripple effect

1302 Accredited DStv Installers
9130 Independent DStv agencies

4000 people employed

Working at DishWorld has been amazing. We're like a family, the work environment is so friendly and I love our customers. This job gave me something when I had nothing.

Veroline Dube
Office manager at DishWorld (a DStv agency)
Phuthuma Nathi

Sharing in our growth and future

Phuthuma Nathi is our B-BBEE share scheme. Phuthuma Nathi shareholders are made up of individuals, stokvels and black-owned companies.

MultiChoice is 40% black owned (20% via Phuthuma Nathi, 20% via Naspers).

The ripple effect

Phuthuma Nathi has more than 90,000 black shareholders.

R7.8bn in dividends paid out since inception.

Investment growth since inception: 20 times.

My journey from Phuthuma Nathi to education:

My experience from Phuthuma Nathi led me to education. This money goes straight back into those NGOs and schools as to implement the various community development programmes.

Makobe Michael Pitsadi
Educator, community leader and Phuthuma Nathi shareholder.

Phuthuma Nathi shareholder

EMPOWERMENT

- BTC Agencies and Accredited Insurers
- Phuthuma Nathi
- MultiChoice Enterprise Development Trust
- Skills development

LOCAL CONTENT

- Multichoice
- SuperSport
- Community TV stations

SPORT DEVELOPMENT

- The Sports Trust
- SuperSport Boks Challenge
- In-Net Magic in Action Academy

CORPORATE SOCIAL INVESTMENT

- Let’s Play
- MultiChoice Boks Challenge
- In-Net Magic in Action Academy

Priscilla Hadebe
Phuthuma Nathi shareholder

The Sports Trust

The Sports Trust

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Educator, community leader and Phuthuma Nathi shareholder.
Supporting our local media and production industry

Thandekile Nyembezi
Operations manager at Vision View Productions
(Vision View is one of our Enterprise Development Trust beneficiaries)

In loans and grants disbursed

in association with

the Gordon Institute of Business Science

spent with B-BBEE suppliers

spent with small- and medium-sized enterprises

The trust supports and develops small, medium and large businesses.

When I joined Vision View Productions, I was green. Since, I have grown from a production co-ordinator to operations manager.

We don’t build one-dimensional individuals here. We hire and support people to be multi-skilled. My story isn’t singular, there are about 40 of us who have had this trajectory.

Thandeka Nyembezi
Operations manager at Vision View Productions
(Vision View is one of our Enterprise Development Trust beneficiaries)
Skills Development

Empowering students to craft their own destinies

DStv Graduate Programme

The DStv Graduate Programme was established three years ago in order to attract young professionals into the broadcasting environment.

Students are exposed to a variety of fields such as IT, broadcast technology, marketing, finance, strategy and business development.

The MultiChoice, M-Net and SuperSport Internship Programmes provide work experience to interns.

More than 90% of our 17 graduates were permanently employed in 2015

Patricia Ndwalaza
Nomonde Ndwalaza’s mother (MultiChoice Graduate Programme)

The ripple effect

It makes me proud to see my daughter getting all these amazing opportunities and making the most of them. She makes me proud every single day.

Patricia Ndwalaza
Nomonde Ndwalaza’s mother (MultiChoice Graduate Programme)

R110.8m
spent on employee training across the Group

The MultiChoice, M-Net and SuperSport Internship Programmes provide work experience to interns.

R6.9m
spent on bursaries (internal, permanent employees)

176
interns for all three programmes

33%
of the interns who graduated were absorbed into the Group

R100m
spent on bursaries (internal, permanent employees)

176
interns for all three programmes

33%
of the interns who graduated were absorbed into the Group

Sandra Da Mata
Leadership training specialist

− Let’s Play
− MultiChoice Diski Challenge
− M-Net Magic in Motion Academy

LOCAL CONTENT

− White
− SuperSport
− Community TV stations

CORPORATE SOCIAL INVESTMENT

− Earth Play
− MultiChoice Diski Challenge
− M-Net Magic in Motion Academy

SPORT DEVELOPMENT

− The Sports Trust
− SuperSport United Academy

EMPOWERMENT

− DStv Agencies and Accredited Installers
− MultiChoice Enterprise Development Trust
− Skills development
M-Net

Telling home-grown stories in local languages

Petronella Tasara
Executive producer at Connect TV

M-Net and MultiChoice spent on local content. We actively drive the growth of our film and TV industry which launches both local and international careers.

Some of our popular shows include: Isibaya, Idols SA, Our Perfect Wedding, Carte Blanche, The Voice SA and Boer Soek ‘n Vrou.

Our investment in creates thousands of jobs throughout the industry.

The ripple effect

EMPOWERMENT
- Ekurhuleni
- MultiChoice Bursary Fund
- MultiChoice Enterprise Development Trust
- Skills development

LOCAL CONTENT
- M-Net
- SuperSport
- Community TV stations
- SuperSport Fiction
- SuperSport Kids
- SuperSport World

SPORT DEVELOPMENT
- The Sports Trust
- SuperSport United Academy

CORPORATE SOCIAL INVESTMENT
- Let’s Play
- MultiChoice Bursary Fund
- M-Net Magic in Motion Academy

The numbers: 300+ movies produced since 2010.

Our investment in local content:

Our viewers really do make a meaningful impact, because while we’re telling stories about our families, friends and neighbours, the platforms also help us brand our brands across the country.

Petronella Tasara
Executive producer at Connect TV
SuperSport
Bringing riveting action to wherever you are

SuperSport sources sports content from federations and licence holders, and also produces its own thrilling programming.

The ripple effect

SuperSport broadcasting in action

World of Champions

SuperSport's commitment has extended beyond broadcasting and into increasing levels of professionalism on the continent.

Anthony Baffoe
Former Ghana footballer and FIFA & CAF general co-ordinator

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Former Ghana footballer and FIFA & CAF general co-ordinator
We’ve got five community TV stations on our DStv platform: Soweto TV, 1 KZN, Cape TV, Tshwane TV and Bay TV.

By partnering with some of the smaller production companies, such as African Accent Creative People, Soweto TV and their partners have given us young filmmakers an opportunity to express the love and passion we have for telling stories, while we do good for our community.

Communities TV Stations

Giving local communities a voice

MultiChoice donates broadcasting equipment and provides training and technical support to improve production quality for our community TV stations. We also revitalise studio facilities in order to improve production quality.

The ripple effect

Soweto TV employs more than 100 people (80% of whom are local)

By 2021, more than 100 community TV stations are on DStv.

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Bongani Mabuza
Owner and filmmaker at African Accent Creative People

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The Sports Trust

Supplying facilities, equipment and kit for rugby, cricket and soccer

The ripple effect

Glen Adams

Development cricket player

SuperSport has contributed R18.4m to the Trust (1998-2016)

The Trust has a presence across all 9 of South Africa’s provinces

I'm really excited about the new sports club – I think it helps me to become a better cricketer.

Glen Adams

Development cricket player
SuperSport United Academy

Educating young players and developing local football talent

The Academy is a leading youth soccer development programme in Africa.

The Academy’s technical partner is the Royal Dutch Football Association.

The Academy also focuses on developing coaches.

SuperSport United Soccer Schools give players a chance to develop their skills and play at a professional level.

The ripple effect

Joshua Rambuwane

Zama Rambuwane’s father (SuperSport United)

The very proud of Zama – at Bellair Park, in a match against SuperSport United, he rose to the occasion and Mabuthokazi offered him a scholarship immediately.

The Sports Trust

SuperSport United Academy
Let’s Play

Celebrating 10 years of getting children active

Let’s Play encourages children to be physically active and play sport, and also provides sporting equipment and facilities.

Let’s Play has created playing fields for selected primary schools throughout South Africa.

SuperSport launched the largest school sports initiative of its kind in April 2015 — the Let’s Play Schools Physical Education Challenge.

The Challenge was re-launched in February 2016 and aims to reinforce curriculum-oriented physical education and promote physical activity in all primary schools.

Coach and parent: Farrarmere Primary School

Brad Watkins

The ripple effect

1 million children reached annually

403 600 children participated in the Challenge

477 primary schools reached by the Let’s Play Schools Physical Education Challenge

Let’s Play encourages children to be physically active and play sport, and also provides sporting equipment and facilities.

Local schools reached by the Let’s Play Schools Physical Education Challenge

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Coach and parent: Farrarmere Primary School

Brad Watkins
Growing aspiring talent in football and broadcasting

MultiChoice Diski Challenge

The Diski Challenge comprises:
- A football competition
- An internship programme
- Leadership and life skills training
- Broadcasting of the competition

The ripple effect

More than 89 players featured for various national teams
11 players made it to the Under 23 national team to represent South Africa at the Olympic qualifiers (and made it into the 2016 Olympic Games)

Delroy Ross Shekoni
Delroy’s mother
(SuperSport United SA U/23)

The Diski Challenge:
- More than 184 matches played
- 75 live matches broadcast
- 60 players promoted to their first teams

Philani Zikalala
Orlando Pirates

DELRAE RENE SHEHOVELL
Denwin Farmer’s mother
(SuperSport United and SA U/23)
M-Net Magic in Motion Academy

Nurturing the filmmakers and producers of tomorrow

M-Net Magic in Motion aims to develop young South Africans in the film and TV industry. Young producers get to work with veteran producers, so they can learn filmmaking from the best.

Interns get training in: production commissioning, concept creation, scriptwriting, producing, directing, cinematography, sound direction, editing, and post-production, as well as shooting in studio and on location.

The ripple effect

Feature films created in 2015:
- Ilizwi
- The Ring
- Forgotten
- #Lit

Interns graduated in March 2016

Interns selected to take part from April 2016

The chances of success were pronounced, amid working on one of our M-Net productions. All 12 interns demonstrated extremely high levels of commitment and dedication. Now these guys, who are just starting out, can pick up the phone and call producers and directors of big shows because they know them.

Sihlelele Mbilinye
MD: Vanande Media
EMPOWERMENT
- DStv Agencies and Accredited Installers
- Phuthuma Nathi
- MultiChoice Enterprise Development Trust
- Skills development

LOCAL CONTENT
- M-Net
- SuperSport
- Community TV stations

SPORT DEVELOPMENT
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