



## 100% Premium

### Frequently Asked Questions (FAQs)

#### 1. What is 100% Premium?

The 100% Premium initiative allows customers the opportunity to unlock the full value that comes with being 100% Premium. The initiative aims to make customers aware of all the value-added services which customers tend to miss (Box office, Catch-up, Showmax & DStv App). Once customers reach the 100% Premium Level, they will enjoy a host of exclusive benefits under our DStv Thanks banner. The program is open to all active DStv Premium and DStv Compact + customers. Customers can access their 100% Premium Profile via the DStv Africa Website [www.DStvAfrica.com](http://www.DStvAfrica.com) and My DStv App for more information.

#### 2. Who qualifies to be 100% Premium customer?

New and active DStv Premium customers who meet all of the below criteria. A certain percentage is allocated for each service taken. Compact Plus customers will need to upgrade in order to meet the requirements of being called 100% Premium “ultimate status”, criteria that needs to be met is as follows:

- 2.1. Be an active DStv subscriber on the DStv Premium package
- 2.2. Watch DStv using your Explora Decoder.
- 2.3. Have rented Box Office movies within the last 90 (ninety) days (excluding subscribers in Mozambique, Angola and Malawi).
- 2.4. Get access to exclusive entertainment, anytime, with Showmax! Free to DStv Premium customers excluding Malawi, Mozambique & Angola.
- 2.5. Have accessed the DStv App within the last 30 (thirty) days.

#### 3. Which customers do not qualify for this promotion?

DStv Access, DStv Family and DStv Compact & Compact Plus customers however customers who upgrade to Premium will eligible being 100% Premium.

**4. When does the 100% Premium program offering start?**

The Competition runs from **01 April 2022** and ends on **31 March 2023**.

Terms and conditions apply.

**5. What are some of the benefits of being a 100% Premium level customer?**

100% Premium customers who contact our call center will be prioritized and serviced by an exclusive set of highly skilled agents. Which means that when a customer calls in and Customer inputs their smart card number they will be automatically rerouted to these agents (BAU). The 100% Premium Initiative will also reward customers who met the criteria as at the last day of the month with entries into various monthly draws were qualifying customers will have the opportunity to win awesome prizes as per the T's & C's. Other benefits available to qualifying customers are access to our exclusive Monthly newsletter, Free Showmax Add to Bill, BoxOffice movies on certain months, Birthday month discount on their primary premium package, after 3 months at 100% Premium, customers get as a gift an exclusive Gold remote etc.)

**6. How will I know what I need to do to become a 100% Premium customer?**

Customers will be provided with a personalized page to track their Premium level status (digital tool) via the DStv Africa website & the DStv App. Once customers engage the digital tool, they will be able to view which of the products they currently meet the requirements to and which they are missing in order to be 100% Premium. Customers will be able to take up the missing products via:

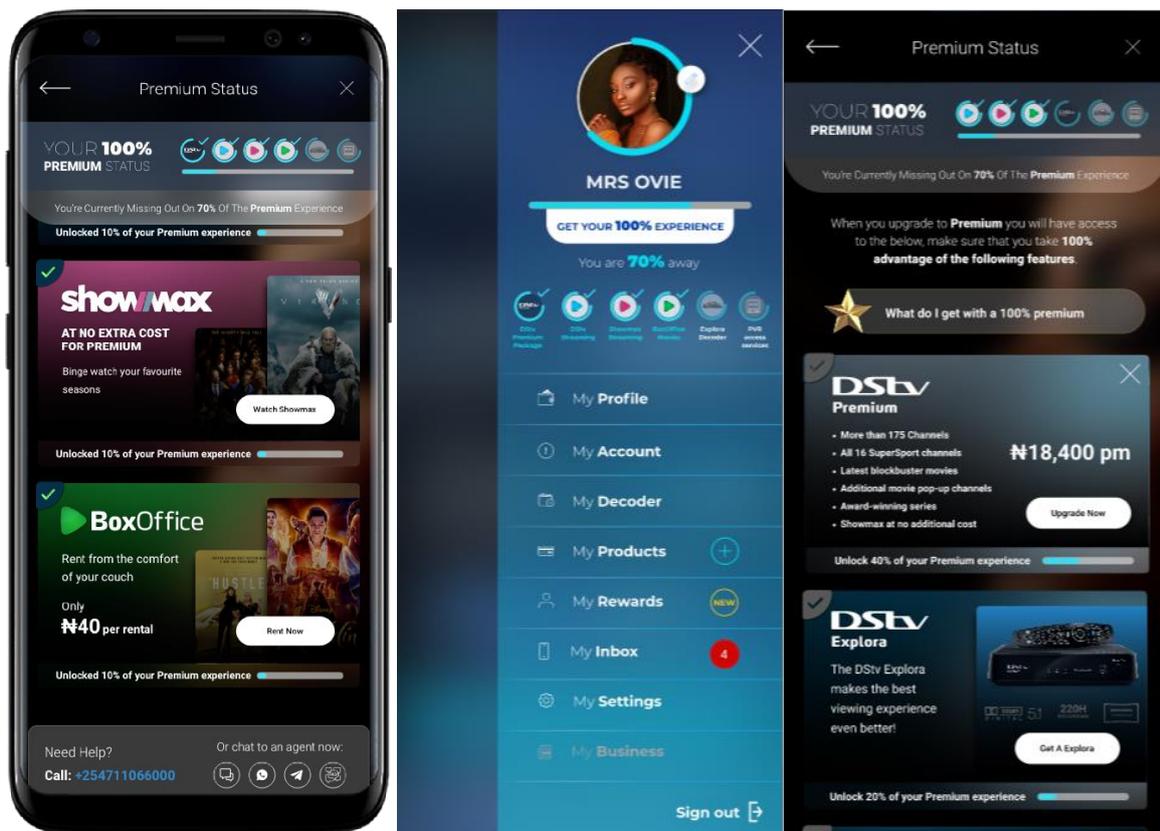
1. SATB - Link provided on the tool directing customers to the Showmax sign up page
2. BoxOffice - Link provided on the tool directing customers to the BoxOffice page
3. DStv App - Link provided on the tool directing customers to the DStv app sign up
4. XtraView / PVR - Can be taken up by calling the contact centre
5. Explora - Can be purchased at our branches and or our approved suppliers.
6. Upgrade to Premium – Link to be provided on the digital tool and or contacting the contact centre

**Customer Journey for 100% Premium entails:**

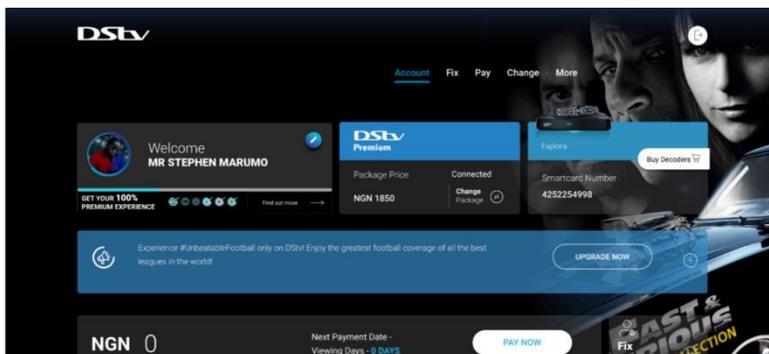
- Customisable 100% Premium profile that enables customer to upload/ change their profile picture and update their contact details
- Indication of current 100% Premium “level”
- Indication of which 100% Premium products is currently active
- Products not active greyed out
- Guidelines and embedded links to activating the products e.g.:

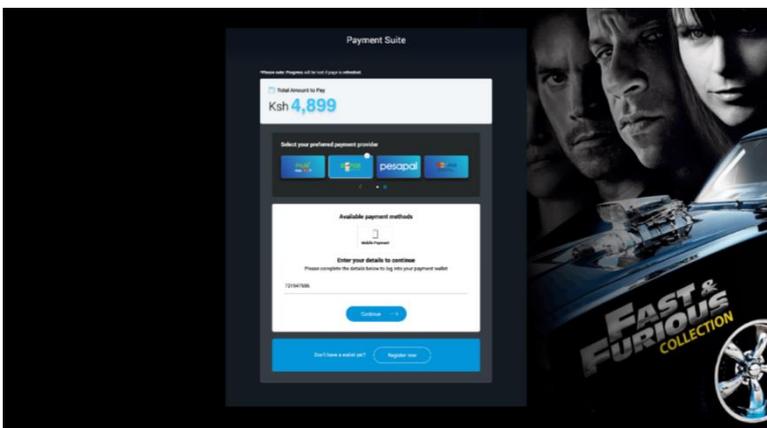
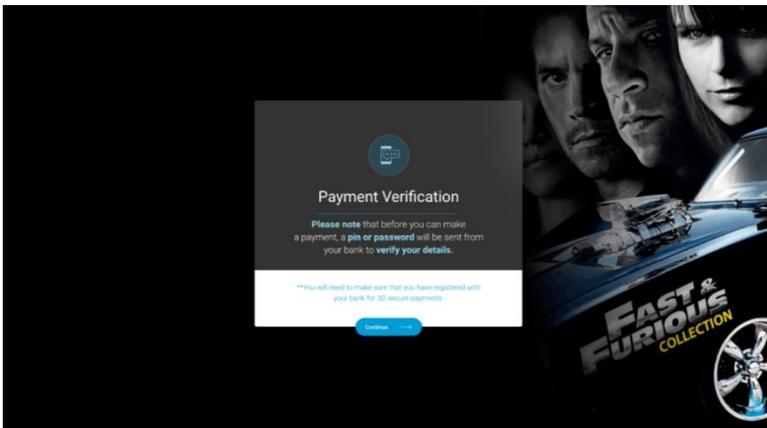
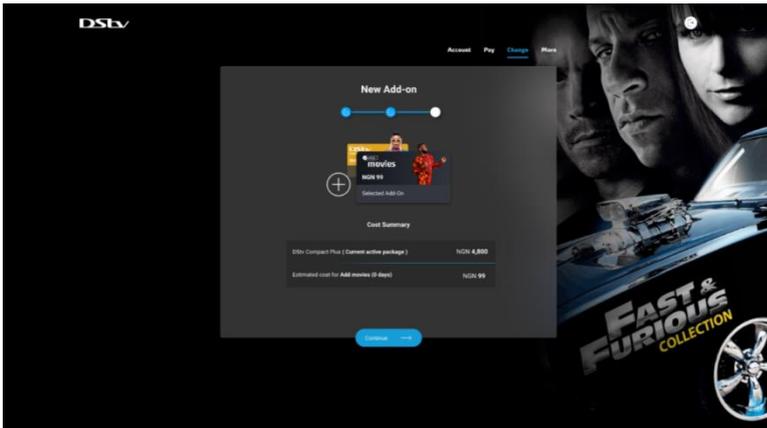
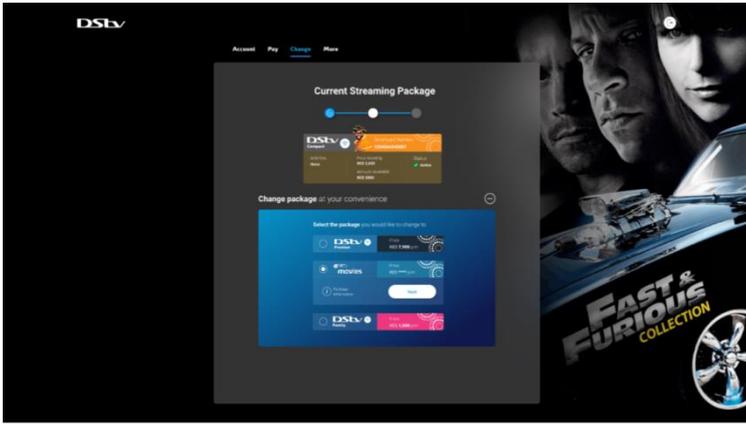
- [Link to DStv Now app](#)
- [Link to Showmax activation](#)
- [Link to Box office rentals](#)
- [Directions on how to purchase Explora and activate PVR/ Extra view](#)

## Customer Journey via MyDStv App



## Customer Journey via DStv website





- 7. Will I have any additional costs because of being a 100% Premium customer?**  
No, the benefits of being a 100% Premium Customer are free to all customers who meet all the requirements to become a 100% Premium customer.
- 8. Once I have reached 100% Premium level are there any additional applications that will need to be made for me to receive the benefits?**  
No, DStv will be tracking the Premium levels of our customers and once the 100% Premium level status is reached, we will provide our customers with the benefits provided under the 100% Premium Initiative and the status will be visible on our digital tool via DStv Africa Website and MyDStv App.
- 9. How often can I check my personalised profile to see the progress I have made towards the 100% Premium level status?**  
DStv will be tracking the changes to customer profiles and the changes will be reflected within 24hours of customers consuming the required products or services.
- 10. Which customers will have access to their 100% Premium Profile?**  
Premium & Compact Plus
- 11. Will my personalised page be locked to a specific device e.g. (Mobile only, TV only)?**  
No, the personalized page will be available on all devices that are logged into by a DStv account holder.
- 12. Will my information be safe as MultiChoice will be tracking all my package information?**  
Yes, MultiChoice and DStv treats its customer information with utmost importance and confidentiality. No new information will be kept as the information regarding a customer profile and the products they consume are all that is needed. MultiChoice is also mandated by law to keep customer information safe and only use the information for the purposes needed/intended that has been agreed to by the customer.
- 13. Why is MultiChoice doing this?**  
This is our way of thanking our valued DStv Premium customers for their continuous support, as well as ensuring they use all benefits which come with being Premium. We want to reassure them of our commitment to deliver the best video entertainment experience.

**Ends.**