



**Where the Game Never Ends
MyDStv and USSD platforms
Ethiopia
Core Messages and FAQs
19 October 2022**

Frequently Asked Questions:

1. What is “Where the Game Never Ends” all about?

Where the Game Never Ends introduces games onto the **MyDStv** mobile applications and **USSD** digital touchpoints where customers will be able to play games, gain points through either playing games or making payments for reconnections or upgrades, all with the goal of winning daily prizes and eventually the grand prize. Introducing the games allows our customers to tap into the football fever and look forward to the FIFA content on our **DStv** platforms.

2. Why is MultiChoice launching these games on the digital platforms?

MultiChoice is committed to putting our customers first in everything we do, we commit to enabling quality and “Customer-Focused” service platforms that assist to manage our customers’ DStv accounts with ease. This is to delight our customers and allow them to engage with us while earning rewards.

3. Do these games require customers to have data on MyDStv apps?

Yes, customers using the mobile apps are required to have data to have a full digital experience. However, games introduced are not data heavy and do not have a high cost impact on customers playing games.

4. Do these games require customers to have airtime to access games on USSD?

USSD customers in Kenya and Ghana require airtime to access these games on USSD. However, the rest of the markets will follow normal self-service costs required for their respective market.

5. What happens when customers have unstable internet connectivity?

Unfortunately, customers with poor connectivity issues will not have the full experience. However, customers points accumulated will not be lost as result of internet connectivity.

6. Will customers be able to continue their game after being disrupted by the poor internet connectivity?

Yes, customers can continue playing and points will be sync once connectivity is restored. Customers must close the game to allow the sync to happen.

7. Will the games be available to both active and inactive DStv customers?

Yes, both active and inactive customers will be able to make use of the digital platforms and play the games. However, disconnected customers will not be able to spin the wheel, they need to be active customers to spin the wheel.

8. Will customers be able to manipulate the points accumulation when playing these games?

No, customers will not be able to manipulate the system to gain more points. MultiChoice will be actively tracking and identifying possible customers that may try to manipulate the system.

9. What happens if customers manipulate the system to gain more points?

Customers identified for manipulating the system will be vetted and disqualified from winning any prizes.

10. Which markets will have access to these games on the digital platforms?

The Gamification features will be available to DStv customers in **Angola, Botswana, Ghana, Ethiopia, Kenya, Malawi, Mozambique, Namibia, Nigeria, Tanzania, Uganda, Zambia and Zimbabwe.**

11. Which DStv customers will have access to these solutions?

The following DStv customers will have access to these digital solutions:

DStv

- Premium/Bue/Mega
- Compact Plus/ Grande mais
- Compact/ Grande
- Family/Familia/Shangwe/Confam
- Access/ Facil/Yanga
- Lite/ Basico/Bomba/Padi

12. What are the requirements for customers to access these games on the digital platforms?

Customers are only required to download the app or use MultiChoice USSD codes in their respective countries.

13. What are the requirements for customers to start playing?

Customers are required to be:

- Active/Inactive DStv customers (Disconnected customers won't be able to spin the wheel).
- Login to the platforms using the correct details
- Accept the T & Cs and indemnity to participate

14. What happens if the customer doesn't accept the Ts and Cs?

Customers that choose not to accept the T&Cs, will be returned to the landing page and continue with the self-service options. The landing page will still display the games **menu option** to customers if they decide to participate at a later stage. Customers need to accept the Terms and Conditions in order to participate.

15. What will be displayed on the mobile apps if customers accept Ts and Cs?

If the customer accepts the T&Cs, then the mobile application will display:

- Points earned by the customer thus far (reflect the 100 points as a result of logging in)
- How many points are needed to qualify to spin the wheel
- How to earn more points to be able to enter the spin the wheel competition
- An avatar (and the ability for the customer to edit)

16. What games will customers play on the digital platforms?

Customers on the mobile application can select available games displayed on the digital platforms. Customers can expect different games on a bi-weekly period.

17. What activities will customers leverage to gain more points?

Customers will have options to:

- Login
- Upgrade packages
- Update details,
- Scan the QR codes
- Play for a longer duration (Playing for a longer duration allows you more opportunities to score).

18. What happens when a customer selects a game?

Customers will be given the option to **start playing the game** and see **how to play the game**.

- If customers select the **option to see how to play the game**, then the details of how to play the game will be displayed with an option to return to the game landing page or start playing the game.
- If customers select the **option to start playing**, then the customer will be able to proceed to play the game. The customer will be informed that being on a higher package, allows them to earn higher points and the option to upgrade will be provided (if the upgrade option is selected then the customer is routed to the existing upgrade process on the mobile application).

19. Will customers have the same rating for gaining points?

No, each DStv package is allocated a rating that will act as a score multiplier for points earned through playing the game. This enables customers to accumulate points to reach the 1000 score required to qualify to spin the wheel.

- The package multiplier ratings are based on the DStv package level, the higher the package, the higher the rating.
- The package multiplier rating used for the calculation will be based on the active package the customer is on or disconnected package status at the time customers play

the game (i.e. if the customer upgrades or reconnects their package after game play, their package rating multiplier will only be applied when they start a new game).

20. What is the score rating for the different packages?

Please see below table for score rating points:

Package	Rating (Points Multiplier)
Disconnected Customer	1
Lite/ Basico/ Bomba/ Padi	2
Access/ Facil/ Yanga	2.5
Family/Familia/ Shangwe/ Confam	4.5
Compact/ Grande	9
Compact Plus/ Grande Mais	9.5
Premium/ Bue/ Mega	10
100% Premium	15

21. How are the points calculated?

The calculation for the points tally is as follows: **(number of rounds won/goals score * 10pts) * package multiplier rating = total points scored**

22. Are customers allowed to keep their earned points?

Yes, customers using the mobile Apps will be able to keep any unused points (by opting to not spinning the wheel). Earned unused points on **MyDStv** platforms will always be added to the total points tally and be displayed to the customer. However, customers using the USSD platform won't be able to keep unused points.

23. What happens if customers spin the wheel?

Customers that spin the wheel are eligible to win the below Prizes as per Ts and Cs:

- Daily voucher
- Entries into the main draw for the grand prize
- Earning more points will allow customers to potentially get enough points to qualify to spin the wheel again (App only)
- Extra spin (App only)

24. What are the requirements to spin the wheel on the app?

Customers are only required to gain 1000 points to unlock the Spin the wheel functionality on the apps.

25. How will customers earn entries into the main draw for the grand prize?

Customers are only required to spin the wheel to enter into the main draw. Entries to the draw will be awarded to customers as a prize within the wheel.

26. What is the grand Prize for the draw?

The grand prize for the final draw is a fully paid travel voucher worth **USD 15, 000**.

27. Will the USSD platform have the same games as the mobile Apps?

No, the USSD platform will be configured to host a football **Trivia Pursuit** game to be updated daily, where customers will be required to answer all questions correctly to qualify to spin the wheel.

28. What communication can customers expect when using these platforms?

Customers using the mobile Apps can expect push notification reminders about the introduction of new games added to the platform or when a bonus points are available for customers to increase their points faster than usual.

29. What happens when the customer wins the daily prizes (voucher)?

If the customer wins the daily prizes, they will be able to view the following on the digital platform:

- A congratulations message
- A request for them to confirm their personal details or update so they can be contacted
- Once the details are submitted successfully, the app will display a message that thanks the customer for submitting their details, customers will be given an option to select from the available vouchers.
- Once they have selected, the customer will receive a voucher number that can be redeemed.

If the customer wins the daily prizes, they will be able to view the following on the **USSD** platform:

- Customers that get an opportunity to spin the wheel, the wheel will give customers one option to **enter the draw** or **win a voucher** or **spin the wheel again**.
- Customers get an option to **enter the draw**, the screen will display a congratulatory message to confirm that the customer has entered the draw.
- Customers that get an option to **win a voucher**, customer will receive an SMS with the voucher number and how to redeem it.
- Customers that get an option to **spin the wheel** again, customers will spin the wheel to stand another chance to win a daily prize.

30. What happens when a customer wins an entry to the main draw?

Customers will be entered into the main draw taking place on **23 December 2022** to stand a chance to win a grand prize.

31. How will USSD customers have access to participate in these games?

USSD Customers will need to do the following:

- **Log into USSD platform**
- **Display Games on option on Main Menu** – USSD main menu will include the Football Games option
- **Select Game Option** – customer will be required to enter the numerical value associated with the Games option as displayed on the main menu
- **Option for customer to upgrade package** – disconnected customers will be provided options to reconnect their DStv package before informing them to select to play a game. Inactive and active customers will have access to play the games, however, only active customers can spin the wheel.
- **Display Game Options** – if the customer has existing spins (i.e. banked spins from previous rounds) then the Games options will display the options to **Spin the wheel** or **Play Trivia Pursuit**.
- If the customer has no existing spins, then the **Games options** will display the option to **Play Trivia Pursuit**
- **Display Trivia Pursuit Game** questions – customers will be given multiple choice questions to answer. Each round of the game will be made up of 3 questions and each possible answer will be associated to a numerical value that the customer will need to capture to answer the question.

- **Answer Questions** – once customer has captured an answer, the system will move to the next question. Customers will not be allowed return to the previous question, once they have captured an answer.
- **Display Results of answers** – customers will receive a congratulatory message if they have answered all the questions correct.
- If the customer does not get all answers correctly then they will be informed and be given the options to either **exit the game** or **play again** or **return to the main menu**.

32. Will customers have a language selection on these digital platforms?

Customers will have the English as their default language except Angola and Mozambique customers who will have Portuguese as their default language.

33. What happens customers cannot access these games on the digital platforms?

All customers experiencing technical difficulties on **MyDStv** Apps and **USSD** may use live chat feature on website, the MyDStv App, DStv Facebook and Twitter page for assistance.

34. Who can customers contact if they have difficulties redeeming their vouchers?

Customers can contact this email address below to be assisted with any vouchers queries: multichoiceafrica@tlcrewards.com

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