

VIMN AFRICA DIGITAL & CONTENT INNOVATION

ALEX OKOSI
EVP, MD VIMN AFRICA & BET INTL.



VIACOM INTERNATIONAL MEDIA NETWORKS

AFRICA



MISSION STATEMENT

“To be the #1 destination
for engaging content and experiences
across all platforms that matter to our consumers.”



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COMEDY CENTRAL

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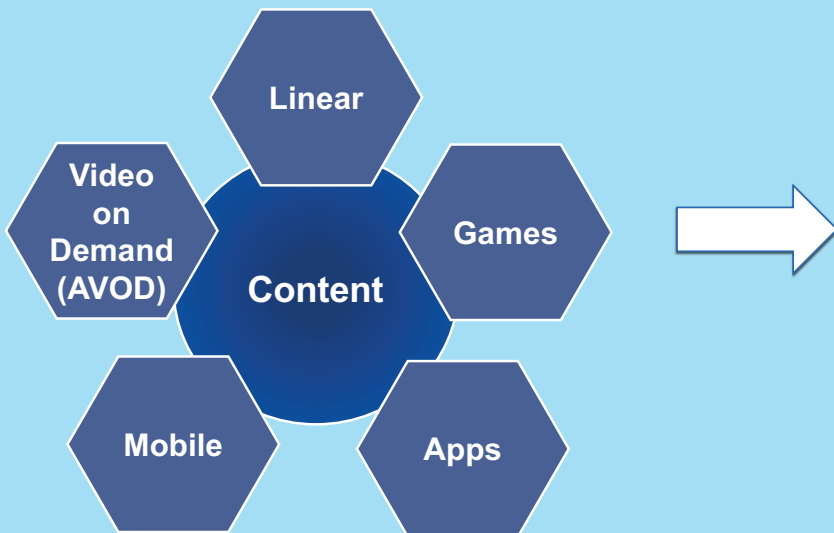


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VIMN AFRICA

CONTENT AT THE HEART OF OUR DIGITAL STRATEGY



DIGITAL REVENUE STREAMS

- Subscriptions
- Partnerships
- Advertising



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VIMN AFRICA CASE STUDIES



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KEY PARTNERS



NICKELODEON NICKFEST NIGERIA WITH MALTINA



- Successfully expanded Nickfest family property from SA to Nigeria solidifying Maltina within the family space.
- 2nd year - sold out event with 4,000 kids and parents in attendance.
- The event trended in Nigeria for the weekend only beaten by the Liverpool game.
- #NickFestNG and #NickFestwithMaltina collectively reached over 14.6 million people in Nigeria.



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BET BET AWARDS WITH RUSSIAN BEAR



- Milestone year with BET in Africa talent awarded on global stage for the 1st time contributed to continental positioning.
- Brand integration of Russian Bear in the campaign through consumer competition to the awards resulted in positive customer acquisition for client pre, during and post the campaign period.
- Engaged with client and audience on both on-air + short form + digital for both BET and Russian Bear to attain highest rated BET show in 2018.
- Conversation on brands trended for 24+ hours both pre and during the Awards Show reaching +14 Mil in digital on the latter.



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COMEDY CENTRAL THE CC ROAST OF SOMIZI WITH SHOWMAX



- Partnership objective was to drive viewership across linear (CC) 6 May and push audiences to digital (Showmax) 7 May for the extended cut.
- 8 of the top 10 trending topics on 6th May were around The Roast of Somizi and the hashtag trended for 48 hours reaching the target audience & beyond.
- Used video excerpts of the show on Twitter to create FOMO with a Compact audience.
Result: subscription uptake for Showmax.
- The CC Roast of Somizi is the most watched local content on Showmax to date.



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A CONNECTED WORLD (2025) EMERGING DIGITAL TRENDS



Everything will be connected

>1bn
connected devices



Content & video will be consumed ubiquitously

8.2h
avg. daily media consumption per user



All experiences will be personalised

> 50%
of search requests will be voice



AI:
Digital will be more intelligent and human

\$100bn
African market size for cognitive computing tech



AR:
Frontier tech will be mainstream (e.g. AR-VR, Block chain, Robotics)

>200m
users of AR in Africa



Customer privacy and data security will play a key role

> \$10 bn
market size for cyber security



Enterprises will adopt cloud infrastructure

> 80%
of Enterprise workloads in cloud

Source: Gartner (1), Zenith Media (2), ComScore (3), Impactlab, (4) Forrester (5), Cloudmask (6), LogicMonitor (

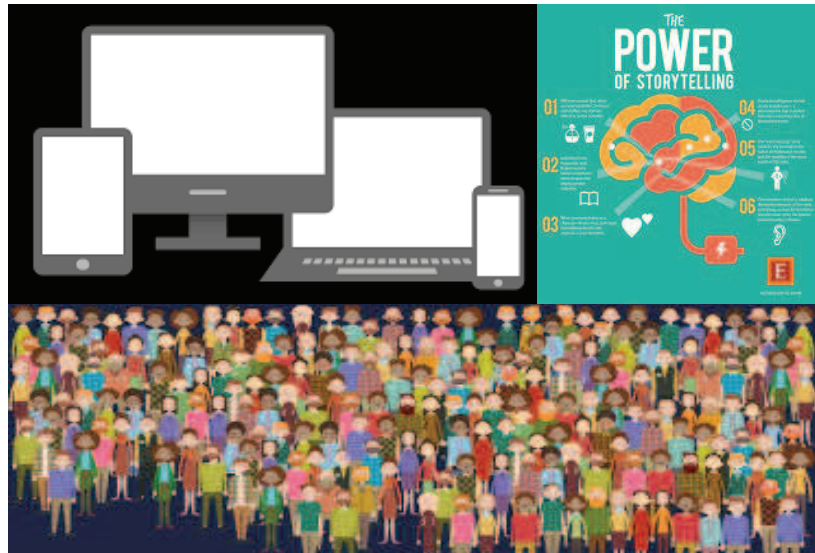


THE ART OF ENTERTAINMENT AFRICAN STORYTELLING

No matter what platform, great storytelling lies at the heart of connecting with an audience

Africa has great creatives and we work with them to deliver compelling content across all our brands

Our expertise in delivering engaging content that matters to our audiences is the most important value that we offer to our partners



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EDUTAINMENT MTV SHUGA CASE STUDY



Issues Addressed:

Family Planning, Contraception, Gender Based Violence, Transactional Sex, HIV Prevention

Outcomes:

Estimated 720m people reached via 180 channels globally

- World Bank Case Study of 5000 people in series 3
Number of people that tested for HIV 6 months after watching Shuga nearly twice as high of those in control group
- 58% reduction in chlamydia was seen among females that watched Shuga
- MTV Shuga improved knowledge, attitudes and behaviors related to HIV testing and transmission.



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THE ART OF ENTERTAINMENT AFRICAN STORYTELLING

Storytelling lies at the heart of connecting with an audience and this is Viacom's expertise in the craft of storytelling has helped us become one of the **world's leading entertainment companies**, with **over 4 billion subscribers** in more than **180 countries** globally and on the African continent, reaching more than **100 million viewers** across **48 territories in Africa**.

And whilst some view today's fragmented media landscape as a challenge in holding audiences attention, we see it as an opportunity to do more of what we are good at.

That is working with the best local story tellers in the business. ~~From DiPrente, Weldun and Quizzical Productions,~~ our writers tirelessly craft every joke and every plot twist, creating original and impactful stories across our content.

And telling our stories across every platform. From chart topping **Nickelodeon programming**, to **YouTube friendly Comedy Central Short Form episodes** and award winning **Daily Show digital spin offs** crafting the story is always a cross-platform endeavour. And forging ahead with new technologies.

~~From SpongeBob and Trevor Noah on Voice, to Nickelodeon Slime Zone VR experiences at IMAX,~~ we lead the way in storytelling across nascent platforms.

We have built our expertise in emotional storytelling across **two decades** and our innovation across every platform ensures we will be telling great stories for our brands and our partners for decades to come. **2 billion video** views a month and **1 billion followers** is testament to that.



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