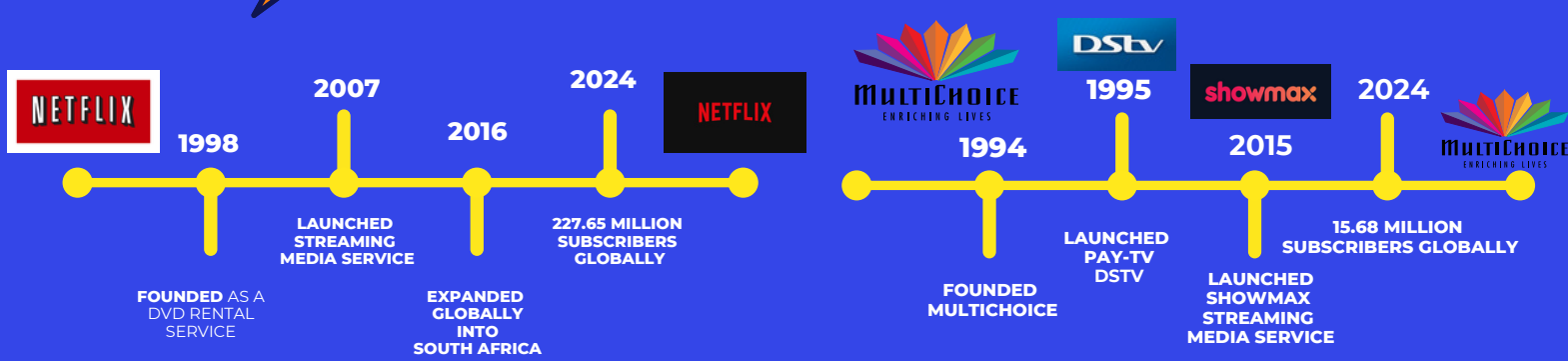


NETFLIX VS MULTICHOICE

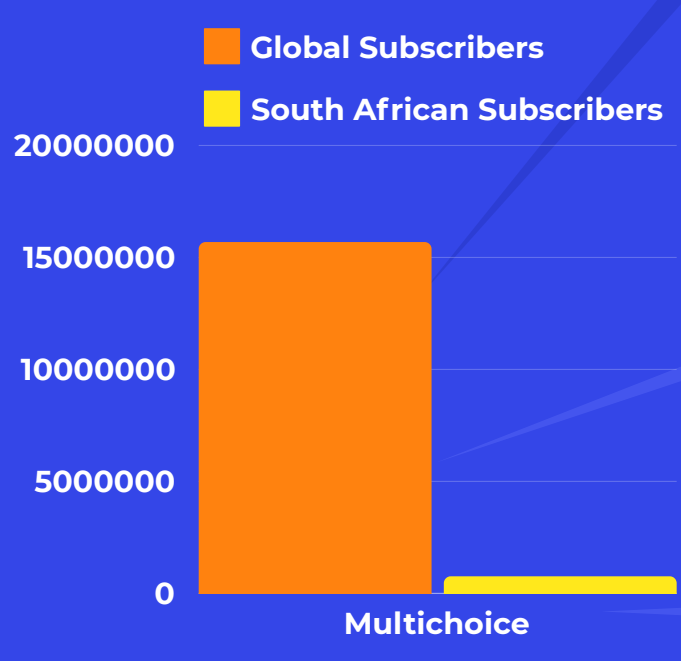
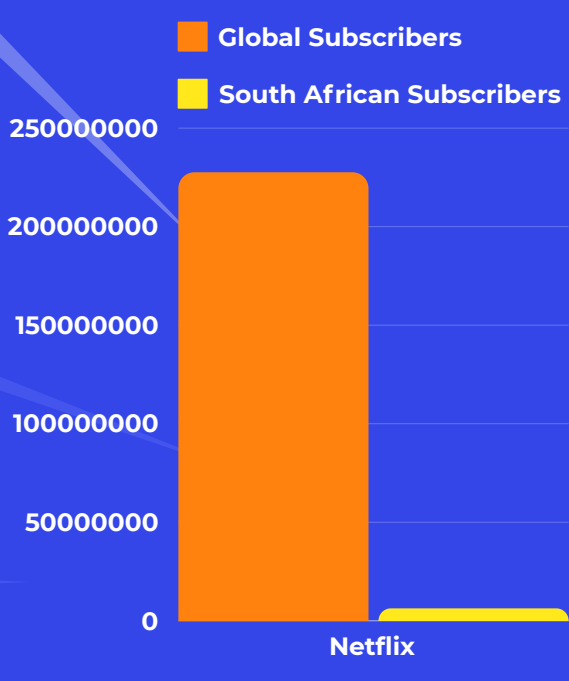
This infographic delves into the ongoing competition between Netflix and Multichoice in the South African television market. As digital streaming rises in popularity, these two giants vie for dominance, each offering unique content, pricing, and services.



The Evolution



Subscriber Numbers



Regulations

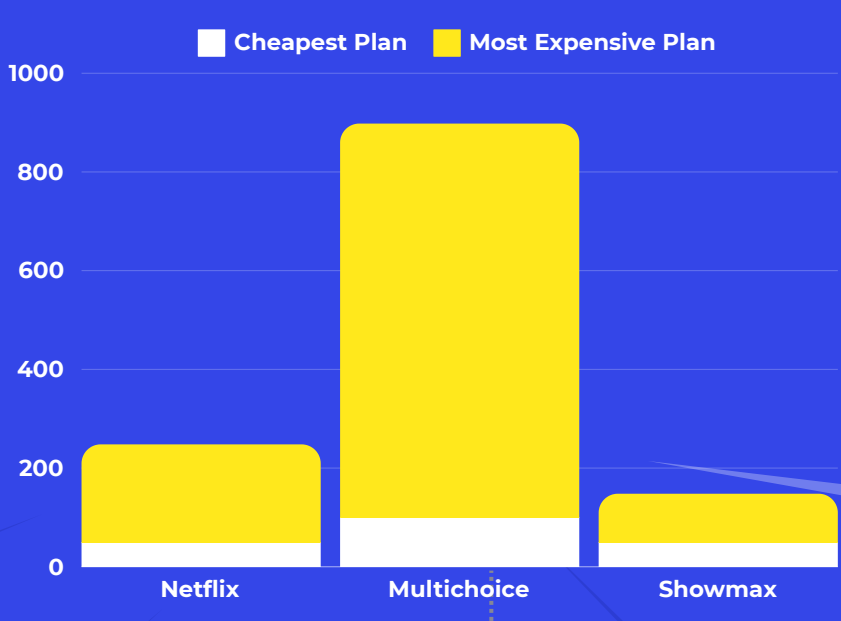
OPERATES AS AN OVER-THE-TOP (OTT) SERVICE, BYPASSING TRADITIONAL BROADCAST REGULATIONS (CHAMBWERA, 2021: 41-42)

VS

SUBJECT TO SOUTH AFRICAN BROADCASTING LAW (CHAMBWERA, 2021: 41-42)



Pricing Comparisons



Content & Production Strategies

- Focuses on original productions to attract local audiences, with shows like "Queen Sono" and "Blood & Water" being significant in South Africa. (Chambwera, 2021: 40)
- Global library with localized content, supported by algorithms to tailor recommendations. (Chambwera, 2021: 43)
- Heavy investment in local productions through channels like Mzansi Magic, supporting the South African film industry (Chambwera, 2021:40)
- Claims 40% of Showmax's offerings are original African content (Wexler, 2020)



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