# HOW TO CREATE ENTERTAINMENT FOR GLOBAL AUDIENCES THE VIACOM/MTV BASE STORY

VIBCOM INTERNATIONAL MEDIA NETWORKS

AFRICA

BET★W

COMEDY

nickelodeon

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## **OUR STORY**

# WHY AFRICA? FINDING THE GAP

- What Needs Are We Satisfying
- Defining Key Markets

### 3) BEYOND THE 'KUM BA YAH!'

- Building Capacity
- Capturing Hearts & Minds
- Expanding Linear & Breadth Of Our Footprint
- 4) MONETISING OUR EXPANSION5) PERSPECTIVE ON THE FUTURE





### IT'S TIME FOR AFRICA BECAUSE

We have great **TALENT**, that has been embraced by the world's toughest markets and audiences

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### IT'S TIME FOR AFRICA BECAUSE

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We have great **CONTENT**, **STORIES** and **MOVIES** from Africa's diverse cultures that are winning awards,

e.g. Oscars

VIMNA Presentation: How To Create A Global Entertainment Brand: The MTV Base Story

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## IT'S TIME FOR AFRICA BECAUSE

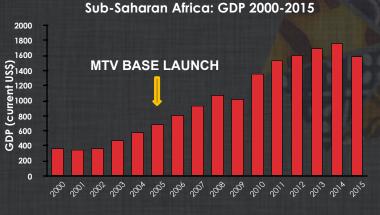
New sustainable **BUSINESS MODELS** like **VIMNA**,

**IROKO, PULSE** and Netflix remove barriers-to-entry

and enhance distribution







# WHY AFRICA

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12 YEARS AGO: VIACOM IDENTIFIED AFRICA AS THE NEXT KEY MEDIA & ENTERTAINMENT GROWTH REGION:

- Growing Economies, 2005 GDP has doubled since MTV launch
- Increasingly Stable Socio-Political Environments
- Young Population

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### DIVERSITY OF CULTURES:

- Geographic area 3x size of China
- **3000 ethnic** groups; **2000 dialects**; over 100 major language profiles
  - Nigeria alone carries 455 ethnic groups







# FINDING THE GAP UNDER THE OF T

### WE REALISED

- No platform represented the **collective**, **progressive** view of Youth Culture across the continent
- Closest offerings were **South Africa skewed**
- YOUNG AFRICANS WERE TRENDY, SMART & AMBITIOUS
  - We believed that they yearned for a platform reflected their various dimensions and concerns – in a **fun** and **authentic** way

WE BELIEVED THAT CELEBRATING DIVERSITY WAS A
UNIQUE PROPOSITION WHICH WE HAD TO VALIDATE
Define some key markets

Conducted **focus group research** 



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## STRATEGY

Research showed that A Pan-African Music Channel would need to showcase **High Quality** music & lifestyle content in order to resonate with **Mass Audiences** 







## **BEYOND THE 'KUM BA YAH!'** BUILDING CAPACITY

BUILD COMMUNITY OF YOUNG AFRICAN CONTENT-PRODUCERS

- That would feed content into our platform
- Inspire loyalty among producer-communities
   PROVIDING TRAINING FOR CONTENT PRODUCTION,
   ALLOWED US TO
- Re-define 'quality' in Africa

PARTNERING WITH SHELL MADE TRAINING COMMERCIALLY VIABLE PROPOSITION, E.G. "MAKING THE VIDEO" CAMPAIGN

- Contrarian partnership that made sense in a Pan-African context
- Model was replicated with various partners



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### BEYOND THE 'KUM BA YAH!' CAPTURING HEARTS & MINDS

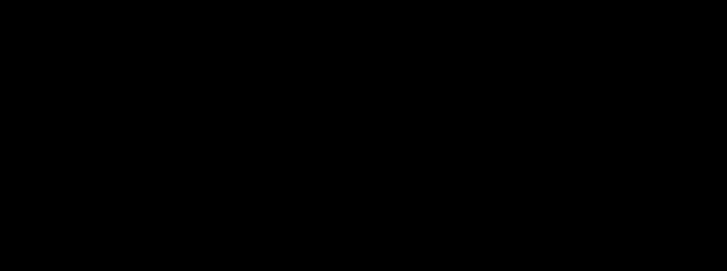
CONTINUE TO REFINE THE IMAGE OF AFRICA: EXAMPLE, SHUGA PROJECT

360 degree media campaign fusing HIV prevention messaging with popular culture

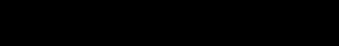
- Award winning TV Series
- Unearthed Stars Lupita
- Digital and Social Media integration
- Radio Series, Novel, Teaching Kit



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### TWO-PRONGED REVENUE MODEL

- PayTV allowed access to Affiliate Revenues
  Branded Blocks on FTA Channels granted maximum reach
  SPONSORED EVENTS ALLOWED
  - For MTV Base to **diversify** from spot-sales model
  - Consumers to **experience** our brands

#### MAMA

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Biggest Awards Show in Africa

### MONETISING OUR EXPANSION DIVERSITY REVENUE

- Placed Pan-African culture and music on a global state
- Offered **Multinational Brands** an opportunity to Sponsor & Associate with the image of "**Africa Re-Imagined**"



STREAMS

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# BEYOND THE 'KUM BA YAH!'

### EXPANDING LINEAR & BREADTH OF OUR FOOTPRINT

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EXPANDING OUR LINEAR FOOTPRINT

Increased both PayTV and FTA distribution

- PayTV Subscribers: DStv (±10m); StarTimes (±2m); Zap (±1m); Zuku (±250k)
- FTA: Branded-Blocks on **NTA**, **Silverbird**, **AIT** (±24m homes)

EXPANDING THE **BREADTH** OF OUR FOOTPRINT Increasingly sought to cross-sell Viacom brands

- As with MTV, idea is to reach underserved audiences through our portfolio of brands
- Replicating the lessons learnt from MTV model





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How do we ensure the relevance of Viacom brands across multiple platforms?

Can we create content that will reach our consumers across all the various platforms

### PERSPECTIVE ON THE FUTURE KEY QUESTIONS WE CONSISTENTLY ASK OURSELVES

And how do we capture values across these various platforms?





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### PERSPECTIVE ON THE FUTURE THE FACTS SPEAK

- **557m** unique mobile phone subscribers in Africa (GSMA)
- A **3rd** are in Nigeria, South Africa & Egypt
- 146m Facebook subscribers in Africa
  - Decreasing costs of **camera-phones**, **tablets**
- Broadband costs continue to decline



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# **REALITY!**

### Everyone is a Content Producer! The Cost of Distributing Content is almost Negligible!





## PERSPECTIVE ON THE FUTURE AS VIACOM AFRICA

We must **Evolve** with Audiences

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- Whilst providing world-class **Experiences**
- With differentiated Content in **All Mediums** that our Audiences use to consume Content





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## A MULTI-CHANNEL/MULTI-AUDIENCE PLATFORM FOR A DIVERSE DEMOGRAPHIC IS A 'NON-NEGOTIABLE' MUST!







# THANK YOU

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