

MultiChoice launches rewards programme

3 March 2017

After 11 weeks of intrigues, tension, suspense, and a fiercely contested competition, Efe has emerged winner of the Big Brother Naija reality TV show, beating 11 other contenders.

Today video entertainment company MultiChoice introduced a brand new incentive programme – DStv THANKS – to show appreciation for their DStv customers. From this month, the DStv THANKS programme will offer exiting rewards for loyal DStv customers.

“We are delighted to launch DStv THANKS to say thank you to our valued customers. Our business is committed to putting customers at the heart of the business and one of the ways is to show our appreciation for their loyalty and unwavering support by offering them more value,” said MultiChoice Africa CEO Brand de Villiers. “We remain committed to exploring various ways to improve our value-added benefits and create platforms where we can show gratitude for our customers for being part of our family.”

DStv THANKS is a customer-focused programme aimed at recognising and rewarding customers for their commitment to the brand. Customers who qualify for this programme include those with subscriptions that have remained continuously connected to DStv nonstop for three months or more.

Rewards awaiting loyal customers are four additional entertainment channels featuring the hottest telenovelas, movies and great local and international content for the whole family to enjoy, at no extra cost. The entertainment channels offered as rewards will offer a fantastic line up of “not-to-be missed” new shows with something for everyone in the family to enjoy. These include:

Zee Bollymovies on channel 114. A Bollywood movie channel offers a mix of classic and contemporary movies dubbed in English – expect it all: melodrama, dance, music and fashion. The channel will launch with movies such as Mohra, Kushi, Shaitan and Fitoor.

Viasat Life on channel 177. Look forward to factual entertainment channel with inspiring stories of ordinary people who have made it big, insightful and practical information. The channel will feature shows with Hollywood greats like Snoop Dog and Martha Stewards in Martha & Snoop’s Potluck Dinner Party, Dwayne “The Rock” Johnson in Wake Up Call and a variety of lifestyle shows like, House of Curves, The Three Day Nanny and My Floating Home.

Nina TV on channel 143. Nina TV is a telenovela channel featuring African and Brazilian novelas of romance, passion, drama, suspense, action and vengeance. Viewers can enjoy movies such Lalola, Brave Woman, Side By Side and Mali.



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Trigger on channel 188. Trigger is a male-skewed entertainment channel infused with a dash of macho.

For two weeks, starting on Tuesday 7 March until Tuesday 21 March, all DStv customers will get the opportunity to experience unlimited access to these exciting channels offering a range of the latest quality content. Thereafter, all customers on DStv Premium, DStv Compact, DStv Compact Plus, DStv Family and DStv Access who stay continuously connected for three months and more will have uninterrupted access to the channels.

“When putting together this programme, we analysed the best global rewards programmes practice as well as what our customers love about the DStv brands. The rewards offered had to provide greater value to our loyal customers beyond what they would normally get while also providing added motivation to stay loyal to our platform,” added De Villiers. “We’re confident that the rewards we have lined up for DStv THANKS will not only enhance our customers’ television viewing experience but also solidify their connection to our platforms.”

For more information on the rewards programme as well as the new additional channels and upcoming programming, please visit www.dstv.com.

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