Market

Growing Africa’s vibrant creative industries

Investing in sports broadcasting

- US$11.6m spent on production infrastructure from 2012 – 2014
- 150 local producers supplying content to M-Net

US$24.3m spent on televising football, basketball, athletics and rugby from 2011 – 2014

- 150 local producers supplying content to M-Net

219 employees, up from 163 in 2011

242 CSI spend 2011 – 2014

MultiChoice Resource Centres

Deliver

Direct contribution to Kenyan GDP in 2014

US$13.5m dividend paid to KBC from 2014 – 2016

Investment in digitisation in Kenya

- GOtv (DTT) packages
- DStv (Satellite) packages

US$24m investment in leading-edge broadcasting technology

- 158 channels across DStv and GOtv
- 9,300 hours of original and local content in 2014

Providing employees with new opportunities

- 242 employees, up from 163 in 2011
- 1,020 employees trained and developed

Investing in communities

- GOtv (DTT) packages
- DStv (Satellite) packages

Partner

Building long-term relationships

- 1995 began working in partnership with KBC
- US$30m direct contribution to Kenyan GDP in 2014

US$24m investment in leading-edge broadcasting technology

- GOtv (DTT) packages
- DStv (Satellite) packages

Educating and Inspiring content

- 242 MultiChoice Resource Centres
- US$190k CSI spend 2011 – 2014

Using the power of entertainment to enrich lives

MultiChoice Kenya

Source: MultiChoice, Deloitte report on MultiChoice’s Economic Impact in Kenya (Figures as of May 2017)