

## **MultiChoice Group announces new syndication partnership with Sky**

*Sky's Glass TV product and experience will be made available to customers in South Africa*

MultiChoice Group (MCG), South Africa's leading entertainment and services platform, will become Sky's second global syndication partner for its Glass offering.

The syndication partnership will allow MCG to offer its customers an even better way to connect to the content they love, including:

- **Glass panels:** a range of 4K QLED TVs with integrated sound bar featuring Dolby Atmos will be available to MCG's customers in a range of sizes and colours
- **Content experience:** Glass offers a world-class streaming aggregation product that will include the collation and search functionality across MCG's own content and third-party apps. This content experience will be available on Glass panels as well as a range of other MultiChoice devices.
- **Stunning quality:** Glass 4k Ultra HD Quantum Dot screen delivers a crystal-clear picture, producing over a billion colours. Voice search allows you to talk to your TV making finding what you want to watch as easy as possible.

This agreement with MCG follows the launch of Sky Glass in UK in 2021, then Ireland and Italy in 2022. MCG will be Sky's second Glass syndication partner, following the partnership with Australian pay television company, Foxtel, announced last year.

Sky Glass is powered by Comcast's global technology platform that also serves its North America partners Rogers, Cox, Shaw and Videotron.

**Andrea Zappia, EVP & CEO New Markets and Businesses, Sky commented:** "Following a very successful launch in the UK, Ireland and Italy, we are thrilled that Glass will be coming to South Africa via Sky's partnership with MultiChoice. This is the second international syndication agreement following Foxtel, and Sky's strategy to grow our international footprint will continue to expand.

"Glass is a world-class content and app aggregation platform that makes finding content easy, with voice search and intelligent recommendations."

**Calvo Mawela, CEO Multichoice Group, said:** "We are truly excited about the syndication partnership with Sky and Comcast, and what it means for our customers. We understand that providing world-leading content must come through an exceptional customer experience. This syndication partnership highlights our drive to put the needs of customers at the core of what we do, through both the bolstering of the customers viewing experience as well as demand for streaming aggregation."

The streaming TV from Sky is built on technology developed through collaboration as part of the Comcast Corporation, using the same operating system and a result of shared knowledge and expertise across the company.

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### **About Sky**

Sky is one of Europe's leading media and entertainment companies and is part of Comcast Corporation, a global media and technology company that connects people to moments and experiences that matter. At Sky we Believe in Better. It's in our DNA.

We're famous for innovation. We offer streaming services NOW and WOW; the world's smartest TV, Sky Glass; and the best aggregation platform, Sky Q. We provide connectivity you can count on in mobile, and fast, secure, reliable residential and business broadband.

We're Europe's premium content producer. We create award-winning original content, produce the biggest live sporting events, and we provide free access to news and the arts.

We believe that we can have a positive impact on society, by supporting and creating tens of thousands of jobs, addressing digital inequality, being a diverse and inclusive employer, and becoming net zero carbon by 2030.

### **About MultiChoice Group**

MultiChoice Group (MCG), which listed in the Main Board of the JSE on 27 February 2019, is one of the fastest-growing video entertainment providers globally, delivering entertainment products and services to 2181m households across 50 countries on the African continent. Its track record of more than 30 years is reflective of a commitment to provide audiences with only the best local, sport and international content.

MCG's strong partnerships with distributors, installers and telecommunication companies, along with its well-established payment solutions, competitive pricing and choice of viewership packages continue to secure its place in the global market, while also providing solutions unique to the African market.

Its direct-to-home (DTH), digital terrestrial television (DTT) and over-the-top (OTT) solutions enable the business to stay relevant and aligned to changing consumer habits while capturing new markets.

Content is at the very core of the business. MCG aims to deliver quality content anywhere, anytime and on any device through a comprehensive video entertainment offering at different price points. As pioneers in African video entertainment, MCG plays an important role in making information and entertainment easily accessible to Africans.

MCG aims to secure content rights in a manner that is cost-effective and reflective of the diversity of its audiences. Its substantial portfolio includes award-winning local content (a key differentiator in its service offering), a leading sport offering (including production capabilities) and access to international content, which is all shared on the group's platforms: DStv, GOtv, Showmax, M-Net and SuperSport.

MCG has superior technology capability through the security solutions that Irdeto, its technology company, brings to the group. These solutions enable MultiChoice to protect its investment, create new offerings and combat cybercrime. With 50 years' expertise in software security, Irdeto's software security solutions and cyber services protect over 5bn devices and applications for some of the world's best brands.

### **MultiChoice Group Contact Details:**

**Litlhare Moteetee, Senior Manager for Corporate Communications**

Tel: +27 11 289 3312

Mobile: +27 79 501 1758

[litlhare.moteetee@multichoice.co.za](mailto:litlhare.moteetee@multichoice.co.za)