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digital dialogue

CONFERENCE

THE FUTURE IS MESSY:
The end of Pay-TV as we knew it

Dubai, UAE (3 May, 2018) – The second day of the Digital Dialogue conference, a thought-leadership platform facilitated by MultiChoice, started off with a global perspective by David Abraham, Founder of Wonderhood Studios on the value chain of pay-TV. The session offered insights into the trends observed and lived through in the UK, and how audiences across Africa are changing.

Abraham shared his varied experience running TV channels in the UK and the US between 2001 and 2017 - explaining how the environment for content and channel providers evolved from the early days of digital TV to the much more complex internet-based distribution environment we see today.

According to Abraham, the past used to be all about a battle between free TV and service providers' intent on building pay-walls and maintaining exclusivity over key content in order to promote 'big basic' monthly subscriptions and minimise monthly churn of customers. Then came broadband as an additional service to lock in customer loyalty, followed by mobile. "The old walls of traditional pay TV are now tumbling down and what's coming next is infinitely more fragmented, and messy", he remarked.

Telecoms providers compete with content platforms to build customer loyalty with original content and rights in a world where global digital competition is intensifying traditional competitive boundaries yet further. The question remains whether consumers will be able to navigate between so many different providers to find the best content in this more crowded forest of choice.

Abraham reviewed the key recent trends in UK, European and US pay TV and his talk offered a look into the future – looking at potential new models such as 'quasi-linear' and 'post cable' channels; the growth of emerging market platforms such as iflix and will consider what the long-

term impact of blockchain technology could be on future models of pay TV consumption and distribution.

Abraham concluded his talk by stating that although the future is uncertain, there are many opportunities for content exploration amongst African audiences: “The African continent, with its younger populations and progressive use of mobile, can both build on and leapfrog Western markets in terms of future models of content creation and distribution”.

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Note to Editors:

- For more information, please visit www.multichoiceafrica.com and follow the social media conversation on the hashtag #DigitalDialogue2018 and tag Instagram: MultiChoice Africa; Twitter: MultiChoiceAF; Facebook: MultiChoice Africa.

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Speaker Bio: 'David Abraham – Chief Executive of Wonderhood Studios

David has spent the past three decades working at the intersection of leadership, commerce and creativity in the UK and the United States. He is regularly cited as a prominent media executive in lists published by Variety, The Telegraph, Debretts, The Evening Standard and The Guardian. As Chief Executive of Channel 4 between 2010 and 2017 he led the organisation through a prolonged period of creative and brand renewal and public remit delivery - while also posting record revenues of £1bn in 2015 and 2016. During his tenure Channel 4 ended its reliance on Big Brother and delivered a diversified schedule including shows such as Gogglebox, The Last Leg and Educating Yorkshire. The Channel also successfully delivered the largest events in its history - the London and Rio Paralympic Games and began broadcasting Formula 1 and The Great British Bake Off while winning multiple BAFTAs and Channel of the Year Awards. David has many years of experience operating at the sharp end of editorial risk-taking in all genres of TV and film including investigative journalism, news, current affairs, comedy, drama and live events. Under his leadership Channel 4 also navigated through profound digital change by building an industry leading data strategy which today engages over 15m people across the UK via its All4 platform. Prior to Channel 4, David led UKTV where he launched its biggest Channel, Dave, (which is not in fact named after himself) and spent several years in the United States running TLC, a major cable network. David was also closely involved in the digital expansion of Discovery Channels in the UK and Europe in the early 2000's. David has recently announced that he will be launching Wonderhood Studios in June 2018 in London.

About the Digital Dialogue Conference:

The 2018 Digital Dialogue Conference is a thought leadership platform facilitated by MultiChoice Africa in order to foster a better understanding of the future direction of the video entertainment industry in Africa. This is the 5th edition of the conference which was established in 2012 to create a better understanding of Digital Migration and its impact on Africa's digital landscape. Since then, the independent and growing platform has been critical in fostering a better understanding and building knowledge on video entertainment and Digital terrestrial markets while creating necessary conversations with thought leaders about various industry-related issues.

About MultiChoice:

Entertainment is a powerful way to tell stories that open our minds, bring people together around shared passions, and connect us to new realities. It makes us laugh and cry. It informs, it educates and it inspires. MultiChoice is a video entertainment company, and our role is to enrich lives. Our mission is to deliver value to our customers by making great entertainment more accessible. We find and develop the right mix of content and deliver it to millions of people across Africa – anytime, anywhere. Whether it's local telenovelas, the excitement of world class sport or the latest global blockbusters, our investment in leading-edge content and technology systems deliver the shows that people love into their hands and their living rooms. We listen to our customers to understand their changing lives, the pressures they face and what matters most to them. We are committed to using these insights to put customers at the heart of all the decisions that each of us make every day. We're reshaping our business to improve our customers' experience, whenever and wherever they engage with us. Born and bred in Africa, MultiChoice is a team of more than 2750 full time and over 14 thousand contractors and independent agencies and accredited installers who to collectively deliver the greatest entertainment in the world to more than 49 countries across Sub-Saharan Africa. We are managed and run by local people, and strive to provide all our employees with new opportunities. We're proud of the contribution we make to our communities, and our business has grown hand-in-hand with local economies by forging long-term partnerships with governments, national broadcasters and entrepreneurs. As the continent's leading funder of sport and local production, we've built skills and capacity to become the backbone of content that matters to our customers. As Africa continues to change rapidly, the entertainment industry is ever more relevant. We want to use our influence and resources to play a positive role in Africa, helping to grow Africa's people and creative industries into vibrant, economic powerhouses. It's by creating value for our customers, our employees and society that we'll build a successful business for the future.