



SuperSport

The period under review was one of incredible milestones and sporting highlights for SuperSport.

A total of 34 390 live events were broadcast during the year.



Our headline events during the year included the successful men's Rugby World Cup in France, the men's Cricket World Cup in India, as well as the FIFA Women's World Cup in New Zealand and Australia.

South Africa also hosted the Netball World Cup, which was successfully held in Cape Town and showcased on Your World of Champions, under the flagship campaign, "Here for Her".

The "Here for Her" campaign saw a 120 all female-led production crew and cast successfully deliver the 2023 Netball World Cup – a world first – including in-house training for eight months leading up to the showpiece.

But the campaign did not stop there. SuperSport had a dedicated "Here for Her" channel on DStv and GOtv, which showcased the Netball World Cup and the FIFA Women's World Cup, while all matches involving African teams were made available to DStv Access customers.

The ongoing campaign culminated in the "Here for Her Celebratory Event" to honour hardworking women impacting the sports industry and held at MultiChoice City, while SuperSport's Culture Committee organised an event dedicated to women in the office on Women's Day.

SuperSport delivered another world-class season during the SA20 from 10 January 2024 to 10 February 2024. The tournament saw the first-ever UHD originated broadcast in Africa, while the SA20's average linear audience grew by 23% YoY.

The SA20 season 2 elevated the fan experience to a whole new level with the integration of Quidich technology offering a Buggy Cam and live player tracking, which enhanced the production experience. It was also an excellent way to educate non-traditional cricket viewers about the finer points of the game.

The 2023 Rugby World Cup produced outstanding results compared to the 2019 tournament and was proudly won by the Springboks for the

fourth time. This set the scene for the launch of the much anticipated *Chasing the Sun 2* documentary on the Springboks successful campaign which debuted in March 2024.

The tournament reached more than 8.5m linear viewers on the SuperSport channels (a total number of people who watched at any point during the tournament on any of the SuperSport channels). DStv Stream had 833 515 unique users (including paid and companion app users) for the Rugby World Cup.

Overall, DStv Premium viewership was 88% higher than the 2019 competition. Linear viewership for the final amongst DStv Premium viewers was on par with the 2019 tournament.

In total, over 5m viewers watched the final on the DStv platform and FTA. More than half of these viewers watched on SuperSport Variety 4, with over 1.2m viewers coming from Compact and 1.1m from Access viewers.

Viewers were also treated to special content, which included the introduction of a popular isiXhosa magazine show called *Mayibuye*, which brought a refreshing take on the tournament, over and above fan favourite, *Phaka*, which took their broadcast to different locations outside Gauteng.

Tournament viewership surpassed the internal targets, with the 2023 Cricket World Cup showing an increase of 47% compared to the 2019 World Cup, from 2.8m to 4.1m viewers.

Mayibuye also covered the Cricket World Cup, adding much fanfare to the tournament for the multi-language offering.

SuperSport Schools reached the milestone of 794 000 registered users – up from 375 000 the previous year – showing an incredible growth trajectory. The continued growth was also highlighted by the fact that SuperSport Schools became the 4th biggest sports channel on DStv by unique viewers (more than 9m).



SuperSport continued

SuperSport Schools displayed more than 49 000 hours of live programming across 43 different sports events and clocked 143.6 million views across the SuperSport Schools App and DStv Channel 216 combined. SuperSport Schools showcased over 900 school sport festivals and events, involving more than 1 100 schools, and featuring over 14 500 teams.

SuperSport Schools also achieved a major milestone by delivering the first fully automated, AI-produced live linear television broadcasts for DStv Channel 216 at the Jenny Orchard Invitational Basketball tournament in Pietermaritzburg.

KingMakers launched SuperSportBet in partnership with SuperSport, which saw a successful start platforming January 2024. SuperSportBet was well-received by the football-loving public, following its unique partnership with the two biggest South African football clubs, Kaizer Chiefs and Orlando Pirates.

Compared to the previous year, the viewership of the Comrades Marathon showed a remarkable 81% increase in its linear audience and 13% increase in OTT. Premium viewership also increased by 7%.

Two Sides, the critically acclaimed three-part, behind-the-scenes documentary series on the historic 2021 British & Irish Lions tour to South Africa, was nominated for an International Emmy.

SuperSport also claimed Silver and Bronze at the Assegai Awards in the Branded Content and Integrated Campaign categories, respectively, for our SuperSport Africa XI campaign and received Lead Awards for the following campaigns in these categories:

- SuperSport Africa XI – Publishing, Entertainment, Media & Sports
- SuperSport Sounds of the World Cup – Publishing, Entertainment, Media & Sports
- SuperSport Sounds of the World Cup – Experiential
- SuperSport Sounds of the World Cup – Video Content
- SuperSport Sounds of the World Cup – Social Media

Following on from the Assegai Awards success, SuperSport claimed various awards at the 2023 Sports Industry Awards, including the African Excellence (Cross-Border) Award for our Sounds of the World Cup campaign produced in collaboration with agency partners, PlayMakers.

SuperSport rugby talent star Motshidisi Mohono was also named the Sports Presenter of the Year at the 2023 Sports Industry Awards.

The introduction of internet protocol technology (IP 1) to our Outside Broadcast (OB) facilities was one of the major highlights stretching back 18 months, allowing us to create a cinematic full frame wireless electronic news gathering camera for SA20. A second internet protocol technology OB facility (IP 2) was added to SuperSport's fleet in February 2024.

IP 2 completed its first production on 17 April 2024 during a DStv Premiership match between SuperSport United and Polokwane City. IP 2 will allow SuperSport to produce more UHD content and, due to being mechanically compact, while having the same core equipment as IP 1, it can navigate through narrow venues to allow us to produce more content.

We also built a Vodcast studio in record time, two months before airing our first SuperSport Unplugged episode, which featured South Africa's first-ever UFC world champion, Dricus du Plessis.

SuperSport can pride itself on demonstrative career growth paths, with 70% of positions advertised being filled internally.

SuperSport recruited 41 unemployed youth for a learnership programme for the financial year. The SuperSport Learnership offered an opportunity for skills development and career growth.

The programme was eligible to:

- Pupils with a high school matriculation certificate
- Residing within the Gauteng region

The programme aimed for diversity, with approximately 80% of selected applicants being women.

In line with our goal of having the right people with the right skills and mindset in the organisation, SuperSport introduced the Producer and Director Learnership as a strategic initiative aimed at harnessing the internal talent within SuperSport.

The initiative received a substantial response and numerous applications within the business, and a rigorous selection process resulted in the identification of 10

successful candidates. This comprehensive programme incorporated both academic and experiential learning components. We crafted a bespoke learning curriculum, capitalising on the wealth of knowledge and experience possessed by our seasoned professionals. This approach aimed to cultivate a pool of talented individuals destined for pivotal roles.

Our forward-thinking, people-led initiatives did not stop there. The SuperSport Women in Sport Ally Programme stood as a beacon of empowerment, designed to empower women in the sports industry. With a meticulously-crafted approach, this tailor-made development initiative was strategically positioned to bolster the future landscape of sports.

To round it off, our Leadership Development Initiative, known as "Next Generation," was designed to prepare Heads of Departments for leadership readiness, with a specific focus on cultivating entrepreneurial and transformational leadership qualities.

This distinctive initiative provided leaders with an exclusive opportunity to elevate their business acumen, fostering a shift towards innovative thinking.

Handpicked by the CEO of SuperSport, the audience comprised senior leaders chosen for their strategic significance within the organisation.

