



Embracing Digital Transformation

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SETTING THE SCENE



We remain locally relevant

How MultiChoice successfully embraced digital transformation

1986

The launch of MNet
analogue TV

1995

The DStv (Digital Satellite TV)
service is launched with an
enhanced channel offering

2002

Launch of interactive TV

2003

Dual-view decoder launches

2005

The DStv SD personal video recorder (PVR)
decoder is launched. MultiChoice claims this
was the first dual-view PVR in the world and
the first PVR in Africa.

How MultiChoice successfully embraced digital transformation

2008

Launch of the HD PVR (Pace 4tuner). The first HD satellite-delivered content in sub-Saharan Africa is made available on this PVR starting with the Beijing Olympics.

2010:

Digital video broadcasting (DVB) over IP is pioneered in Africa to select gated communities using an IP capable decoder and later a PVR. DStv's CatchUp service is launched during the year, on SD and HD PVRs, using content delivered via satellite to the local hard drives of subscribers' PVRs. DStv Mobile launched the Drifta in the same year.

2011

BoxOffice is launched with consumers renting latest-release movies, delivered to the hard drive via satellite.

2013

Launch of the DStv Explora decoder with a 2TB hard drive over which an expanded CatchUp and BoxOffice service is offered to subscribers. DStv Mobile launches the Drifta for Android.

Rivalled HD Content



DStv Now



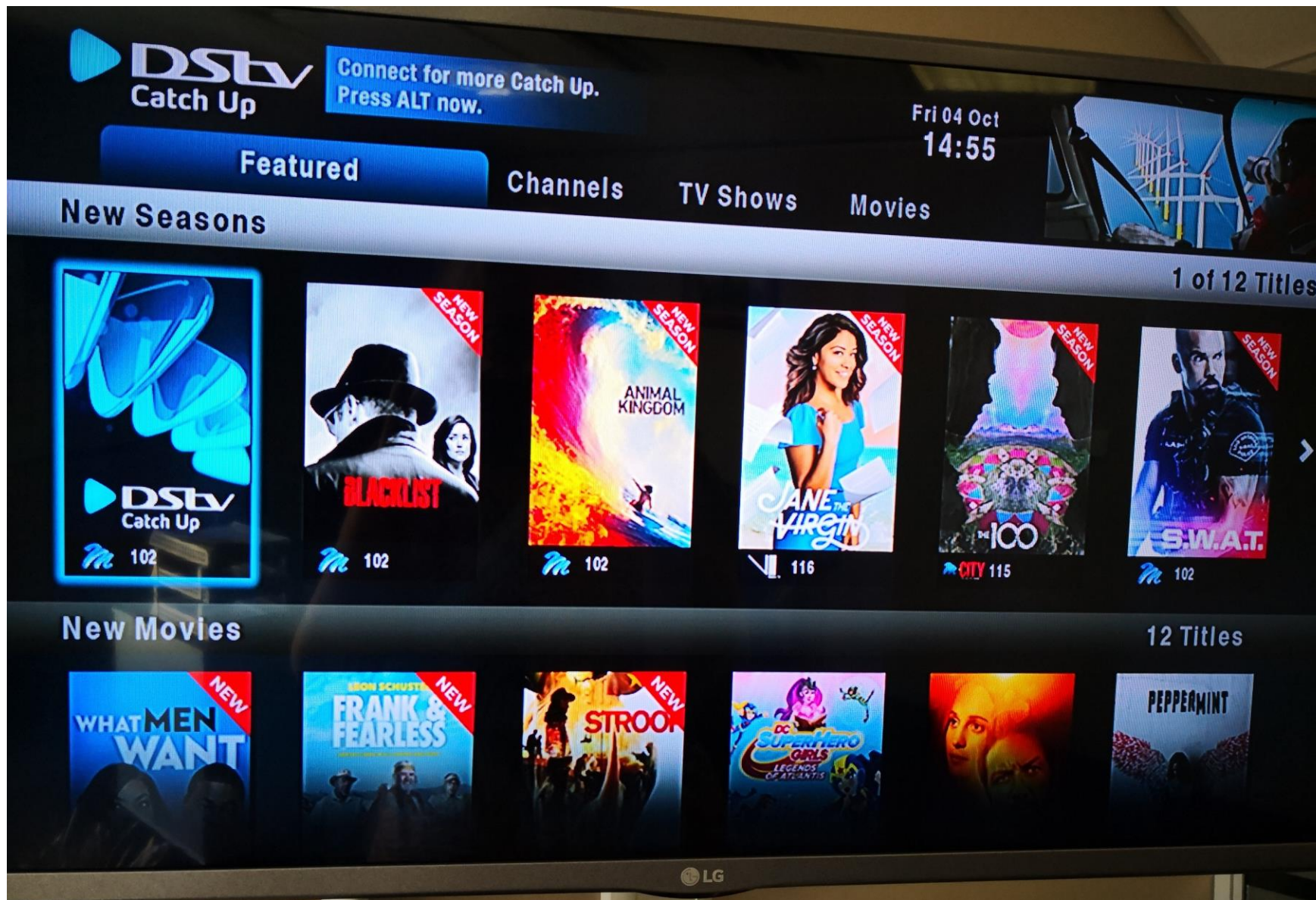
<https://www.youtube.com/watch?v=2HV-QQeCDjE&feature=youtu.be>



BoxOffice

By DStv

https://www.youtube.com/watch?v=hRC_n_55SCw



DStv Catch Up and Catch Up Plus

<https://www.youtube.com/watch?v=eQfyDy3fvAk>

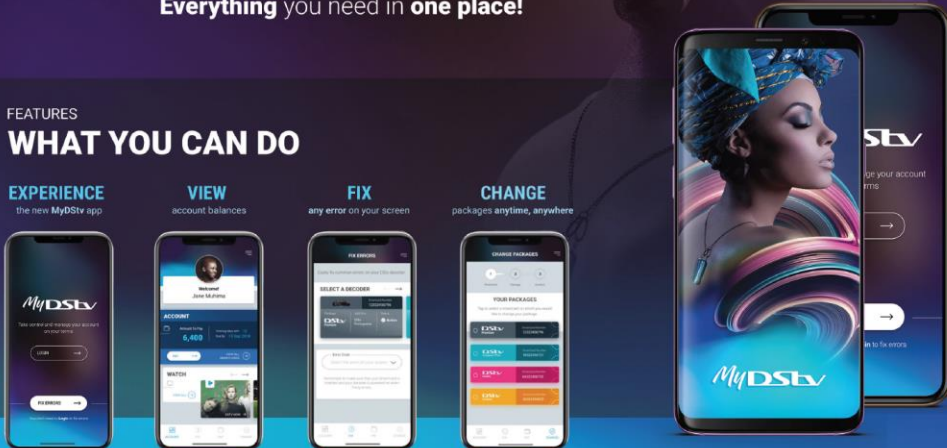
MyDStv and MyGOtv Apps

GUESS WHAT?



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Everything you need in **one place!**

FEATURES
WHAT YOU CAN DO

- EXPERIENCE**
the new MyDStv app
- VIEW**
account balances
- FIX**
any error on your screen
- CHANGE**
packages anytime, anywhere



Search for **MyDStv** or scan this QR code

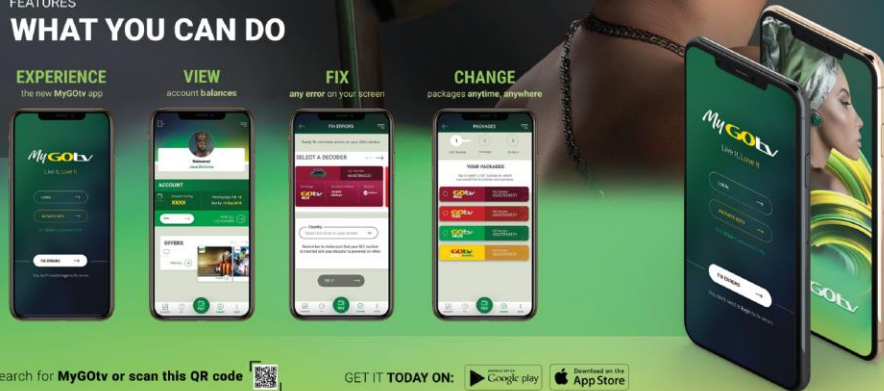
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DIGITAL TRANSFORMATION

