WHO WE ARE

We are Africa’s most-loved storyteller. We enrich lives using the power of video entertainment and bring people together around a shared passion through compelling local and international stories and world-class sport. We deliver this content to our customers; directly to their homes as well as online – wherever they are.

OUR PURPOSE
To enrich lives through video entertainment.

OUR VALUES
CARE, CONNECT, CREATE
Our beautiful Africa is a vibrant home to a multitude of cultures. Africa’s people are gifted with diverse skills and talents that echo the richness and diversity of the landscapes of this unique continent.

The MultiChoice Group has been at the heart of Africa for several decades and we continue to honour our African roots through the stories we tell. These stories give us the opportunity to show the world precisely what we’re capable of.

It’s important to us to build on this narrative in everything we do. As you page through our annual Social Report, our stories will unfold. These stories include how we think differently about how to overcome existing challenges, how we create jobs and grow our economies and how we partner with entrepreneurs to bring their innovations to life.

If you are a MultiChoice Group customer or shareholder, these are your stories too. Thank you for your continued support – it makes our work possible.

We hope this report will inspire you to create your own story or to join us in enriching ours.

Calvo Mawela
MultiChoice Group CEO

“WE EMPOWER COMMUNITIES TO CHANGE THEIR LIVES FOR THE BETTER.”
COLLABORATING FOR GOOD
OUR COVID-19 INITIATIVES

On 14 February 2020, the first case of coronavirus was reported in Africa. Since then our continent has been forever changed by this highly infectious disease and the economic implications of #stayathome campaigns and national lockdowns. The MultiChoice Group will go down in history, along with many other proudly African businesses, for taking action to lessen the negative impact on the lives of customers, employees, suppliers and frontline services. In the sections that follow, we zero in on how we responded in these extraordinary times.

HELPING OUR HEROES

R37M* PUBLIC HEALTH SERVICES

R28M PERSONAL PROTECTIVE EQUIPMENT

We partnered with Kaizer Chiefs and Orlando Pirates to supply personal protective equipment (PPE) to critical government workers in the fight against the coronavirus pandemic.

R126M SOCIO-ECONOMIC DEVELOPMENT

*Based on exchange rates as of 31 March 2020.
COLLABORATING FOR GOOD

CARING FOR OUR CUSTOMERS

We adjusted our content and prices to give our customers access to news, education, religious celebrations and general entertainment for all ages from the comfort and safety of their homes. We introduced pop-up channels; increased kids’ and educational content; discounted movie rentals and Showmax subscriptions; offered online learning benefits; and expanded packages across Africa to keep people informed, entertained and safe. We made news and some local content available to non-subscribers to promote transparent and freely available information. We also collaborated with the World Health Organization (WHO) and local governments to broadcast public health announcements across our channels.

SUBSTANTIAL DISCOUNTS

and payment holidays offered to DStv Business customers during lockdown

EMPOWERING OUR EMPLOYEES

We made it our top priority to keep our people safe during the coronavirus crisis. By proactively suspending international and local travel before the various lockdowns enforced it, we slowed the potential spread of disease. We implemented work-from-home procedures where possible and equipped staff with the tools needed to operate remotely and communicate digitally. For on-site staff, we applied social distancing, thermal scanning and strict sanitisation measures. Full-time doctors and nurses were available at MultiChoice City, and professional medical advice was offered on our employee wellness platform to ensure everyone maintained their mental and physical health. Employees across the continent were kept informed of health and hygiene measures. Many were also grateful for the ongoing access to financial coaching, as well as tutoring services for their children.

We partnered with the Ghanaian government to launch a 24-hour free-to-air channel with educational content for senior high school learners.
CARING FOR OUR INDUSTRY

Production companies we partner with as well as thousands of freelance actors, producers, directors and camera operators were vulnerable during the global economic standstill. Our relief fund was directed at sustaining those who play a critical role in keeping viewers and communities informed, entertained and connected. One such company that benefited from our relief efforts was broadcast technology outfit Vision View Productions.

PROTECTING OUR VALUED PARTNERS

EDDIE SEANE AND MAFADI MPURU, FOUNDERS OF VISION VIEW PRODUCTIONS, TELL US HOW MULTICHOICE’S INTERVENTION HAS BEEN A LIFELINE FOR THEIR COMPANY.

The coronavirus outbreak and South African national lockdown had a severe impact on the Johannesburg-based broadcast operation. “With little to no live sports taking place, we had to deal with a lack of business and declining staff morale,” says Eddie.

“But because of MultiChoice’s income relief intervention during this difficult economic time, we’ve managed to cushion our crew against the debilitating impact of job insecurity, and we’ve been able to confidently reassure them that we will eventually get through this.”

Vision View was Eddie and Mafadi’s dream when they were studying film and television production. They registered the
business in 2005. Mafadi says proudly, “Today, the company is 100% black-owned and managed, and propelled by the notion of African excellence with the vision to upskill young people, while providing a premium product for broadcast. Vision View Productions is a B-BBEE level 1 organisation.” On surviving the impact of COVID-19, they say, “Together, we’re rolling with the punches. It’s been challenging but at the same time presented incredible opportunities to get involved in exciting projects.”

With the lack of live sport, SuperSport has had to acquire and create alternative content to keep viewers engaged and inspired during a time of great upheaval. Vision View was one of the production partners we turned to – and they did not disappoint. Eddie, Mafadi and their team of talented professionals assisted with this large undertaking at short notice.

“Despite the challenges of social distancing and other lockdown protocols, we produced a documentary on the FIFA World Cup in South Africa to remind viewers of the joy of sport, and we did the virtual Cricket South Africa (CSA) Awards,” says Eddie. Travel restrictions meant Vision View Productions had to work remotely. They broke new ground by directing a Zambia-based production from their control room in Johannesburg – another first.

“TRUE TO OUR ETHOS, WE’RE ALWAYS LOOKING FOR WAYS TO ADD VALUE FOR OUR PARTNERS BY BEING INNOVATIVE, AND WE’RE TRULY GRATEFUL FOR THE OPPORTUNITY AND SUPPORT FROM MULTICHOICE.”
PARTNERING WITH ENTREPRENEURS
PARTNERING WITH ENTREPRENEURS

DEVELOPING SUSTAINABLE BUSINESS

The MultiChoice Group has developed strong partnerships across the continent. We provide funding, mentorship and training to new and previously disadvantaged business owners in the film, TV, media, and information and communication technology (ICT) industries. We work together with industry professionals in our largest markets, such as South Africa, Nigeria, Kenya, Zambia, Tanzania and Uganda, to deliver compelling local-language content and channels. We have connected with various local sport leagues across the continent, such as the Premier Soccer League (PSL) in South Africa and the Super League in Zambia. We support a network of accredited installers and independent service providers across Africa. And many smaller outfits in South Africa depend on our preferential procurement programme, with almost R5 billion specifically directed at small, medium and micro enterprises (SMMEs) this year. Through our Enterprise Development Trust (EDT), we launched the Innovation Fund, which focuses on assisting entrepreneurs with groundbreaking ideas. The fund gives selected beneficiaries access to tools, skills and financial support. Thandeka Mothibe, co-founder of broadcast connectivity service provider KSO, says that without MultiChoice’s supportive partnership, her business would not be the success it is today.

R10,4bn spent on local procurement in South Africa

R4,9bn to SMMEs in South Africa

R45m investment in new businesses

31 black-owned businesses have benefited from the Innovation Fund

16 of which are women-owned
When Thandeka Mothibe, Phillip Seleke and Esrom Sandani left the safety of employment to become entrepreneurs, they couldn’t have imagined how well their start-up would be received by the broadcasting technology industry.

“I’m a techie at heart and have always known that one day I would live my passion. When Phillip approached me with the idea of starting a business, I knew it was time to take a leap of faith, despite the risks. So we asked the technologically experienced Esrom to come on board. Together, we formed KSO, which stands for Kgatontle Satellite Operations,” says Thandeka.

Kgatontle, which means to set one’s foot in the right direction, is the Setswana name they chose to reflect their journey towards their entrepreneurial vision. “MultiChoice made it possible for us to realise our dreams through funding and the opportunity to learn and gain insight from their expertise. We’re so thankful for the opportunity to partner with an experienced pan-African player.”
We hope our story motivates other aspirant entrepreneurs and industry SMMEs,” adds Thandeka.

She explains that KSO is a broadcasting connectivity business. “We offer broadcast solutions that enable our clients’ viewers to watch live events via satellite, fibre, stream and other technologies.”

As they pursue further growth, the three founders split the day-to-day duties while being supported by an ever-expanding team of employees, freelancers and interns. Thandeka takes care of finance, marketing, CSI and HR, Esrom looks after all technical operations (vans and teleport), ISP management, bookings and travel, and Phillip is in charge of legal, regulatory, stakeholder engagement, customer relations and business development.

“We’re categorised as a small business based on our size, but our capabilities are great. The broadcast industry is intolerant of errors as viewers expect to watch live events seamlessly from beginning to end. To this end, we’re painstakingly thorough in what we do – ensuring a world-class, proudly African end product,” says Thandeka.

Most of the equipment KSO uses is only available abroad in countries such as the UK, Germany and Canada. “We’ve had opportunities for turnkey solutions from overseas, but where possible we’ve opted to include and support African businesses instead.”

With expansion plans in the pipeline and MultiChoice’s unwavering support as a partner, Thandeka is excited about what the future holds for KSO. “We’re building our business on ethics, hard work and empowering others,” she says. “Sometimes it gets scary but that doesn’t stop me from pressing on because I understand that feeling the fear is part of the process.”
INVESTING IN OUR STORIES
INVESTING IN OUR STORIES

LOCAL CONTENT

We bring authentic African stories and sports to life. We amplify the narratives of nations and communities with movies, series, sitcoms, soap operas, sports broadcasts and magazine shows. Every year, we support the production of quality local-language programming to reach people across the continent. Despite the challenges caused by the onset of COVID-19, the 2020 financial year has been another great one for the growing African entertainment industry.

SPORT

With multilingual commentary and coverage across the continent, SuperSport is the biggest supporter of sport in Africa and the authority on our inspiring sporting stories. We rose to the challenges of 2020 by continuing to deliver world-class entertainment despite the lack of live sport during the coronavirus pandemic.

For Freedom Day in South Africa on 27 April, SuperSport produced a 24-hour block of content dedicated to the 2019 Rugby World Cup win, as a reminder of the joy and excitement live sport brings. We were one of four host broadcasters for the Rugby World Cup, with our team producing 10 of the matches broadcast from Japan to the rest of the world. Of the 45 people on that team – proud Africans collaborating on international broadcasts – 43 were graduates of the SuperSport internship programme. Since it was started 21 years ago, approximately 180 individuals have undergone the accredited 18-month course, which covers technical and production elements of the SuperSport business.

180+
Interns to date

700
Local productions per year

World of Champions
GENERAL ENTERTAINMENT

With hugely popular regional channel brands in Southern, East and West Africa, we support creative professionals across the continent by commissioning programming from local production companies and helping to create new ones. We invest in making movies, series, telenovelas and reality shows that tell authentic stories in a variety of African languages and resonate with our diverse audiences.

3 8 5 0
hours of local content produced

Young African storytellers supported by the MultiChoice Group
SUPPORTING SISTERS AND THEIR STORIES

BORN A YEAR APART, KHAYAKAZI AND NOMPUMELELO NGQULA ARE ON A MISSION TO “HOLD A MIRROR TO OUR SOCIETY”.
IN 2013, THEY STARTED PIXEL PERFECT PRODUCTIONS – NOW A VIBRANT COMPANY THAT MULTICHOICE IS PROUD TO PARTNER WITH.

Starting their own company was a creative leap of faith, but since then the 20-something sisters have produced an impressive portfolio of film and series, including Mzansi Magic’s SAFTA-winning Monday-night drama *iThemba*.

Before the accolades and acclaim, MultiChoice recognised the sisters’ commitment to quality. We helped them to raise their production value and perfect their storytelling techniques by providing mentoring, funding and further commissions. Pixel Perfect Productions is a beneficiary of the MultiChoice Innovation Fund and a preferred production partner. This investment has allowed the Ngqula sisters to share authentic African narratives with the world.

Khayakazi and Nompumelelo’s parents didn’t understand their creative careers at first, but they were encouraging once they saw the power of their daughters’ storytelling. “We come from a very entrepreneurial home – our family believes in building businesses and legacies. We were taught to work very hard and to be respectful of the process of creating a good reputation,” says Khayakazi.

Their careers took a leap forward when Khayakazi had just returned from the New York Film Academy and the sisters went into business together. “We
took the opportunities available to us and ran with them even though we were very young at the time – 24 and 25 years old. It was the best decision we could have made, because there’s been exponential growth in demand for video entertainment content worldwide over the past decade,” says Nompumelelo.

“There’s always been great talent in Africa, but now we have access to superior technology and our local scene has blown up to become world-class as a result. Local channels recognise that Africans want to see themselves on screen. We obviously want to create the best possible content for our audiences on different platforms and are incredibly grateful to have the opportunity to reap the benefits of the newer commissions that are now available. It’s not just the older production companies getting gigs but newer ones. There’s space for us now.”

Women are also demanding more space on- and off-screen, adds Nompumelelo. “There’s been a culture shift in the industry. Representation matters and we wanted to show a variety of women on iThemba. We wanted our audience to feel the complexity and full range of emotions for each character. Yes, we wanted to show strong women, but we also wanted to show them weak, hurt and foolish. Showing black women as more than just providers and nurturers was the utmost consideration for us. Being able to reflect our humanity to people is important.

“Our first consideration for staffing shows this too,” she says. “We hire dozens of freelancers. On a series, we have close to 180 people on set.” With each new project, they aim for a 50:50 ratio of men and women. “If we don’t insist on positive discrimination in our business, none of the changes we want to see will materialise. More equitable sets can destroy pay discrimination and grow the industry for everyone.”

The sisters are full of praise for MultiChoice’s commitment to local content. “It’s probably among the best in the world; comparable to the BBC or ITV in the UK,” says Khayakazi.

“Nothing makes me happier than the fact that I can go to a variety of channels on the DStv platform and watch South African content in a variety of languages all day long and not touch on a single minute of international content. That’s a gift that I don’t think people realise is super rare, as it requires a sizeable investment,” she says.

“I COULDN’T HAVE DREAMT OF GETTING COMMISSIONED TO PRODUCE A SERIES BEFORE I TURNED 30”
“Our own content would never have seen the light of day without MultiChoice’s determination to develop us from a small production company into the force we are today.

“Most of our content is isiXhosa because we think language is an important conveyor of culture. Africa is such a rich tapestry of cultures and we think sharing our own has some merit. There’s not just one dialect of Xhosa and we want to share them all, from the newer urban way of speaking to the traditional dialect that you find in rural areas. We want to share the African experience without the stereotypes, and we always want to create content that resonates with people.”

COMMUNITY TV


In South Africa, we support six community TV stations: Soweto TV, GauTV, 1KZN TV, Cape Town TV, Tshwane TV and Bay TV. Our investment comes in the form of scheduling, pitching, production and camera training, as well as Business Development and Leadership Training at Henley Business School. We also support these stations with free MultiChoice Diski Challenge and SuperSport Rugby Challenge content, including live matches and magazine shows. We’ve donated state-of-the-art equipment to the beneficiaries as well as training in the form of skills development.
CREATING OPPORTUNITIES
TAX CONTRIBUTIONS

The MultiChoice Group is one of the largest taxpayers in Africa. We enrich lives through video entertainment in 50 countries in total, boosting economic activity in South Africa and sub-Saharan Africa. In the 2020 financial year we continued to make a significant contribution to governments across the continent.

R6,9BN total taxes collected

R5,1BN total taxes paid
We create jobs for more than 8,000 full-time, contractor and temporary staff, as well as the employees of our thousands of partners and suppliers across the continent. Our leadership teams invest in connecting with individuals, inspiring them with the impactful work we do in changing our customers and communities’ lives. Our customer service centres provide employment and training for many semi-skilled workers across Africa.

This year, we extended our capacity for job creation in Africa by focusing on youth development, notably through a new partnership with the Youth Employment Service (YES) initiative. We also expanded the objective of Let’s Play, our SuperSport CSI initiative, to include coaching learnerships for aspiring sports professionals.

Our GOtv Sabiman initiative continued to uplift young Nigerians in door-to-door sales and customer support positions to be economically active and self-sufficient in 2020.

We initiated our 18-month Technology Graduate Programme, designed to increase the availability of scarce technical skills in artificial intelligence (AI) and engineering. The programme offers a whole new world of opportunity for graduate-level science, technology, maths and science (STEM) students, and seeks to support and retain these much-needed skills in Africa.
CUSTOMER SERVICE AND SALES

1 747 independent service providers

6,6M interactions managed on self-service, email, chat and social media platforms every month

3 000+
GOtv Sabimen work as door-to-door salesmen in Nigeria
CREATING OPPORTUNITIES

YES PARTNERSHIP AND LET’S PLAY LEARNERSHIPS

R50,6M invested in 2020

500 NEW WORK OPPORTUNITIES CREATED OUTSIDE THE MULTICHOICE GROUP

Dimakatso Suzan Matsonyonyo, now working thanks to our partnership with YES

AI AND ENGINEERING

R1,8M SPENT ON WORKPLACE READINESS PROGRAMME

400 entry-level learners supported to develop key sector skills in IT, project and general management skills

13 GRADUATES IN SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) JOINING THE PROGRAMME IN 2020
NURTURING TALENT
We continue to nurture talent within the communities in which we operate. In South Africa, the sporting community benefited from two sustainable tournaments for promising young players – the MultiChoice Diski Challenge and the SuperSport Rugby Challenge – as well as the Let’s Play Physical Education programme for teachers and learners. Across the continent, established and aspiring creative professionals gained valuable industry knowledge through the MultiChoice Talent Factory (MTF) academies, masterclasses and online portal. We also contributed to various social development initiatives in Africa such as donating medical supplies to a hospital in Luanda.

**Corporate Social Investment (CSI)**

**MULTICHOICE DISKI CHALLENGE**

The Diski Challenge started in 2014 with 64 matches for reserve Premier Soccer League (PSL) players. The objectives of the tournament remain to prepare fledgling players for a career in football while creating exposure for them and opportunities for young broadcast professionals, as well as providing community TV stations with free broadcast rights. It has since developed into a full league programme, with 240 matches scheduled for the 2019/2020 season – of which 204 were actually played due to COVID-19. Despite the season’s early end, Diski Challenge stats show a solid contribution to one of Africa’s best-loved sports.

**R246,6M**
**TOTAL CSI INVESTMENT DURING THE 2020 FINANCIAL YEAR**

**MULTICHOICE SOCIAL REPORT 2020**

**R69,7M**
**INVESTED IN THE DISKI CHALLENGE IN 2020**

**46**
**live broadcasts**

**560+**
**PLAYERS PARTICIPATED**
SUPERSPORT RUGBY CHALLENGE

Bringing rugby to the people, the Challenge provides exposure for local clubs and provincial heroes. By going off the beaten track to venues in the rugby heartlands of South Africa, with a particular focus on the Eastern Cape, this tournament serves as a springboard to showcase and elevate South African rugby.

The initiative also offers on-the-job training for broadcast interns and graduates, and serves as a platform to uplift the capabilities of SuperSport’s production partners. The rights to broadcast the SuperSport Rugby Challenge and its related magazine programming are given free of charge to community TV stations.

R20M INVESTED IN THE TOURNAMENT THIS YEAR

480+ PLAYERS PARTICIPATED

60 PLAYERS PROGRESSED TO SUPER RUGBY SINCE 2017

8 Festivals
59 Matches

R44M invested in Let’s Play initiatives during the 2020 financial year

Educators have completed the PE training course during the 2020 financial year

150

NURTURING TALENT

LET’S PLAY

SuperSport’s CSI initiative has enriched the lives of more than 1.5 million learners to date through investment in physical education programmes and multi-purpose sports fields for schools and communities. In the 2020 financial year, Let’s Play, in partnership with UNICEF, introduced a training element to equip teachers with the latest PE and child safety methodologies.
NURTURING TALENT

THE MULTICHOICE TALENT FACTORY (MTF)

We have moved from CSI to creating shared value (CSV) through our MTF initiative, where we’re committed to developing and upskilling Africa’s young storytellers.

We have established four MTF film academies – East Africa (Kenya), West Africa (Nigeria), Southern Africa (Zambia) and MTFza (South Africa). The objective of the MTF programme is to deliver industry value through the students who graduate. Over the past five years, MTFza (formerly Magic in Motion) has delivered 72 graduates and more than 20 films for our M-Net channels under the leadership of the acclaimed academy director Bobby Heaney. The academies in Kenya, Nigeria and Zambia were launched in October 2018, with 60 graduates in 2019, and have so far delivered six films for screening on local M-Net channels and Showmax.

What’s unique about the MTF programme is the hands-on film experience offered through immersions on local M-Net productions across the continent with on-the-job training. MTF has also offered a host of masterclasses in sound, lighting, storytelling, cinematography and production; facilitated by industry professionals across Africa as well as specialist trainers from our channels and partners. These include academic institutions such as the University of Zambia, Kenyatta University, Pan-Atlantic University (Lagos) and Henley Business School, and industry giants such as Dolby, Jasco Broadcast Solutions, Avid, Nihilent and the New York Film Academy – all sharing their collective experience of filmmaking from as far as Hollywood to Bollywood and Nollywood.

The MTF Portal – the third pillar of the programme – provides a digital networking platform for creatives across the continent, including online masterclasses, up-to-date industry news and production opportunities. Due to the impact of COVID-19, we have adapted and shifted our focus to create even more value for filmmakers online.

27 000 African creatives are currently supported by the MTF Portal

R52,6M INVESTMENT IN THE MTF PROGRAMME

A film by MTF East Africa Academy won the MultiChoice Talent Factory Award at the seventh edition of the Africa Magic Viewers’ Choice Awards (AMVCAs) in Lagos, Nigeria, on 14 March 2020

“All the films nominated in the MTF category were remarkable for their technical experience and their storytelling.”

FEMI ODUGBEMI, AMVCAs Head Judge

74 STUDENTS ENROLLED IN THE MTF ACADEMIES

132 GRADUATES OF MTF ACADEMIES TO DATE

600+ INDUSTRY PROFESSIONS HAVE ATTENDED MTF MASTERCLASSES IN 14 COUNTRIES
NURTURING TALENT

CARING FOR OUR COMMUNITIES

Just one example of the social investment that the MultiChoice Group makes across Africa is this year’s charitable involvement in Angola. MultiChoice Angola employees collected and donated food and cleaning supplies to Dom Bosco, a shelter for homeless children. The company also donated 30 sexual health kits (each lasting up to five years) to Luanda’s Golf Hospital, in partnership with the Angolan Ministry of Health and other organisations, to stop the spread of diseases such as HIV.

Sports in Africa have the power to unite people and bring energy to even the most depressed communities. We have made it our mission to inspire and uplift people through the development of sports and supports various organisations to help them achieve this. We equip young footballers through the SuperSport United Youth Academy, sponsor Kenya’s prestigious sports awards, support The Sports Trust in South Africa, and boost the profile of sports such as netball and wheelchair basketball.

SUPERSPORT UNITED YOUTH ACADEMY

One of the leading football development programmes in Africa, the SuperSport United Youth Academy provides promising young players with housing, education, nutritional and medical support, coaching, and life skills and media training, as well as social activities. To date, more than 100 Academy graduates have gone on to play for Premier Soccer League (PSL) and National First Division clubs. We continue to nurture the football fraternity’s youngest members through the SuperSport United Soccer Schools, which offer free coaching across South Africa.

8 000 players attend our Soccer Schools every week

R13M invested in the Academy during the 2020 financial year

30 full-time players enrolled in the Academy
NURTURING TALENT

NETBALL

As South Africa gets set to host the 2023 Netball World Cup, we remain firmly behind this burgeoning sport. The relationship goes back to 2013 when Netball SA signed a broadcasting sponsorship deal with SuperSport – exposure that has helped this popular sport grow exponentially, commercially and in terms of performance. The South African national team is now ranked fifth in the world.

WHEELCHAIR BASKETBALL

Since its launch 22 years ago, wheelchair basketball in Africa has gone from strength to strength and become a world leader. SuperSport broadcasts its live events across the continent. The sport’s growth has empowered many people with disabilities to realise their goals and aspirations. We are committed to supporting this sporting code through initiatives such as the SuperSport Wheelchair Basketball Series.

R5,2M INVESTED IN 2019/2020
NURTURING TALENT

THE SPORTS TRUST

We have supported The Sports Trust since it was established in 1994, with SuperSport as a founding member and trustee. A historic collaboration between business, government and sport, The Sports Trust builds infrastructure and supplies kit, equipment and programmes to develop the skills of young South Africans in mainly disadvantaged communities.

R2,7M invested during the 2020 financial year

SPORTS PERSONALITY OF THE YEAR AWARDS (SOYA)

As the biggest supporter of sport in Africa, MultiChoice Kenya sponsored SOYA 2019, an event that inspires East Africa’s sports professionals to reach for the stars. Last year’s overall winner was marathon world-record holder Eliud Kipchoge.

R0,2M donated in the 2020 financial year

12 HOURS of on-air coverage every month
Year after year, the MultiChoice Group supports its employees and Africa’s future professionals by promoting learning and skills development. Among the beneficiaries is rising star Tanuja Singh, who entered the prestigious Henley Leadership Programme in 2020. Her story is one of many that reflect our investment in Africa’s next generation of talented professionals – and is testament to our commitment to enriching lives.

Training

Early on in life, Tanuja was equipped with the self-assurance to succeed. She grew up in the tight-knit community of Lenasia in Gauteng, where “everyone knew everyone and supported each other in their triumphs and struggles”.

“There I learnt to be compassionate and care for others. No one was invisible, which gave me the confidence to walk boldly and venture out into the corporate world,” she says.

Her parents encouraged her to become a businesswoman, so she has seized the graduate programme opportunities that have come her way. She took her first job in 2010 and, apart from a brief career break to focus on her passion for baking, hasn’t looked back.

LEARNING TO LEAD

MEET TANUJA SINGH – WIFE, MOTHER OF TWO AND SPECIALIST DEMAND PLANNER WITHIN THE CUSTOMER GROUP (SALES AND DISTRIBUTION) IN THE MULTICHOICE GROUP.
At MultiChoice, mentors such as Justin Shaw, Bernard Mathhaga and Vivian Moodley have inspired Tanuja to further her studies. Earlier this year, after just one year at the company, she was given the opportunity to enrol in the Henley Leadership Programme, which she is due to complete in January 2021.

“Thus far, the course has provided profound teachings and allowed me to put the knowledge into practice,” she says. “The structure of the course is phenomenal because it helps me to identify and apply my leadership abilities and skills in both professional and personal aspects of life. I see it as a stepping stone in the growth of my career.”

That, coupled with the free online learning available to all employees through the MultiChoice Academy, makes Tanuja “extremely grateful” to be part of Africa’s leading video entertainment group.

Her long-term goal is to earn an MBA degree and become a woman of influence in corporate Africa. Describing the Africa she sees, Tanuja says, “The youth are the future. The more we invest in them, the brighter the future will be. I hope they continue to be empowered by companies such as MultiChoice that fund leadership training for young people.”
EMBRACING DIVERSITY
EMBRACING DIVERSITY

TRANSFORMATION

We are committed to transforming our broader industry with initiatives based on a recognition that equality is a catalyst for economic independence. The MultiChoice Group is a level 2 B-BBEE company and MultiChoice South Africa is a level 1 B-BBEE company. We have a number of enterprise development initiatives and preferential procurement programmes to support new and previously disadvantaged business owners.

8,516
FULL-TIME EMPLOYEES,
CONTRACTORS AND
TEMPORARY STAFF

47%
OF GROUP EMPLOYEES ARE WOMEN

78
NATIONALITIES
EMBRACING DIVERSITY

Phuthuma Nathi is our South African broad-based black economic empowerment (B-BBEE) share scheme. More than 80 000 black South Africans, together with MultiChoice Group (1,4%), own 25% of MultiChoice South Africa. Phuthuma Nathi has paid more than R11,9 billion in dividends since the start of the scheme in 2006. After the MultiChoice Group listed on the Johannesburg Stock Exchange (JSE) in 2019, Phuthuma Nathi shareholders were given the option to exchange some of their shares in Phuthuma Nathi for share in MultiChoice Group. Almost 5,7% of shareholders accepted the offer.