

Corporate Social Investment Report | 2010

Investing in Africa's future



*We're committed to empower, nurture talent, harness skills
and expand opportunities across the African continent.*



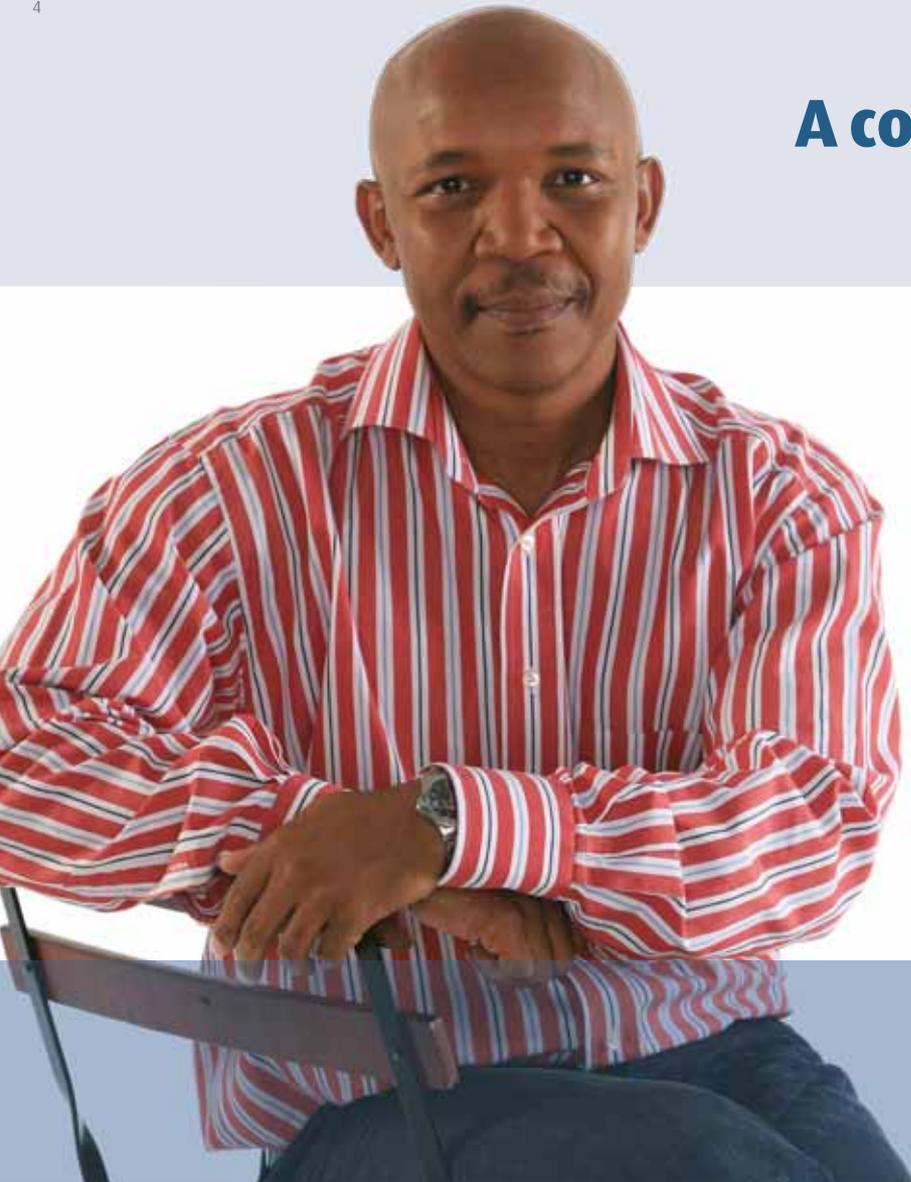
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Our Corporate Social Investment Strategy is underpinned by a need to make a sustainable and lasting impact in communities within which we operate. Our focus areas are media development, education, and the orphaned and vulnerable children.

Through direct technology investments and support the company enables individuals and communities to help themselves, thereby minimizing dependence. We hope you find this Corporate Social Investment (CSI) report helpful in understanding our mission. Have a look at some of our recent achievements over the next pages ...



- > *Our passion for and commitment to the African continent is unwavering as we pursue both the growth of our business and the upliftment of communities we do business in.*
- > *We strive to bring technology and people together in our business and our CSI endeavours – supporting teachers, students, CSI champions and partners to build human capital in Africa.*
- > *Our investment in Africa is for the long-term and we have a keen desire to ensure that the projects we nurture have a sustainable impact.*
- > *We believe in the power of partnerships, working closely with governments and other stakeholders to drive growth and development of the continent.*
- > *We have established over 800 MultiChoice Resource Centres in schools in 24 African countries and are determined to roll out more.*
- > *With over US\$100 million poured into local productions, M-Net and SuperSport remain the lead investors in local content and talent development in Africa.*
- > *Our investments have resulted in improved skills and talent, allowing local film industries to develop and grow, building opportunities for employment and creating quality local content.*
- > *The CNN MultiChoice African Journalist Award is the most recognised and sought after accolade in journalism in all of Africa.*
- > *We support the development of small medium enterprises that do business with us.*
- > *Our presence also supports the creation of employment in the various markets we invest in.*



A commitment to the people of Africa

MultiChoice Africa is firmly committed to the African continent and we understand that our success depends on the health and growth of the communities within which we operate. Our initiatives have brought both social and economic benefits to local communities through corporate social investment, job opportunities, partnerships and training.

At MultiChoice, we recognise that being a socially responsible company makes sense both for the long-term growth of our company and for the economic benefit of those whose lives we touch each day. In our efforts to promote and encourage social and economic transformation in Africa we invest heavily in training, skills development and corporate social investment (CSI) projects.

Our approach to CSI is one of leveraging and making the best use of the assets we have. For us that means using our platform of top class technology and a range of information and education based channels to empower others, nurture talent, harness skills and expand opportunities.

In line with this philosophy, we have identified education as the most appropriate focus for our CSI programme. Our flagship project, the MultiChoice Resource Centre programme, was initiated in 2004 and utilises MultiChoice's digital satellite technology platform to support and enhance the learning and teaching experience in over 800 schools in 24 countries throughout the continent. In this way, we are able to deliver premium local and international

(continued)





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educational content to make a difference to the lives of students and teachers across the continent.

Through our channel partners, namely M-Net and SuperSport, MultiChoice has an unparalleled history of investing in the local film and production industries in Africa which plays a vital role in showcasing and building local talent.

We believe strongly in the power of partnerships and work closely together with governments as well as a number of developmental and commercial partners to ensure that we provide the most relevant and efficient support to those who need it. As an example, we have partnered with CNN since 2005 to encourage and recognise excellence in journalism throughout Africa with the CNN MultiChoice African Journalist of the Year Awards. We believe this is an important investment, particularly on a continent where journalists must contend with difficult operating environments, under-resourced newsrooms and often risk their lives to cover Africa's stories.

Such partnerships are crucial in driving effective development and making a positive impact. In many cases, we start by mobilising partnerships with country governments and then build on that foundation with local stakeholders.

Our investment in Africa is for the long-term and we have a keen desire to ensure that the projects we nurture have a sustainable impact.

To achieve this and to ensure that we are continuously improving the efficacy of our involvement in these projects, ongoing support, monitoring and evaluation is conducted.

Our continental footprint gives us an almost unique ability to reach many communities on the continent and to work with relevant and like-minded partners for the development and growth of Africa.

While our approach to CSI provides an overall framework, at the same time it gives each country the flexibility to implement programmes that best meet their local needs. To achieve maximum benefit for local communities, it is imperative that our employees stay involved on the ground, and we rely heavily on the expertise and experience of strong teams who know the local terrain.

This report provides more than an overview of our CSI projects. It details the commitment and passion with which we, together with our partners, are meeting the challenges of Africa.

Message from MultiChoice Africa President, Collins Khumalo

Key Compelling Facts | 1

Our passion for and commitment to the African continent is unwavering as we pursue both the growth of our business and the upliftment of communities we do business in.



Upliftment comes in all forms and shapes. This MultiChoice Namibia staff initiative that MultiChoice in Namibia had helped to get reconstructed after it had to relocate. The new Funky Forest Orphanage has since been completed in Katatura, Namibia

MultiChoice Resource Centre Programme

1. INTRODUCTION

The birth of the first MultiChoice Resource Centre (MRC) in Zambia in 2004 marked the beginning of an invigorating journey of development, education and enlightenment. Over the last six years, the programme has grown substantially with more than 800 MRCs being established in 24 African countries by May 2010.

The programme provides access to information to mainly rural schools, helping to bridge the digital divide between schools with access to information and those without. The use of technology as a vehicle for improving education and providing world-class content to students in under-resourced areas is at the heart of the MRC model.

By leveraging MultiChoice's digital satellite technology platform, the learning and teaching

experience in selected schools is substantially enhanced. The MRC schools are provided with resources such as televisions, recording equipment, digital satellite decoders and the DStv Education bouquet. The bouquet comprises eight premium channels: National Geographic, BBC World, BBC Knowledge, Discovery Channel, Mindset Learn, History Channel, National Geographic Wild and Animal Planet.

Together these channels are able to combine the sensory experience of television with premium global content to support the teaching and learning process.

MRCs are rolled out according to the individual needs and infrastructure capacity of each country, hence partnership with government and local communities is essential. Teacher support is also provided in the form of specialised training that enables teachers to bring these resources to life in the learning process.



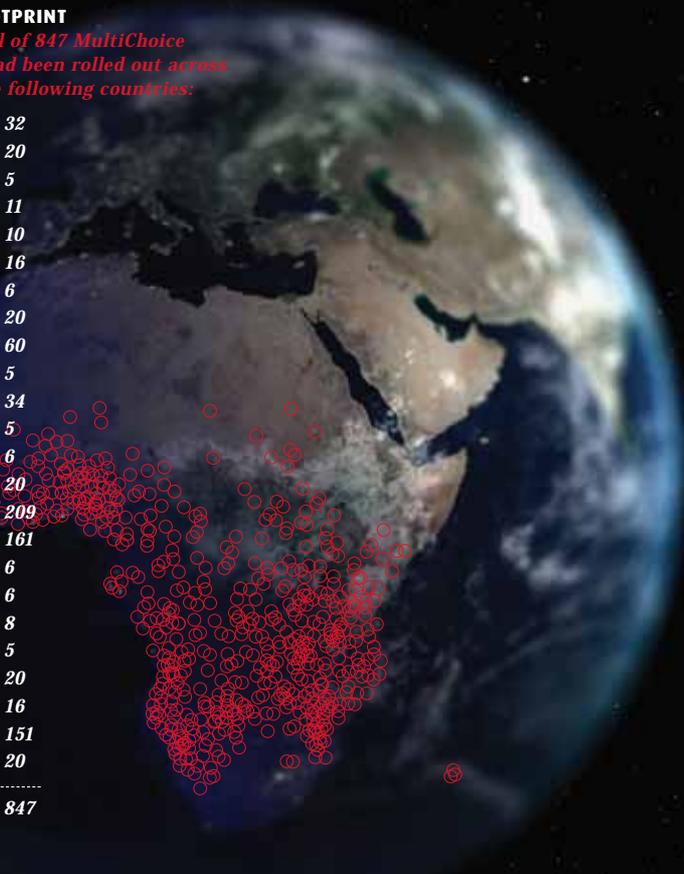
Teacher training in Tanzania. Investment in teacher training includes familiarization of teachers to the DStv technology and the integration of the technology in the classroom for maximum benefit and impact.

2. PROGRAMME FOOTPRINT

By May 2010, a total of 847 MultiChoice Resource Centers had been rolled out across the continent in the following countries:

1	Angola	32
2	Botswana	20
3	Burundi	5
4	DRC	11
5	Eritrea	10
6	Ethiopia	16
7	Gabon	6
8	Ghana	20
9	Kenya	60
10	Liberia	5
11	Malawi	34
12	Mali	5
13	Mauritius	6
14	Mozambique	20
15	Namibia	209
16	Nigeria	161
17	Rwanda	6
18	Senegal	6
19	Sierra Leone	8
20	Swaziland	5
21	Tanzania	20
22	Uganda	16
23	Zambia	151
24	Zimbabwe	20

	Total	847



3. PARTNERSHIPS

The geographic diversity and complex logistical challenges of the African continent mean that it is impossible for one organisation to effect change without on-the-ground support.

The success of the MRC programme depends to a large degree on not only the input and involvement of local MultiChoice teams, but also on partnerships with other key stakeholders. Through these partnerships we can identify the best ways in which to help with local education and development, while avoiding duplication of projects and the inefficient use of limited resources.

We start by developing and mobilising partnerships with country governments, and then build on that foundation with regional and school stakeholders. Training partners are brought in where necessary, while our in-country teams and government drive the programme forward and sustain it.

Our experience has been that the most successful roll outs are those linked to strong partnerships in which each partner is given clearly defined roles which they fulfil with enthusiasm and share a common vision of what has to be achieved.

Government partnerships

MultiChoice is not an education provider or authority; hence we work with relevant local government departments, and particularly ministries of education, to ensure programme sustainability.

Country government representatives are also crucial in identifying and co-ordinating relationships with schools, and often become involved at a logistical level. The signing of a Memorandum of Understanding (MOU) with government, which outlines the responsibilities and objectives of the partnership, is the first step in rolling out an MRC.

Governments' direct involvement in the programme varies from country to country, depending on capacity, from selecting the schools and readying the facilities for the installation of equipment to being actively involved in teacher training, support and monitoring of the progress in schools.

4. OVERCOMING THE CHALLENGES

Diverse local requirements

When considering the MRC programme at a country level, one of the fundamental challenges is the difference between countries, curricula and schools. There are also differences in leadership teams and teachers, who have varying levels of familiarity with technology and are often at different levels of their professional development. Considering the scope of the project, our challenge has been to balance the concept with dynamic local requirements and outcomes, and we rely on the in-country teams to help make this a reality.

Making the MRCs work

A fundamental challenge in rolling out any technology-based initiative is infrastructure, and particularly a stable supply of electricity. We approach each school on a case-by-case

basis, installing generators where possible. The existing infrastructure at schools is often unable to support sophisticated equipment, such as the installation of satellite dishes. This requires additional resources such as building materials or brackets to be brought in, sometimes at considerable cost and effort.

It is of primary concern that we find sustainable solutions to these problems. If teachers are unable to use the MRCs or experience problems with the technology, the impetus for using the resource to deepen learning can be lost.

Bringing MRCs to communities

In light of the geographic spread of schools, the logistical challenges of implementing the

programme are considerable. These range from physically accessing the schools, installing and securing the equipment, to co-ordinating training. Each step requires careful assessment of the resources available and a customised strategy for the practical delivery of resources.

Once all elements are in place and teacher training is complete, there is the ongoing challenge of keeping a line of communication open with schools and teachers. The less than ideal telecommunications infrastructure in Africa means we have to rely on the ingenuity of our in-country teams. The postal service still provides a service that is, at times, the only stable link with the world beyond the school.



*MultiChoice Resource Centre in Oyo State, Nigeria.
One of over 800 MRCs in Africa.*



We believe in the power of partnerships, working closely with governments and other stakeholders to drive growth and development of the continent.

Key Compelling Facts | 2

MultiChoice partners with government in rolling out MultiChoice Resource Centres in over 24 countries across the continent. In this case, the Kogi State Commissioner for Education, Science and Technology, Chief Sylvester Onoja (OON) officially opens an MRC in Lokoja in Nigeria.

Key Compelling Facts | 3

We strive to bring technology and people together in our business and our CSI endeavours – supporting teachers, students, CSI champions and partners to build human capital in Africa.



MultiChoice offices provide active in-country to the MRCs ensuring they run productively and benefit from the technology and the training

5. TEACHER TRAINING AND SUPPORT

Developing the ability of teachers to integrate the content into lessons and curricula, specifically in practicing new teaching approaches and skills, is central to the success of the MRCs. They need to know how to identify relevant content, record it and build a library over time.

Teachers need to make the resource their own, drawing it into their lessons and curriculum and providing the best learning value from the diverse content available. They are the 'agents of change' who transform a primarily entertainment-based medium into an educational experience.

An accessible learning tool

During training, most teachers immediately identify the benefit of using the resources in their lessons. In many cases the schools are heavily under-resourced, and the MRCs become a highly accessible tool. Our local training partners – organisations such as SchoolNet Nigeria and ADPP (Ajuda Esenvolvimento De Povo Para Povo) – have done exceptional work on teacher

support and development. Effective support and training provided to one teacher has the potential to benefit around 50 students per class.

Teaching TV to teachers

Once the equipment has been installed, training is conducted by our in-country teams, training partners or trained government representatives. A major challenge is overcoming the perception that television is only an entertainment medium. Our experience is that once teachers are able to unlock the true value of this medium, they attain a level and style of teaching that benefits students directly.

Finding a balance

The MRC programme is not intended to replace teachers in the classroom – it is an information resource that, if used effectively, will enhance and enrich the teaching and learning experience. The MRCs enable students to see the relationship between what is being taught in theory, what they are doing practically in class, and what happens in reality via the programmes they watch.

Teaching with TV: Critical success factors

- Teacher use of appropriate content that supports the curriculum and develops students' knowledge
- Integration of content to maximise the value of the resource
- Technology platform must be user-friendly, reliable and housed appropriately
- Teacher support and development provides teachers with the necessary support to use the MRCs to their full potential

CSI Projects MultiChoice Resource Centres

6. CONTENT

Ensuring a balance between content that is both locally relevant and provides exposure to global programming is an ongoing challenge.

MultiChoice is not a content producer – we provide the network and infrastructure for content distribution. All MRCs are provided with the DSTv Education bouquet at no charge, giving teachers and students access to a rich resource that includes some of the best educational and informative content from around the world.

A window on the world

Leveraging our satellite infrastructure to provide access to content gives students and teachers across Africa a window on the world, enabling them to view global events as they unfold and to stay abreast with current affairs.

Technology is creating a global village, and exposure to different cultures, countries and ways of thinking provides an opportunity for students to find their place in this global community. They allow abstract ideas to be



MultiChoice has taken the initiative of supplying the most up to date technology for greater positive impact on education. Here MultiChoice Botswana is supplying one of its 20 schools with a DVD recorder for the school to build a library of recorded material for its learners

brought into reality, enabling pupils to grasp concepts in a much wider perspective - they can see an avalanche and a volcano erupt; or they can watch scientific experiments which cannot be done in the laboratory due to restrictions on resources.

In ensuring that the MRC roll-out is as dynamic and user-driven as possible, the use of the MRCs need not be an exclusively instructional process. Just exposing students and communities to diverse, global content allows them to draw value from it. The magic of satellite technology is that, in an instant, you can take people out of their environment to almost anywhere on earth.

7. MONITORING AND EVALUATION

With over 800 MRCs established across 24 countries, it is important that we regularly monitor and evaluate the success of the programme. To do this, an internal monitoring and evaluation survey was developed and is implemented approximately six months after each rollout is completed.

In this way, programme activities and conditions critical to effective performance are measured and reported on. The survey is used to

measure whether the programme is on course to deliver the intended benefits to schools. In country monitoring is undertaken by means of the same structured questionnaire in all beneficiary schools. This single standard provides a basis for comparing results among schools within a country or among those in different countries.

Keeping score

Some of the pertinent questions we seek answers to include:

- What is the programme coverage and reach?
- Is the service delivered in accordance with agreed standards?
- Are the allocated resources functional and are they used optimally?
- What content is most useful for teachers?
- What are the implementation challenges and what support is required?
- How are the MRC facilities utilised by the intended beneficiaries?
- Are the MRC facilities relevant and supportive to the teaching and learning processes?
- What is the impact of the programme on students?
- What can be done to improve the value proposition of the MRC programme?

Monitoring and evaluation objectives

- *To determine whether the MRC programme is sustainable and viable, providing sufficient results relative to the investment, and achieving the desired impact.*
- *To analyse factors specific to countries and schools that impact on the success of the programme. This will not only inform further development of a best practice framework, but will encourage an objective evaluation of the success of our partnerships.*
- *To monitor the programme implementation at the individual school level and to identify strong performing schools and those requiring further support.*



The DSTV Education Bouquet at the Kabulonga Girls High in Lusaka, Zambia. One of over 800 MultiChoice Resource Centres in Africa.



MULTICHOICE RESOURCE CENTRE
GENDIA HIGH SCHOOL
OFFICIALLY OPENED
BY
SAMUEL POGHISIO MP

We have established over 800 MultiChoice Resource Centres in schools in 24 African countries and are determined to roll out more.

Key Compelling Facts | 4

The Honourable Samuel Poghisio, Minister for Information in Kenya and The Honourable (Eng) James Rege, Member of Parliament in Rachuonyo officially opening the MultiChoice Resource Centre in Gendia High School in Kenya



The CNN Multichoice African Journalist Award is the most recognised and sought after accolade in journalism in all of Africa.

Key Compelling Facts | 5

CNN MultiChoice African Journalist Awards. The finalists of the CNN MultiChoice African Journalist Awards 2010 on the night of the awards in Kampala, Uganda.

Within the framework of our CSI strategy, we recognise that building and maintaining strong, effective partnerships with other organisations is essential to the success of our chosen projects. Cultivating these bonds is only possible with the help of highly skilled and capable partners who have an equal desire to achieve greater good within the communities we serve. We work closely together with a number of partners to ensure that we provide the most relevant and efficient support to those who need it. Prime examples of such partnerships are those we have cultivated with CNN and Eutelsat.

The CNN MultiChoice African Journalist of the Year Awards

MultiChoice Africa has made a major investment in supporting the development of open, democratic and progressive societies by encouraging and recognising excellence in African journalism through its annual partnership with the CNN MultiChoice African Journalist of the Year Awards.

Our core business is media and technology, so it follows that our response to corporate social investment and African development lies in supporting the broadcast and exchange of high quality information. At the same time, we believe that the development of democracy and progressive societies requires a free and active press to ensure the accountability of

governments and business organisations.

Since 2005, MultiChoice has partnered with CNN International in co-hosting the awards. The event has grown to become truly pan-African, acknowledged as the premier accolade for excellence in journalism on the continent.

The awards recognise the crucial contribution of journalists to enabling socioeconomic progress in a region where they must contend with difficult operating environments and under-resourced newsrooms. They pay tribute to the many ordinary men and women who record Africa's history under challenging conditions, and they showcase budding future winners of this and other awards on the continent and beyond.



*2005 Winner
Angelo Kinyua Medeva of Kenya*



*2006 Winner
Shola Oshunkeye of Nigeria*



*2007 Winner
Richard Kavuma of Uganda*



*2008 Winner
Hopewell Rugoho-Chin'ono of Zimbabwe*



*2009 Winner
John Allan Namu of Kenya*



*2010 Winner
Samantha Rodgers of South Africa*

Aside from the prestige associated with being a full partner in hosting the awards, MultiChoice's investment is informed by its deep commitment to the development and advancement of excellent journalism. The investment goes far beyond the monetary commitment that is required to make the awards a success.

All MultiChoice offices in Africa are an integral part of the competition. Every year, over 60 of our offices distribute and collect the entries submitted by journalists. Once collected, the entries are then sent to Randburg in South Africa for auditing and then forwarded to London for the adjudication process, during which time our role extends to assisting the judges. The panel of judges has vast collective experience and knowledge on the industry and the challenges of practicing journalism in Africa.

Following the adjudication process, the finalists are announced and the MultiChoice Africa offices make final preparations leading up to the four-day finals programme, from arranging logistics to driving the publicity campaign around the event.

Senior journalists and publishers from around the continent are invited to attend the finals programme. They are exposed to the work that MultiChoice is doing to advance the quality of journalism and participate in a media forum in which topical issues about journalism in Africa are discussed. The debates are enthusiastic and robust, and the forum has become a major highlight of the gathering.

In 2010, together with CNN, MultiChoice Africa started conducting additional media workshops in various countries aimed at significantly raising the skills and building the capacity of newsrooms on the continent.

The awards aim to reinforce the importance of the role of journalism in Africa's development and to reward and recognise journalistic talent across all media disciplines. The winner of the main award, the CNN MultiChoice African Journalist of the Year, is feted by the industry well beyond Africa. For previous winners of the award, the honour has opened many doors to greater opportunities and put them in a league above the rest.

Being shortlisted as a finalist has broadened the journalists' horizons and earned them well deserved respect from their peers. The competition also ensures winners get recognition outside of their own countries and exposes them to the world of international journalism. A prime example is Uganda's Richard Kavuma of the Weekly Observer who started writing for the Observer and Guardian in the UK after being recognised as the CNN MultiChoice African Journalist of the Year in 2007.

At the awards evening itself, sixteen awards are presented for print, television, radio, online and photo journalism in English, French and Portuguese. In 2010, 2074 entries were received from 41 countries across Africa. From these entries, the finalists are chosen to compete in category awards and the main accolade of

being named the CNN MultiChoice African Journalist of the Year. As a highly prestigious media event, the 'highlights programme' of the competition, which includes the awards gala night,

is televised to over 40 countries. DStv channels like M-Net, AfricaMagic, AfricaMagic Plus and CNN are some of the channels which showcase this event.

Previous winners

The overall winner for 2009 was John-Allan Namu, reporter for Kenya Television Network, for his stories 'In the shadow of the Mungiki' and 'Inside Story: Scars and Sufurias', which were chosen as the best of the 1,665 entries from 38 nations across the African continent. Other previous winners of the continent's highest accolade in journalism include:

Year	Name	Country
1995	Joanna Mantey	Ghana
1997	Kenneth Opala	Kenya
1998	Newton Kanhema	South Africa
1999	Declan Okpalaeké	Nigeria
2000	Wanja Njunguna-Githinji	Kenya
2000	Jacques Pauw	South Africa
2000	Adil Bradlow	South Africa
2001	Jacques Pauw	South Africa
	Samantha Rodgers	South Africa
2002	Susan Purén	South Africa
2003	Ibiba DonPedro	Nigeria
2004	Peter Murimi	Kenya
2005	Angelo Kinyua Medeva	Kenya
2006	Shola Oshunkeye	Nigeria
2007	Richard M. Kavuma	Uganda
2008	Hopewell Rugoh0-Chin'ono	Zimbabwe
2009	John-Allan Namu	Kenya
2010	Samantha Rodgers	South Africa



Partnering with Eutelsat to deliver education

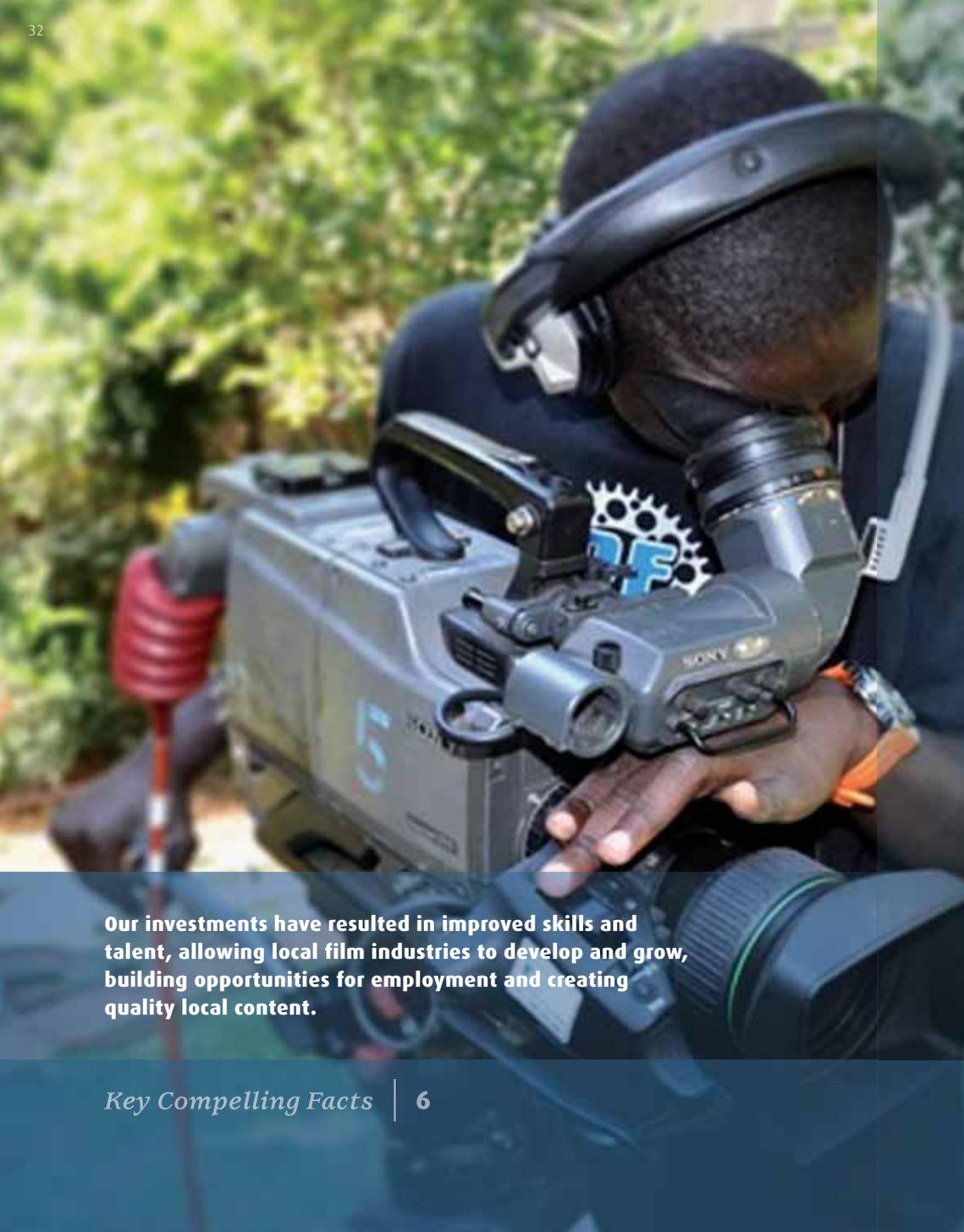
The business relationship between MultiChoice Africa and Eutelsat started in 1999, when we were looking for additional capacity for our rapidly growing Pay TV service in Sub-Saharan Africa. Over the years, the relationship has matured into a true partnership that has seen both companies grow in their respective fields.

Eutelsat’s accommodating and flexible approach has ensured that we find the best possible technological solution to meet or exceed our business needs, and in this way has made a positive contribution to the phenomenal growth that MultiChoice has experienced in the last decade.

Of particular significance was the recently completed W7 project, which replaced Eutelsat’s W4 satellite. The W7 satellite is MultiChoice Africa’s biggest investment in the last decade and, by working closely together on this project, we have partnered for the development of the African continent by ensuring the more stable and regular supply of content to learners in our MultiChoice Resource Centres across the continent. At present, over 400 MultiChoice Resource Centre schools in over 14 countries are supplied with the DStv Education bouquet, delivered via the W7 satellite.

Together with Eutelsat, we continue to explore new ways to strengthen our collective contribution to the field of education in Africa.





Our investments have resulted in improved skills and talent, allowing local film industries to develop and grow, building opportunities for employment and creating quality local content.

Local content

MultiChoice's lead as the biggest investor in local content is something we are very proud of. These are some of the M-Net and SuperSport highlights:

- > We have invested over **\$100 million** in local productions outside South Africa since 2000.
- > We have developed new relevant and successful talk shows and programmes for regional markets.
- > We have invested in the development of the film industry through initiatives such as New Directions and have already created more than **30 African short films and two full-length feature films** through this initiative.
- > The pioneering **Face of Africa** competition is the only non-sporting event that has been screened across the continent since 1997. It has become the most prestigious event showcasing our support for African fashion, beauty and style.
- > In 1997 we reached a milestone with the creation of Africa's first homegrown continental music channel - **Channel O** - which in turn has launched many a musical career and has created a buzzing community of music lovers.
- > 2003 saw the birth of what is now Africa's most popular channel bar none, **AfricaMagic**, the premier showcase for the continent's local content initiatives and a major driving force behind the development of the Nigerian film industry.
- > The unrivalled success of AfricaMagic led to birth of **AfricaMagic Plus** in June 2008, a platform for programming from countries other than Nigeria, particularly East and Southern African content.
- > Even more localised productions have been commissioned for **Dstv** since, including an East African drama series, a Kenyan musical series, a short-film project for M-Net New Directions, Idols East and Southern Africa, and Deal or No Deal East Africa.
- > In Nigeria, Kenya, Zambia, Ghana and Angola, **SuperSport** has signed deals with the respective football associations, leagues and teams for exclusive broadcasting rights and sponsorships valued at more than **\$7 million**. These agreements serve to support the growth, development and professionalism of football, contributing to higher standards in the sport.
- > Further capital was put into significantly improving the quality of football coverage in these markets. Five new outside broadcast (OB) vans are active in East and West Africa at an investment of over **\$12 million**. This provides coverage beyond just football as it brings other popular continental sports like athletics and rugby to the many viewers in Africa.

No other company has done as much for Africa's entertainment industry as DSTV through its premium channels M-Net and SuperSport. These companies are proudly African born and bred. Support for the television and film industries stems from Africa's need to tell its own stories in its own voice. As part of M-Net and SuperSport's focus on delivering high quality local content, they are intimately involved in driving skills transfer to those working in local film and production industries.

M-Net driving the lead in skills and content development

M-Net is the lead producer and supporter of premium African content and has made major investments in local African productions. But these investments are about more than just showcasing local talent. They also enable the revival and upliftment of the continent's film industry through improved skills and training, building opportunities for employment and creating quality content that is viewed by millions of subscribers across the continent.

M-Net, together with SuperSport, already provide a full 360 degree African viewing experience on the back of extensive training programmes being implemented to up-skill crew, cameramen, technicians and directors. This has enabled production teams to handle live broadcasts and, in some countries, crew complements that are 100% local are now used on live productions

and studio broadcasts. Beyond film and general entertainment, SuperSport has also made significant investments in both on and off the field talent development, particularly in the football arena.

SuperSport plays ball

SuperSport is the prime funder of sport in Africa. Its investment has seen it partnering with five national leagues, offering the first opportunity for local talent in these countries to be showcased to television audiences outside of their borders and across the continent. These broadcast deals make up more than 90% of the total revenues of these federations and pay-TV funding is accelerating the growth and success of African football.

Over and above coverage of live football in key territories, related television programming has been developing magazine shows dedicated to local football leagues.

Investing in people

SuperSport's primary investment is in human capital, having trained hundreds of people and up-skilled local talent so that African programming can be produced by Africans for Africans. Talented locals are now in charge of the broadcasts – they run the shows, the commentaries, the studios and the local offices.

SuperSport also works with local broadcasters in each of the countries and has taken production

crews to Johannesburg for broadcast training. It has facilitated learning opportunities for African sports administration through the Wits Business School Sports Management Programme, a key part of the company's development plans for local sport.

As MultiChoice together with our channel partners, we aim to maintain our lead as the biggest supporter of the continent's talent, skills and ingenuity.



Big Brother Africa: The Revolution winner Kevin of Nigeria with BBA MC I.K. Osakioduwa



Key Compelling Facts | 7

With over US\$100 million poured into local productions, M-Net and SuperSport remain the lead investors in local content and talent development in Africa.



Taking sport to another level

NIGERIA

Successful skills transfer programmes have resulted in 100% of the SuperSport studio production staff in Lagos now coming from Nigeria. In addition, SuperSport has created SuperSport 3 Nigeria, a customised channel designed to give Nigerian sports fans a feast of action – a sporting experience on TV for Nigerians, by Nigerians.

KENYA

The number of Kenyan Premier League matches broadcast has grown substantially and the introduction of an Outside Broadcast (OB) van has enabled SuperSport to further extend its range and to cover new venues around the country. SuperSport is also busy with develop-

mental training for eight cameramen and two directors in Kenya, all of whom are currently active in local live match productions at different levels.

ZAMBIA

After broadcasting only eight games in the first season of the Zambian Super League (ZSL), SuperSport covered twice that number in 2009. An OB van was delivered in 2009 and the company is looking at upgrading a second stadium for live TV in Lusaka. It is also identifying local crew for training in Zambia and aims to implement a training programme for the region from the start of the 2010 season. In addition, SuperSport is working closely with the ZSL to identify sponsors and help improve their structures and management efficiency.



CSI Projects **Changing lives through M-Net and SuperSport**



Their experience of the 21st Century will be shaped, not by history or geography, but by cutting edge technology.

Technology is a force at the heart of the African renewal. It enriches communication, thereby building communities and stimulating growth. It allows an entire generation to overcome the limitations of history and geography – and experience the 21st century.

MultiChoice Africa capitalises on technology to open up new worlds of entertainment to millions of African viewers in nearly 50 countries. Our subscribers have experienced a revolution in TV viewing as they travel with us into the digital age.

Born and bred in Africa, we are keenly aware of our privileges and our responsibilities. We invest considerable resources in developing economies – and education is the centrepiece of our social investment program. In as many ways as possible, we help assist in making Africa part of the global village.



Our investment in Africa is for the long-term and we have a keen desire to ensure that the projects we nurture have a sustainable impact.



MultiChoice Zimbabwe staff members supporting Breast Cancer Month. MultiChoice's passion for the development and growth of the continent goes far beyond our daily business. We actively support staff-led initiatives to bring about positive change in the communities in which we operate.

MultiChoice's passion for the development and growth of the continent goes far beyond our daily business. We actively support staff-led initiatives to bring about positive change in the communities in which we operate. Co-ordinating our CSI programme across diverse geographies is no easy task. We rely heavily on the expertise and experience of strong regional teams who know the local terrain, from regulations and logistics to relationships with local service providers. We are able to leverage employees' local knowledge and networks to add value to our CSI initiatives.

In addition to the MRC programme, each of our country offices run their own CSI initiatives, ranging from formal programmes to ad hoc projects funded and administered by in-country offices, where they have identified specific needs in their local communities.

Managing these initiatives in remote, often inaccessible locations would be impossible without the dedication and innovation of our employees who provide targeted and relevant intervention on the ground. These are some of the examples of how MultiChoice employees live out their commitment to the betterment of the lives of others.

MultiChoice Uganda giving for sustainability

MultiChoice Uganda actively applies the key principle of taking part in sustainable not just philanthropic CSI. The team in Kampala built a house for a family in Northern Uganda as part of the Hima Habitat for Humanity campaign.

After the streets of the Ugandan capital were repaved, the team initiated a Road Safety campaign with the Formula One Association of Uganda, and painted pedestrian crossings to serve the schools that are on the major streets in the central business district of Kampala. In response to the tragic landslides that happened in Bududa in 2010, MultiChoice Uganda donated \$5,000 to the Red Cross emergency relief efforts.

MultiChoice Nigeria assists Sickle Cell Foundation

MultiChoice Nigeria has an ongoing partnership with the country's Sickle Cell Foundation and has sponsored several workshops organised by the Foundation.

MultiChoice Nigeria is currently in the process of putting together an awareness documentary of the sickle cell disorder. The documentary is packaged to help create awareness and inform victims about how they can source medical

assistance. It is also designed to motivate Nigerian citizens to make generous contributions to the development of the Foundation.

MultiChoice Namibia supports young learners

In 2004, municipal regulations and building restrictions in Katatura, Namibia, forced Katrina Kolocco to relocate her Funky Forest pre-primary facility from her residence to an adjacent plot. MultiChoice Namibia assisted with the construction of the new pre-primary school, which today

hosts over 30 children. The local MultiChoice team continues to visit the school regularly to check on progress and make small donations such as food and drinks for the children.

Kobus Bezuidenhout, General Manager of MultiChoice Namibia says: "We are particularly impressed with Katrina's resolve and determination to provide a safe environment for pre-school care." Funky Forest is also a place where children will start benefiting from the world of technology in the classroom.





used as an opportunity to promote and encourage entries for the CNN MultiChoice African Journalist of the Year Awards.

they are supported emotionally through humour, creative activity and educational and entertaining films.”

Over 200 children from Manjombe village, Traditional Authority Kapeni in Blantyre were treated to a fun filled Christmas Eve party that was jointly organised by Child Evangelism Malawi and MultiChoice Malawi.

Children with cancer get movie magic

MultiChoice Ghana donated DStv hardware and free services to the Ghana Parents Association for Childhood Cancers at the Pediatric Oncology Unit for the Korle Bu Teaching Hospital. The hardware was set up in the children’s cancer ward at the hospital. Felix Aveh of the association said: “Children sometimes don’t understand why they are in pain. It is thus important that

Joy for Mozambican children

Christmas is a time for joy, and this is what Multi-Choice Mozambique brings to young people in need over the festive season. Each year, the MultiChoice Mozambique staff visit the 1° Maio Orphanage in Maputo to take the Christmas spirit to the children. Presents, lunch and Santa Claus are part of the day, along with carol singing and lots of joy.

For Christmas, the team also gave a DStv system and the Education Bouquet to the children of Cerci, an institution of special children. Cerci invited all their partners and sponsors to a Christmas party with the children and the

Malawi gives locals a boost

MultiChoice Malawi has developed numerous CSI activities to help boost the community. In 2009, these initiatives assisted local fishermen, children and journalists, among others.

MultiChoice Malawi organised the second DStv Bwato Race on Lake Malawi with the aim of empowering the local communities in Salima. Sponsored prizes were provided to help the winners boost their fishing businesses. 51 fishermen participated in the race and the guest of honour was Anna Kachikho, The Minister of Tourism, Wildlife and Culture.

In an effort to help educate and inform children through DStv’s children’s and educational programming, television sets, complete with free DStv subscriptions, were donated to the Mphasto Orphan Care Centre in Lilongwe and Chombo Orphanage in Blantyre.

A two day media retreat was organised for journalists at Club Makokola in Mangochi. Training in investigative journalism for both print and electronic media was provided in collaboration with the Media Council of Malawi (MCM). The event enabled the business to strengthen its relationship with the media and it was also



donation will give them a chance at a better education and greater understanding.

For the first time in 2009, MultiChoice Mozambique had a participant on the Face of Africa competition. Ernania has since become the Ambassador of the local CSI programme, aiming to lead the Mozambican youth to achieve their dreams and to enrich their lives through education.

Compassion in the face of violence

In the wake of the xenophobic attacks around South Africa in mid 2008, MultiChoice Africa staff in Randburg came together to help in any way they could. The team collected funds and other essentials like food and clothing, with some volunteering time to help with distribution to those in need. One employee involved in the initiative was moved to comment: "A deep, heartfelt thanks to all those who so generously gave of their time, resources and donations to show their humanity and compassion for the victims of violence. We should all be incredibly proud to be part of such a great team!"

GROW it, then make it WORK better

MultiChoice Africa staff in Randburg started with R5,000 to spend on a charity of their choice and had the option of either donating it to a worthy cause or trying to double the amount and then use it to greater effect. The team chose to GROW it and then to make it WORK better.

The team sold meals to fellow staff members

over a four week period, and by the end of that time they had grown their funds to R11,000. MultiChoice then matched the amount to double it again and the entire R22,000 was put to work at the Rhema Village for Abandoned and Orphaned Children in Yeoville, Johannesburg, where 60 youngsters between the ages of six and 18 needed help.

Botswana walks the talk

For eight years in a row, MultiChoice Botswana has participated in the Cheshire Foundation Sponsored Walk to help raise funds to care for disadvantaged and disabled children. Funds raised by the walk in 2009 went towards the building of a second home in the rural areas of Botswana.

MultiChoice Botswana also raised thousands of pula at a Valentine's Day Dance at which they hosted a table in support of the Sponsor a Child Trust, which was set up to alleviate the plight of the growing number of orphaned and destitute children in Botswana. The proceeds were bolstered by the sale of local art and home-grown talent, Maxy, provided the music for an evening of singing, dancing and lots of fun.

Zimbabwe supports KidzCan and ZSPCA

MultiChoice Zimbabwe invited KidzCan Children's Cancer Relief and ZSPCA to distribute Dish Guides in the PaSangano car park, giving them an opportunity to promote their cause and take donations. KidzCan, founded by Andrea Whatman, a survivor of childhood cancer, is a private voluntary organisation dedicated to increasing

the survival rate of children with cancer. The ZSPCA was founded when Zimbabwe passed its first animal anti-cruelty law in 1824.

Support for Mercy Train Relief Fund

Arriving late or using your cell phone or laptop during conference? A friendly warning: You will be fined and your money donated to the Mercy Train! This was a creative way of supporting charitable initiatives when the Multichoice

General Managers met in Nairobi for a conference in 2009. The Mercy Train is a joint initiative between the Kenyan Cross and The Standard Group, and the fund feeds the hungry and less fortunate in Kenya. At MultiChoice's pan-African Strategy Conference, GM Stephen Isaboke thanked those who "misbehaved" and "honoured their debts", thus helping to raise a total of US\$1,015 for the fund.





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