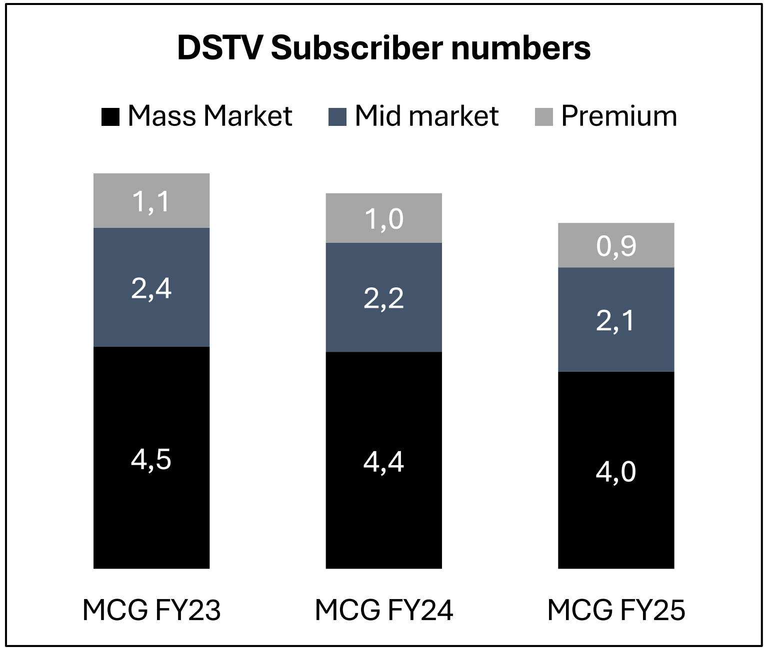
TV VIEWING LANDSCAPE UPDATE

AUGUST 2025

PLANIT

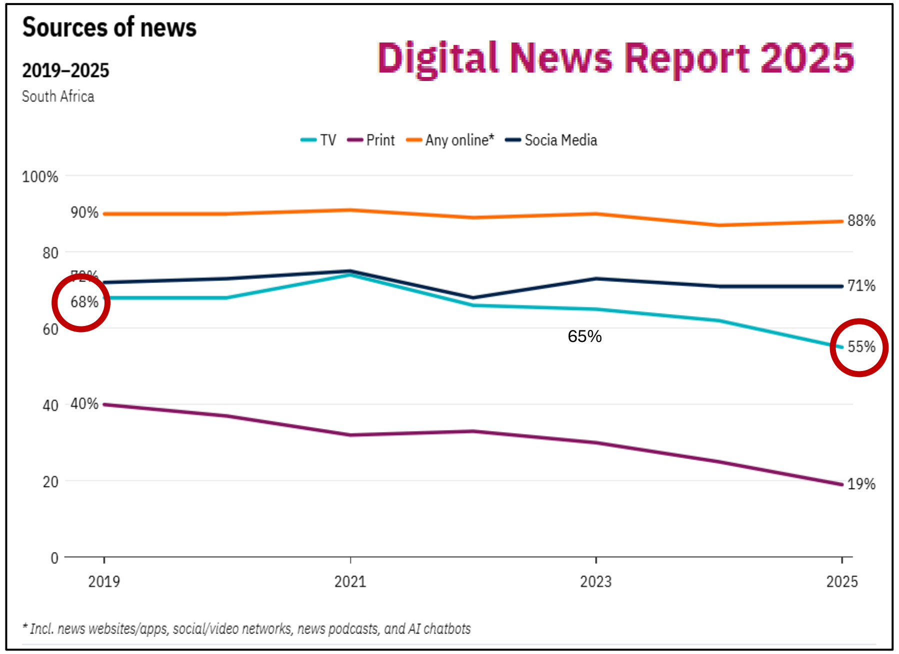
WHAT WE SEEING

In the past 3 years, DSTV has lost 1M subscribers (12.5%)



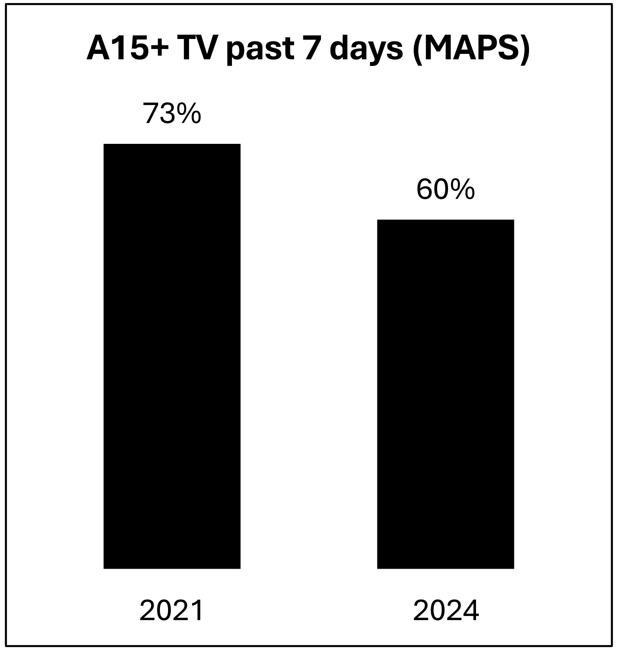
Defined as all subscribers that have an active primary/principal subscription the reporting date. Premium segment includes Premium & Compact Plus; mid-market includes Compact & Commercial; mass market includes Family, Access & EasyView

TV as a source of news amongst online news readers is down -13 pp to 55%



Methodology note " data based on English-speaking, online news users in South Africa .... generally more affluent, younger, have higher levels of formal education, ...more likely to live in cities. Findings should not be taken to be nationally representative.

TV viewing Past 7 days down -13 pp

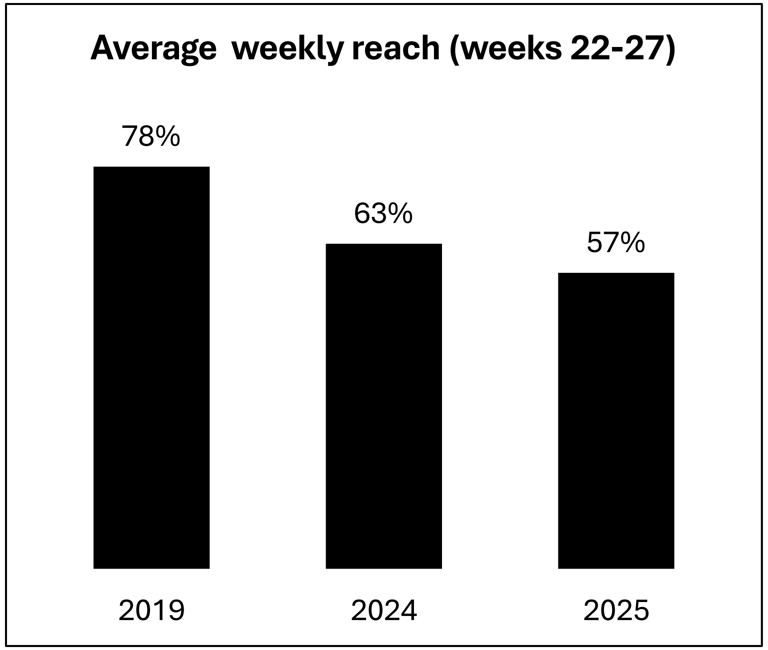


Improvement on 2023 P7D TV viewing which dropped to 54%, has been attributed to the reduced incidence of load shedding

MCG- MultiChoice Group

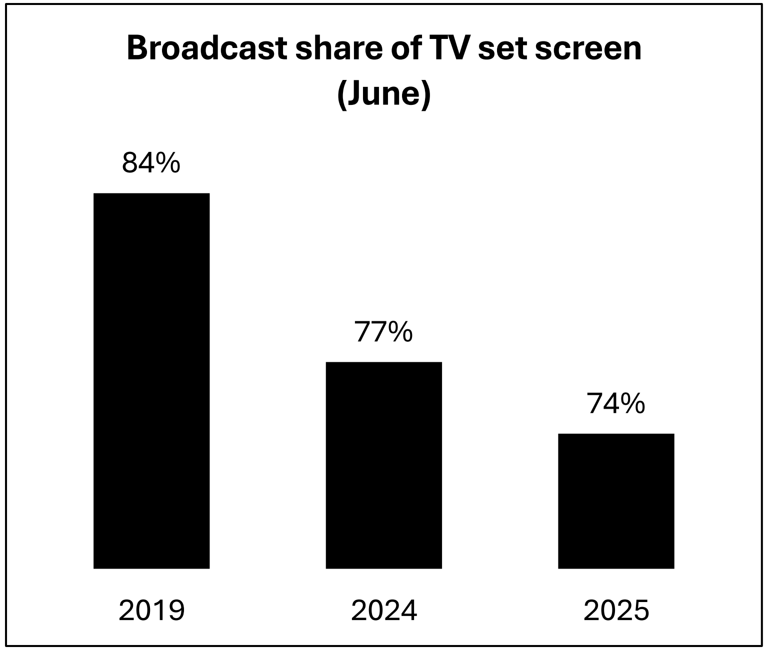
WHAT THE TAMS PANEL DATA IS CURRENTLY SAYING

Reported viewing is down, -21 pp pre COVID, **-6 pp** past year



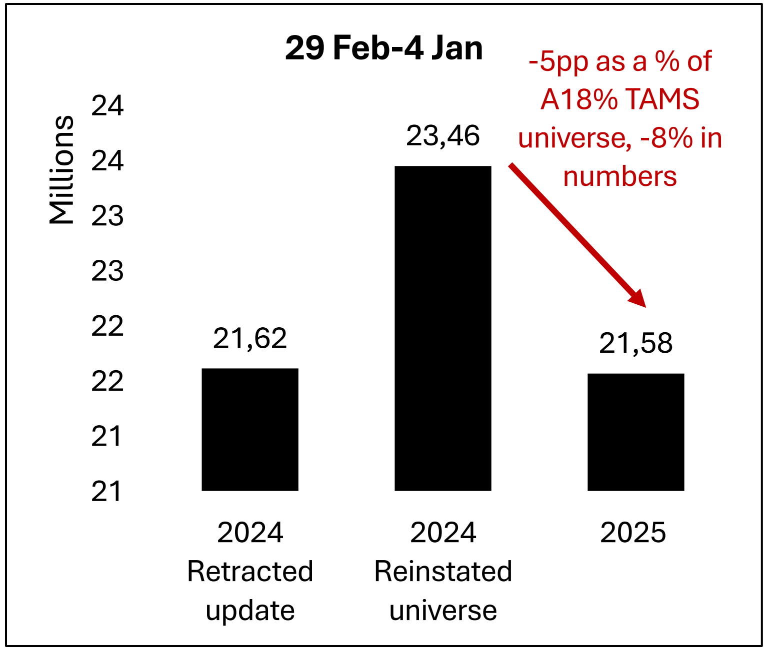
No recorded load shedding over this period

Non broadcast activity now accounts for more than 25% of TV set activity



Non broadcast defined as viewing & activities that occur on a TV set that are not identified by the BRC approved referencing system. Includes OTT consumption, YouTube, Netflix, Prime, Disney+, gaming consoles, casting from a mobile device, USB sticks, DVDs etc

2025 reported reach lower than the "retracted" 2024 reach

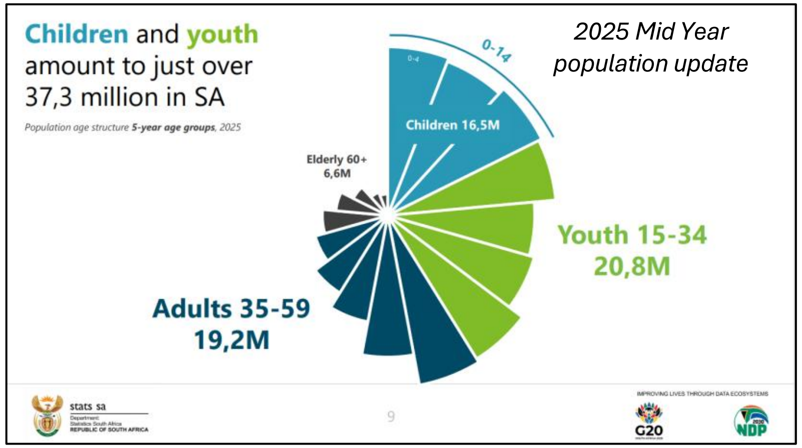


(Retracted) universe saw broadcast viewing drop to 51% against total A18+ population
2025 viewing down -5.6pp YoY against the TAMS (restated) universe
Load shedding: 2024:Mon-Fri, Sun Stage 3, Sat Stage 2; 2025 Fri-Sun Stage 3

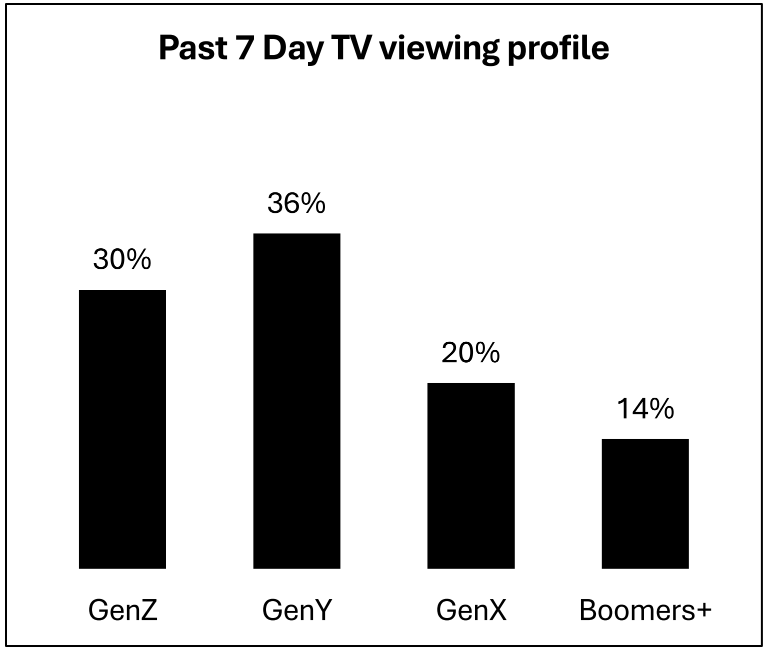
Source: BRC TAMS A18+

DECLINE WILL CONTINUE TO ACCELERATE

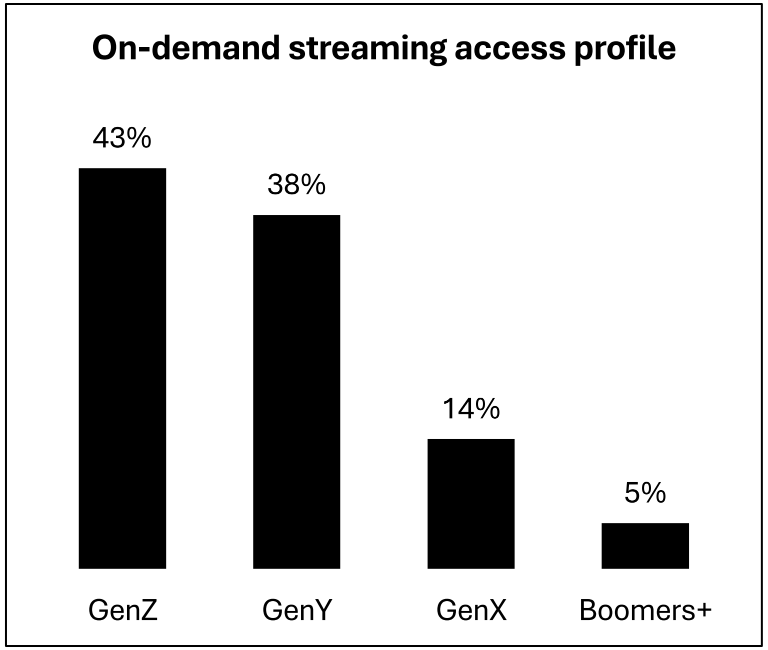
A18-34 accounts for 40% of the A18+ populations (StatsSA MYPE 2025)



BRC 2024 landscape update attributed a factor of declining TV viewing to the rise of streaming especially amongst the youth up to age of 34



How to read this graph: all the adults watching TV in past 7 days, 30% of them were Gen Z

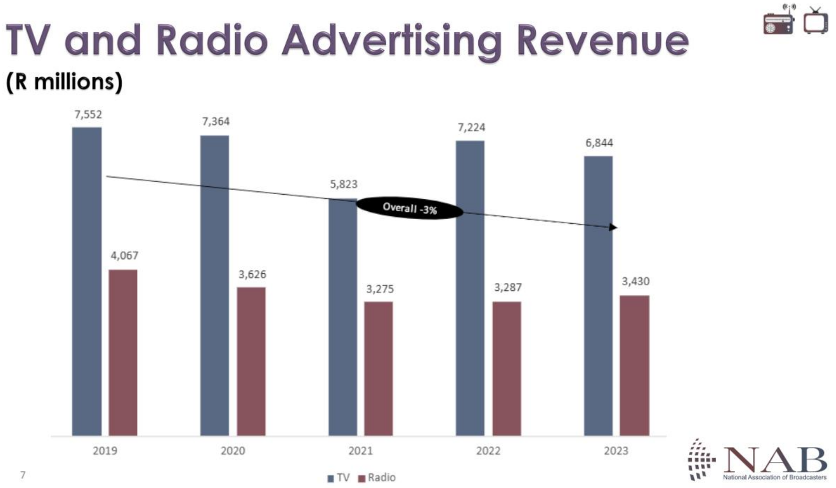


How to read this graph: all the adults who have access to on-demand streaming services, 43% of them were Gen Z

PLANIT

Source: Bar chart data based on MAPS 2024 publicly available data with TV asked of viewing on a TV set

CONTRACTING REVENUE WILL IMPACT RESEARCH INVESTMENT LEVELS



DSTV FY25 ad revenue down -2.4% (MCG)

85.8% SABC licence fee evasion rate FY24 (SABC)

Revenue generated by the broadcasting sector contracted 1.79% from R35.3bn in 23 to R34.6 bn in 24
'*(The State of the ICT Sector Report of South Africa)*

Most visited ZA websites
[Similarweb June 2025)

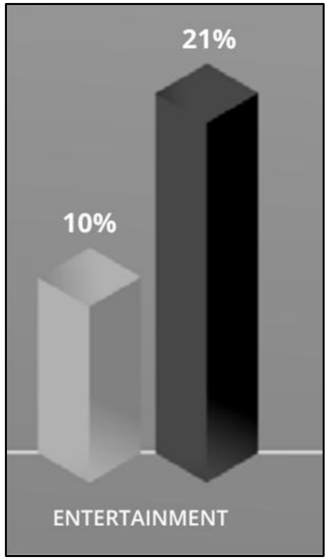
YouTube #2

NETFLIX #10

Google Ad's Reach Planner helps with planning & forecasting video campaigns, using metrics familiar to linear planners as well as providing TRP estimates

Netflix is the most common subscription-based VOD/OTT service opted for by disconnected DStv subscribers across all tiers
Source: Multichoice's Submissions: Icasa's Supplementary Discussion Document In The Inquiry Into Subscription Broadcasting Television

Online entertainment spend doubles



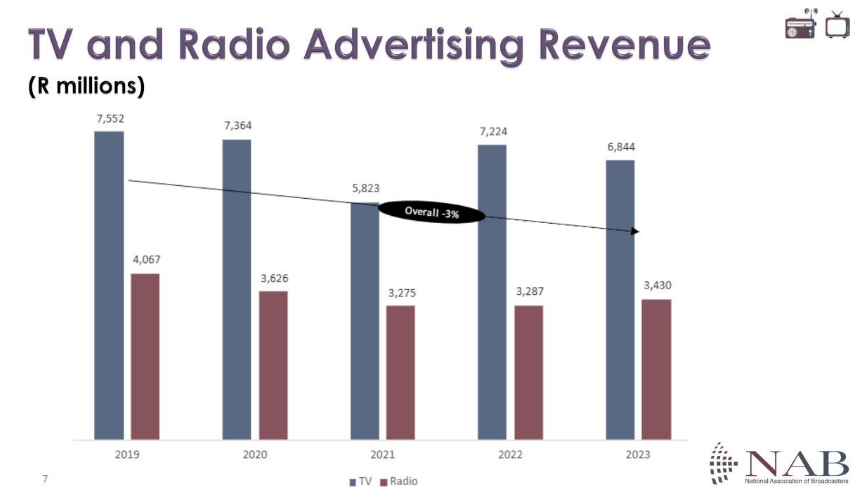
ZA online transactions per active card growth VisaNet data sample 2022-2024

Broadcast vs Streaming revenue

DSTV already offering **dynamic ad insertion** in **streamed linear** TV

TV ads flighted on DSTV Stream TV sets are not verified by Nielsen so do add / detract from post buy performance

CONTRACTING REVENUE WILL IMPACT RESEARCH INVESTMENT LEVELS



DSTV FY25 ad revenue down -2.4% (MCG)

85.8% SABC licence fee evasion rate FY24 (SABC)

Revenue generated by the broadcasting sector contracted 1.79% from R35.3bn in 23 to R34.6 bn in 24

'(The State of the ICT Sector Report of South Africa)

Most visited ZA websites
[Similarweb June 2025)

YouTube #2

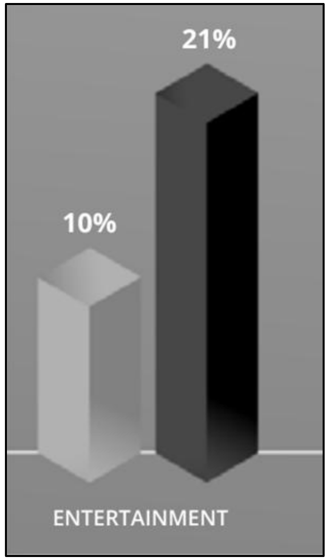
NETFLIX #10

Google Ad's Reach Planner helps with planning & forecasting video campaigns, using metrics familiar to linear planners as well as providing TRP estimates

Netflix is the most common subscription-based VOD/OTT service opted for by disconnected DStv subscribers across all tiers

Source: Multichoice's Submissions: Icasa's Supplementary Discussion Document In The Inquiry Into Subscription Broadcasting Television

Online entertainment spend doubles



ZA online transactions per active card growth VisaNet data sample 2022-2024

Broadcast vs Streaming revenue

DSTV already offering **dynamic ad insertion** in **streamed linear** TV

TV ads flighted on DSTV Stream TV sets are not verified by Nielsen so do add / detract from post buy performance

Future-Proofing Television Planning & Buying in a Shifting Measurement Ecosystem

The traditional TAMS panel, which has long served as the currency for TV planning and buying, is increasingly misaligned with actual viewing behavior. With streaming, mobile viewing, and out-of-home consumption rising—especially among younger audiences—marketers can no longer rely solely on broadcast-centric metrics. The shift toward **cross-platform measurement** and **hybrid methodologies** demands a recalibration of how value is assessed and deals are structured.

Marketers must evolve from **TV buyers** to **video strategists**—balancing legacy systems with emerging technologies, and trading reach for relevance. The future of television is not just about what's on the screen, but how, where, and why audiences engage with it.