

HOW TO CREATE ENTERTAINMENT FOR GLOBAL AUDIENCES

THE VIACOM/MTV BASE STORY

VIACOM INTERNATIONAL
MEDIA NETWORKS

AFRICA



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OUR STORY

1) WHY AFRICA?

2) 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 EXPANSION

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



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



THE
*Wedding
Party*



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

IT'S TIME FOR AFRICA BECAUSE

New sustainable **BUSINESS MODELS** like **VIMNA**, **IROKO**, **PULSE** and Netflix remove barriers-to-entry and enhance distribution

iROKO TV

pulse.ng

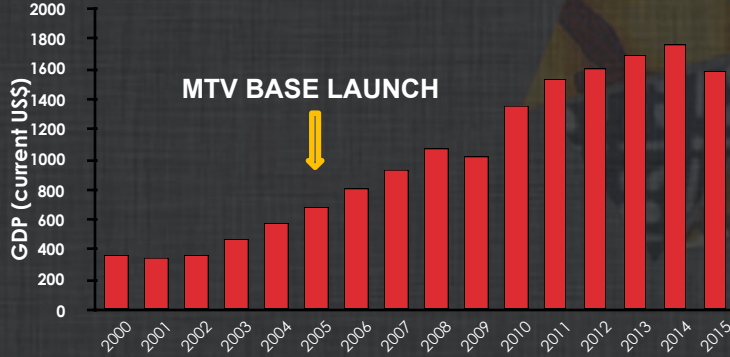
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12 YEARS AGO: VIACOM IDENTIFIED AFRICA AS THE NEXT KEY MEDIA & ENTERTAINMENT GROWTH REGION:

Sub-Saharan Africa: GDP 2000-2015



WHY AFRICA

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

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

WHAT NEED WE AIMED TO SATISFY.

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**



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**





PERSPECTIVE ON THE FUTURE

KEY QUESTIONS WE
CONSISTENTLY ASK
OURSELVES

- 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
- And how do we capture values across these various platforms?





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**



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



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



via



THANK YOU

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