Enriching lives

2017 Social Report
WE ARE AFRICA

A CONTINENT LIKE NO OTHER, FOREVER EVOLVING, CREATING, INSPIRING.

AFRICA, OUR HOME.
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Telling our stories

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Our contribution to South Africa’s economy
R3,3bn (direct) 
+ R2,5bn (indirect) 
= R5,8bn 
total tax contribution

R2,1bn | R2bn | 100+
spent on local movies and series | spent on local sports content | entrepreneurs offered skills training

1 184
ACCREDITED INSTALLERS
WHO EMPLOY
4 482
PEOPLE
Our contribution to transformation
60% of our directors are from previously disadvantaged groups

16% directed at suppliers with at least 30% black female ownership

31% directed at small, medium and micro enterprises

87% of our employees are black

30% of our directors are women

90% local procurement with B-BBEE-compliant suppliers

51% of our employees are black women

87% of our employees are disabled

55.75% The economic interest held by Phuthuma Nathi shareholders in the MultiChoice Group

112 of our employees are disabled

R10,4bn

MultiChoice achieved its Level 1 B-BBEE certification in 2017

51% of our employees are black women

R100m+

Committed by the MultiChoice Enterprise Development Trust to help beneficiaries with loans, grants and business development expenses

16% directed at suppliers with at least 30% black female ownership
MultiChoice is a leading video entertainment company in Africa and we’re home to some of the country’s most well-known brands (such as DStv, SuperSport and M-Net to name a few).

But we’re so much more than our products and services. Everything we do is guided by a single motto – enriching lives. It means we’re driven to make a difference; to our customers, communities and to our various stakeholders. We create thousands of jobs through our spin-off industries (such as DStv Accredited Installers), local decoder manufacturing and investing in local content, as well as by helping emerging entrepreneurs.

Our Corporate Social Investment focuses on young people and skills development – in sport, television production and entrepreneurship. We help youth get fit and healthy; we create the sports stars of the future; and we are the springboard for local filmmaking talent, launching them onto a global stage.

None of this would have been achievable without you, so please accept our wholehearted thanks.

As you page through this report, I hope you share in our joy at what we’ve achieved, as we’ve done this together.
Empowerment

Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.
– Kofi Annan
Our skills development programmes empower interns, graduates, employees and managers, as well as entrepreneurs and our Trust beneficiaries to craft their own destinies.

Twenty-three years ago, Johannes Nkabinde joined MultiChoice as a Security Guard; today, he’s a valued member of the Billing and Collections Department.

How did your journey with MultiChoice begin?

In October 1994, I started working as a Security Guard – my first job after completing matric – but I soon moved to the reception area. A MultiChoice Receptionist pushed me to apply for a switchboard position. At first, I didn’t get the job because I was too inexperienced. I spoke to the switchboard manager about training and she consulted with Human Resources, who recommended a course. After two weeks, a position opened up and I got the job on 10 May 1999!
**Developing talent**

The MultiChoice Graduate Programme, established in 2013, attracts young hopefuls to the broadcasting industry. They’re exposed to a variety of fields to broaden their perspective of our complex business.

- **90%** of graduates have been offered employment since inception (53% by us)
- **17** graduates are currently participating in the programme

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**Tshegofatso Khumbane**

Strategic Analysis and Insights

“I was entrusted with substantial responsibility I doubt I would’ve received anywhere else – and that’s allowed me to excel in my career.”

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**Daniella Caldeira**

Ad-Hoc and Visual Reporting

“It was a once-in-a-lifetime experience that eased me into the ‘big world’ of being a professional and paved the way for my career.”

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**Our internship programmes** also help to create job opportunities for young South Africans, who find work more easily either within the MultiChoice Group or at other companies.
Sharing the future

Phuthuma Nathi 1 and 2 are our broad-based black economic empowerment (B-BBEE) share schemes aimed at benefitting black South Africans. Through a combination of shareholding in Naspers and the Phuthuma Nathi share schemes, black South Africans have a 55.75% economic interest in the MultiChoice Group. Whether the dividends they generate are used to educate children, save for old age or build a family home, people’s lives are changed.

90 000+

Phuthuma Nathi shareholders are black South Africans

R7,8bn

The value of dividends paid out since Phuthuma Nathi’s inception in 2006

55.75%

The economic interest that Phuthuma Nathi shareholders have in the MultiChoice Group

“Phuthuma Nathi is the best investment I’ve ever made! I had no idea how much it would benefit me in my senior years. I’m hoping to use this year’s dividend to pay for much-needed eyecare.”

– Jasmina Motlekar, retiree, grandmother and Phuthuma Nathi shareholder
Transforming businesses

MultiChoice formed the MultiChoice Enterprise Development Trust in 2012 to help drive transformation in South Africa. The Trust develops and supports new and previously disadvantaged businesses in the film, television and media industries. As well as funding, we also focus on mentorship and skills development for start-ups and established companies. Our success can be measured by our beneficiaries’ achievements – some have grown into formidable businesses – and the knock-on effects of job creation and personal growth.

R100m+

The amount spent in loans, grants and business development expenses

100+

entrepreneurs offered skills development training

16

businesses have been approved for funding in 2017

“MultiChoice transformed me from a project manager to a business owner and entrepreneur. Its continued support makes us more competitive and creates more jobs for others.”

– Lizzy Kilani, MD of TICK-A-TARGET

Lizzy Kilani, TICK-A-TARGET MD, at a SuperSport Rugby Challenge semi-final festival at Sisa Dukashe Stadium in East London. The marketing, communications and events company was formed with the help of the MultiChoice Enterprise Development Trust in 2015.
Connecting people

**DStv Service Centres and Agencies** are some of our most important customer touch points. This is where friendly faces (and voices) facilitate payments and decoder sales, activate and de-activate services, test devices, replace faulty decoders and respond to account queries.

<table>
<thead>
<tr>
<th>780</th>
<th>1 200</th>
<th>90 000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>DStv Service Centre counters across South Africa</td>
<td>people employed at our DStv Service Centres and Agencies</td>
<td>customers served every month at our five DStv Service Centres</td>
</tr>
</tbody>
</table>

Our committed **DStv Accredited Installers** are often our customers’ first point of contact. From installing dishes and decoders to demonstrating devices and software, their excellent work is backed by a three-month warranty.

1 184

DStv Accredited Installers

4 482

people employed by DStv Accredited Installers

“I’ve been working with MultiChoice since 2007 doing installations, promoting the brand and assisting DStv customers. I’ve managed to build a home, start a family and even invest in another business. I employ more than 15 people!”

– TK Motloung, DStv Installer from Connection Boyz
If nothing ever changed, there would be no butterflies.

– Wendy Mass
A SPORTING CHANCE

Let’s Play is SuperSport’s flagship CSI programme and every year, thousands of school children take part in its Schools Physical Education Challenge. This year’s champions, Rosendal Intermediate School, won a sports court!

Principal Ellen Allies has dedicated her life to Rosendal. Here she talks about the impact of Let’s Play on the school and its surrounding community.

Q Rosendal has its share of disadvantages. Can you tell us more about what you’re up against?
A lot! Our school is in Hillside, which is a very poor area of Upington. We have 1 350 students, and at least 70 per cent of our children are on welfare programmes. Poverty and unemployment impact our community hard.

Q What inspired you to take up the Let’s Play Physical Education Challenge?
You know, we are very serious about sport because we believe that a child in...
About Let’s Play

Now in its second decade, SuperSport’s flagship CSI initiative is a multi-pronged strategy to encourage young people to participate in school sport, and benefit from all the health, social and psychological advantages it brings.

In addition to the Let’s Play Physical Education Challenge, Let’s Play and its key partners sponsor sporting facilities and equipment, and install playing fields at underprivileged primary schools across South Africa.

“Sport gives us moments of brilliance that take us away from our everyday lives.” – Gideon Khobane, SuperSport CEO

Rosendal is now the proud owner of a R1,3m multi-purpose sport court. How is it going to be used?

We’re going to use it to the utmost! And we’re also going to bring in our community because there are no sport facilities for the people here. This is going to make a big difference to everyone.

Sport gives us moments of brilliance that take us away from our everyday lives.”

Inspiring activity

The Let’s Play Schools Physical Education Challenge is the biggest school sport initiative of its kind. It was launched in April 2015 to inspire a passion for sport in children and encourage physical education. The Challenge was expanded in 2016 and re-launched in February 2017 to focus on supporting curriculum-oriented phys ed and promote physical activity in all primary schools.

450

The number of schools Let’s Play is on track to reach by the end of the year

450 000

Estimated number of children that took part in the 2017 Physical Education Challenge

R1,3m

The value of the multi-purpose sports court donated to Rosendal

Sport is a child out of court. Being physical helps our children academically. They think better in the classroom. So when we heard about the challenge, we knew we wanted to take part. Rosendal placed third in 2015 and I remember one of my teachers saying, “But next year is our year – we are going to win!”

And at the end of 2016, you did just that!

We did! I’ve been at the school for 37 years and we’ve reached many goals, but this was the cherry on the cake. I’m so proud of the Grade 4 boys and girls who took part. It’s a very big achievement for us.

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The value of the multi-purpose sports court donated to Rosendal
Playing the field

The Let’s Play Playing Field Project donates and installs sports grounds at disadvantaged schools throughout South Africa. Together with its partners – the Department of Basic Education, Hitachi Construction Machinery and Builders – it upgrades sports facilities. Giving children the opportunity to play sport helps them develop into strong, healthy young adults. It also reduces violence at schools, turning them into child-friendly places.

18 multi-purpose sport fields built to date
3 additional fields built in 2017, with one to go
4 additional fields to be built in 2018

With better facilities at their schools, underprivileged children can play sport, which improves their self-confidence and helps them develop other important life skills.
Nurturing a love of rugby

Through its partnership with seven South African rugby unions, the Let’s Play Schools Rugby Project aims to share the fun of the game with as many under-nine boys and girls as possible. The project targets non-traditional rugby playing primary schools, providing a sustainable development programme, kit and equipment, coaching clinics and training. It also fosters relationships between schools and community clubs, rugby unions and government departments.

15 000 learners participate

13 860 tag rugby matches are played

450 schools are involved

Let’s Play’s Schools Rugby Project aims to foster a passion for the game in non-traditional rugby playing schools.
Investing in the future of film and TV

The M-Net Magic in Motion Film and TV Academy and Career Expo focus on the filmmakers of tomorrow. The Academy equips passionate interns with the experience and skills to thrive in Africa’s visual entertainment industry, while the Expo inspires the next generation of magic makers.

Some of the films produced by our interns

Eight fantastic films have been produced by interns since 2014, all of which featured in the top 20 on Mzansi Magic (DStv channel 161) in their month of broadcast.
Launched in 2014, the Academy aims to develop new generations of film and TV creators. Bridging the gap between theory and practice, it delivers highly employable professionals for South Africa’s rapidly growing industry.

Graduates chosen for the 12-month internship learn from the best in the business and work across all phases of development, from pre-production to post-production. Skills covered include networking, collaboration, business acumen, production finance, resource management and social media engagement. Magic in Motion interns graduate with a Business of TV certificate from the Big Fish School of Digital Filmmaking.

Sowing storytellers
The M-Net Magic in Motion Career Expo is a four-day interactive exhibition that targets Grade 9 learners across Gauteng, inviting them to experience the magic of filmmaking and TV production. “It’s a chance for learners and teachers to interact and engage around the many career opportunities available within our industry,” says Yolisa Phahle, M-Net CEO.
Uplifting through education

SuperSport contributes financially towards the South African Caddies Education Trust, which makes bursaries available to golf caddies and their children. This much-needed funding covers primary school, high school and tertiary education fees and even pays towards the cost of uniforms, stationery and textbooks. Malakiya Nkhumeleni is one of the beneficiaries. With three distinctions already under his belt, he received a bursary to complete his Bachelor of Earth Sciences in Hydrology.

“"I will be very successful in my studies. This opportunity has allowed me to focus, not on my circumstances, but on going after my dream."”
– Malakiya Nkhumeleni, honours student at the University of Venda

14 beneficiaries have successfully completed tertiary education diplomas
3 beneficiaries have obtained their degrees
200 beneficiaries have received funding for education to date
45 students were supported in 2016
Rising to the challenge

The SuperSport Rugby Challenge is a new tournament that aims to re-establish the vital link between club and provincial rugby. It’s positioned to support South Africa’s traditional secondary domestic rugby competition, after the Currie Cup, and features all 14 provincial unions, as well as Namibia’s Welwitschias.

“"I really enjoyed my time playing in the SuperSport Rugby Challenge. This benefits rugby as the game is taken to new cities and cultures, while players use the platform to prove their worth,” – Kurt Coleman, flyhalf for DHL Western Province

601
tries were scored during this year’s debut season

4,327
points were scored in 2017, the inaugural year of the SuperSport Rugby Challenge

67
matches were played during 2017

About the SuperSport Rugby Challenge

The competition’s mission is to shine the spotlight on the rugby heartlands of South Africa. By taking professional rugby to communities and broadcasting from club grounds, the Rugby Challenge provides exposure for local club and provincial heroes, stokes the passion of fans and offers on-the-job training for broadcast interns and graduates. All the ingredients for rugby to thrive are there: packed grounds, TV coverage and an opportunity for our best amateur and professional players to advance.
Laying football foundations

The **MultiChoice Diski Challenge** is our multi-faceted CSI programme aimed at supporting development in both football and broadcasting. It includes a football competition for the Premier Soccer League (PSL) reserve teams; life-skills training for players; broadcast internships; leadership training for coaches; and the opportunity for community channels on DStv to air the matches for free.

- **60+** players have been promoted to PSL first teams
- **389 000+** fans support the MultiChoice Diski Challenge
- **108** matches have been broadcast live on SuperSport channels and community TV stations
- **36** supervised interns produced live broadcasts and other programming
- **100+** participants have represented SA’s national team
Collaboration is the essence of life. The wind, bees and flowers work together, to spread the pollen.  
- Amit Ray
M-Net strives to offer a compelling range of authentic local content. It does this by investing heavily in South Africa’s film and TV industry to develop talent in front of and behind the camera.

One of the inaugural graduates of the M-Net Magic in Motion Film and TV Academy, Mbali Zulu was nominated for a 2017 South African Film and Television Award (SAFTA) for her screenwriting on Isibaya. Here she talks about M-Net’s impact on her career.

Q: Tell us what happened after you graduated from the Academy?

I thought, “What now?” But then I secured a job that wouldn’t have been possible without M-Net’s amazing learning initiative: I was invited to work on the award-winning soapie Isibaya! It really was the beginning of big things for me.

Q: Where did your love of writing start and how did it become your day job?

I’ve always loved words. I wrote little poems and short stories as a child. My high school English teacher inspired me to be a writer, so I studied scriptwriting and directing at the University of Johannesburg. In my final year, I worried about where my life was headed. I heard about the M-Net Magic in Motion Film and TV Academy and was very lucky to be chosen! At the time, I couldn’t comprehend how huge an opportunity it was. Industry greats and people I’d only dreamed of working with were suddenly within arm’s reach. The experience was life changing!

Q: Where were you when you heard about your SAFTA nomination?

I was in the writing room at work. It was the ultimate confirmation for me.

“At the time, I couldn’t comprehend how huge an opportunity it was.”
- Mbali Zulu
It motivated me to work even harder and perfect my craft as a storyteller.

Q: What are you working on at the moment?

I became a beneficiary of the MultiChoice Enterprise Development Trust (MEDT), which helps young filmmakers start their own production companies. We’re working on three movies for Mzansi Magic and I can’t wait for people to see them!

About the magic

M-Net’s channels have made growing Africa’s video content industry a priority. By investing in original productions of authentic stories and talent across the continent, M-Net is helping to launch careers, both locally and internationally. With content designed to cater for diverse audiences, M-Net supports local production houses as well as talented actors, writers and filmmakers.

different language groups are represented across the M-Net channels

channels are broadcast in almost 50 countries across Africa
Backing winners

M-Net’s investment in local entertainment has certainly paid off for the cast and crew of many homegrown movies and series, which sweep up at the prestigious South African Film and Television Awards (SAFTAs) every year.

500+ episodes of Isibaya have been produced, broadcast and viewed

4 seasons of Isibaya aired throughout Africa

115 nominations for M-Net programming at the 2017 SAFTAs

36 SAFTA Golden Horns won by M-Net’s local entertainment

40% of 2017’s SAFTAs were claimed by M-Net’s local content channels

13 seasons of Idols SA generated huge audience figures and launched numerous careers

“M-Net has potentially revolutionised the entire industry, not only from an empowerment point of view but also from an entertainment and content point of view.” — ProVerb, singer, rapper, presenter and co-producer of Idols SA
Keeping the spirit alive

In addition to providing action-packed content to South Africa and many African countries, SuperSport is the biggest funder of sports development on the continent.

60
production interns have been trained by SuperSport in the past two years.

13
major football properties bring viewers unsurpassed live action in HD, in addition to numerous magazine programmes.

21
broadcast interns now work for SuperSport as freelancers.

About SuperSport

SuperSport is Africa’s major sports broadcaster, owned by MultiChoice and carried on the DStv platform. With 35 channels, it broadcasts most of the major sporting events and leagues, sourcing content from federations and licence holders as well as producing its own thrilling programming.
Bringing people together

MultiChoice has thrown its weight behind community-based TV stations Soweto TV, GauTV, iKZN, Cape TV, Tshwane TV and Bay TV. We recognise the vital role they play in bringing essential, relevant information to their audiences. By providing free programming, donating broadcast equipment and offering training and technical support, we improve the production quality of community television, and help to create a skills pipeline for the industry.

In 2013, Tshwane TV launched on DStv channel 262, expanding the city’s local content offering. MultiChoice’s support of the community TV station has since led to vastly improved facilities – and ratings.

“We’re a young station with a huge future. To stand proudly on our own two feet, we’ve needed strong helping hands. MultiChoice gave us a state-of-the-art playout system for live broadcasts, and we’ve been privileged to air the MultiChoice Diski Challenge.”

– Edwin Mncwango, Station Manager of 1KZN TV
When I’m running fast, I don’t feel anything, it’s effortless, it’s like my feet don’t even touch the ground, it’s like I’m flying.

- Evelyn Ashford
A paraplegic from the age of just three months, Andy Scott has never let his disability get in the way of achieving his goals. Here the 60-something Paralympian, sports administrator and commentator discusses the impact of the SuperSport Wheelchair Basketball Series.

Q Let’s start with you. How has your disability affected your life?

I never allowed it to be a factor. I started swimming and made my mark with my able-bodied counterparts. I’ve played bass guitar, sung in several rock bands and travelled to more than 50 countries!

Q You’ve dedicated so much of your life to sport. What does it mean to you and what role can it play for people with disabilities?

Sport has played a vital role in my life. It’s not just about being a champion as there is so much more to be gained: self-esteem, self-confidence and just getting out and about and integrating into general society.

Q How and why did you get involved in the SuperSport Wheelchair Basketball Series?

After South Africa’s success at the 1996 Paralympics (I was Chef de Mission), I got chatting to SuperSport and threw down the gauntlet in terms of exposure for sport for people with disabilities. I was invited to submit a proposal and chose wheelchair basketball. I love

SuperSport’s contribution to sports development extends beyond high-profile sports to lesser-known disciplines. Back in 1995, we got behind wheelchair basketball and have been proud sponsors of the world’s only televised domestic series ever since.
team sport and this is so fiercely competitive that I knew it would be TV friendly. That was 21 years ago – the rest is wonderful history. I’ve commentated since the series’ inception and helped to raise the money to build the indoor centre where it is hosted.

Q How has the series made a difference to the sport and its players?

Players have become household names and role models in their communities. The standard of the local game has improved dramatically – there are opportunities to play for the country and travel to world competitions. It has made a huge difference!

“Sport has played a vital role in my life. It’s not just about being a champion as there is so much more to be gained.”

– Andy Scott

About the series

SuperSport has sponsored the Wheelchair Basketball Series for the past 21 years. The exposure it offers creates opportunities for the minority sport to source additional funding and secure its financial future, while performing at top-level games benefits players, coaches, referees and administrators.

120 athletes participate in each season of the Series

36 referees officiate for the Series each year

R1,96m

SuperSport’s contribution (excluding production costs) to the 2016/17 season
The SuperSport United Academy is a leading youth soccer development programme that offers young players coaching, free high-school education, media and life-skills training, sports science support and medical attention when required. Combined with access to world-class coaches, these stars of the future are fast-tracked through preparation for professional football.

5 players, including captain Teboho Mokoena, made the squad for the 2017 U20 Afcon tournament

8 players are currently included in the SuperSport United (SSU) senior squad

32 full-time players, aged 12 and up, currently attend the Academy

“The SuperSport United Academy taught me to be the man I am today. I’d like to thank them for everything they did for me – including paying my school fees and making sure I went to the doctor when I needed to.” — Mondli Mpoto, SuperSport United goalkeeper

ABOVE An Academy coach conducts a training clinic in the local community.

LEFT Hundreds of hopefuls attend the Academy trials at the Modderfontein Sports Complex.
Building fruitful partnerships

SuperSport is one of the founding trustees of The Sports Trust which, for the past 20 years, has successfully implemented sports development projects across South Africa. This partnership includes Let’s Play, and focuses on schools and clubs in previously disadvantaged communities, providing them with sporting kit and equipment, as well as installing and upgrading facilities such as multi-purpose sports courts. These projects benefit from SuperSport’s financial support and dedicated TV coverage.

SuperSport’s total contribution to The Sports Trust since 2011: R7,5m
SuperSport’s annual contribution to The Sports Trust: R500 000

The value of the airtime supplied by SuperSport channels: R3,2m

The monthly airtime dedicated to The Sports Trust by SuperSport: 12 hours

“We’ve certainly noticed tangible changes that have come about in the lives of countless learners who’ve benefitted from these sport development initiatives.”
– Jackie Mathebula, Chairman of The Sports Trust

The Sports Trust installed this multi-purpose sports court on behalf of SuperSport and Let’s Play at Nomathebe Junior Secondary School in Bizana in the Eastern Cape.