

**Reaching the
Parts other
Broadcasters
do not Reach**

**Joseph Hundah,
CEO of MTG Africa**



Joseph Hundah

CEO of MTG Africa

Born 1972

Joined MTG in 2011

What I love: Golf & soccer

What I hate: Negative people

Quote: “You can't keep doing the same thing and expect a different result.”



Sub-Saharan Africa

The opportunity

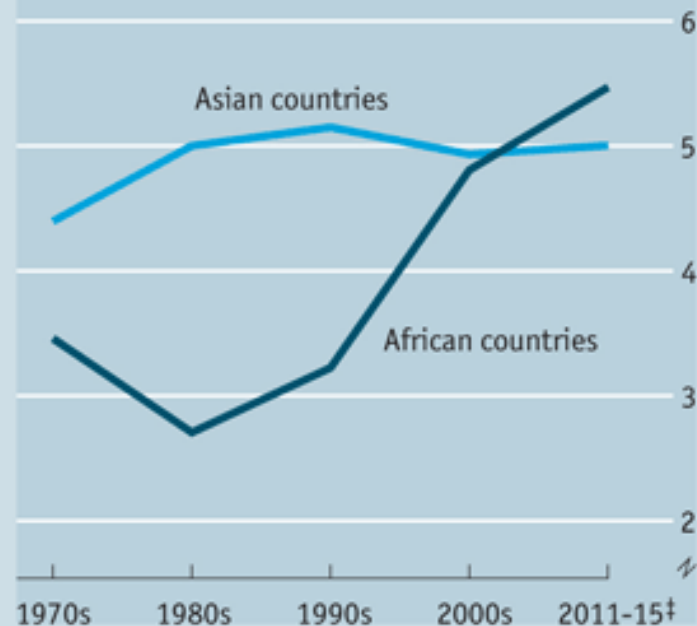
World's ten fastest-growing economies*

Annual average GDP growth, %

2001-2010†		2011-2015‡	
Angola	11.1	China	9.5
China	10.5	India	8.2
Myanmar	10.3	Ethiopia	8.1
Nigeria	8.9	Mozambique	7.7
Ethiopia	8.4	Tanzania	7.2
Kazakhstan	8.2	Vietnam	7.2
Chad	7.9	Congo	7.0
Mozambique	7.9	Ghana	7.0
Cambodia	7.7	Zambia	6.9
Rwanda	7.6	Nigeria	6.8

Sources: *The Economist*; IMF

GDP growth, unweighted annual average, %



*Excluding countries with less than 10m population and Iraq and Afghanistan †2010 estimate ‡Forecast

Africa - Top 20 markets (highlighted in dark blue)

- Population: 740m
- Population growth: 2%
- % living in urban area: 45%
- GDP per capita: ~ USD 3,700
- Avg. Real GDP Growth: 4%
- Inflation: 10%
- Mobile penetration: 55%



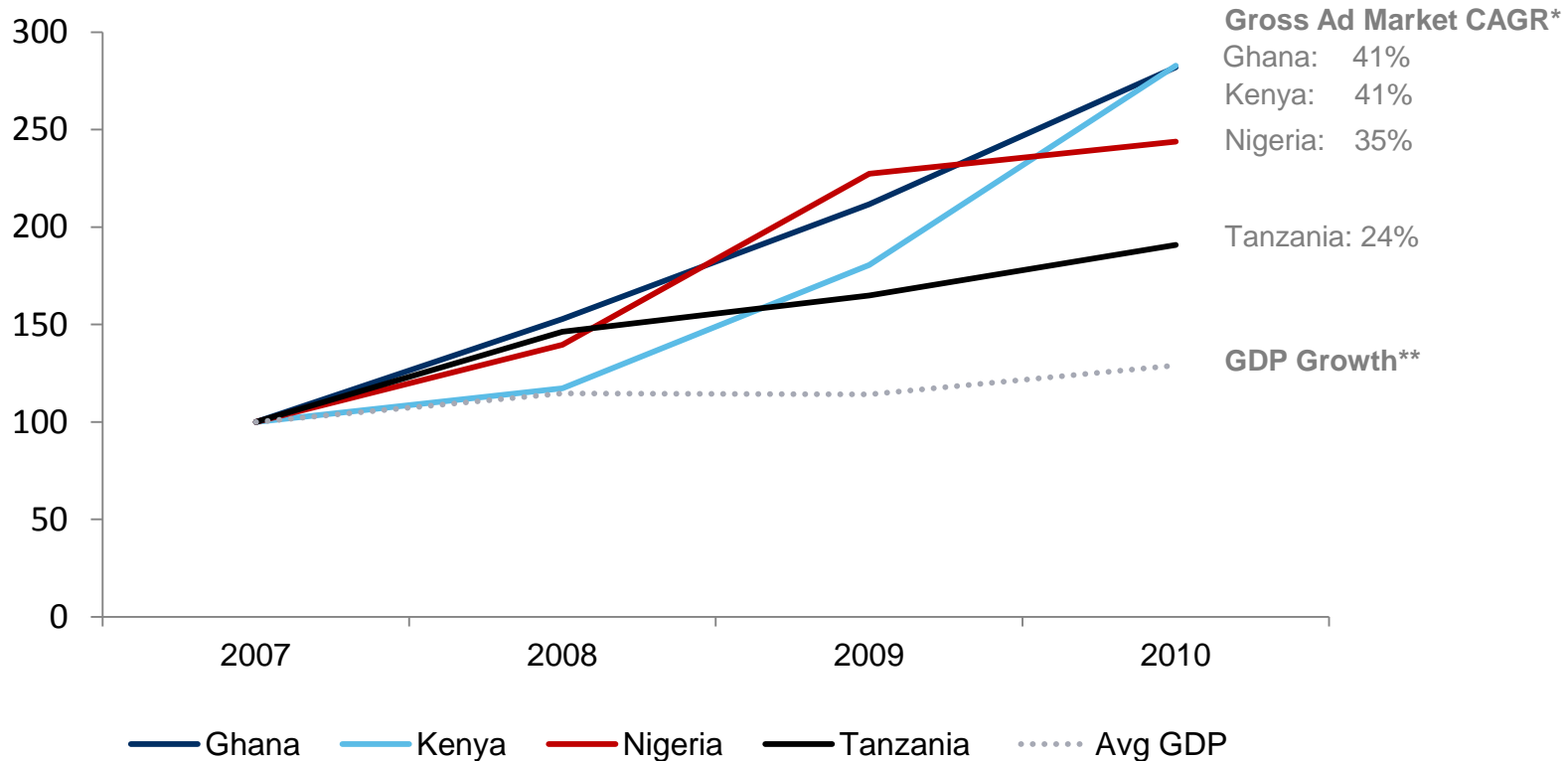
Top 20 African Markets (excl. South Africa)

Macro comparison

Country	Rank	Pop (m)	Pop Growth	Urban population	GDP/Capita (\$)	Real GDP Growth%	Inflation%	Mobile Users (m)	TV HHs	Main Language
Egypt	1	84	2%	43%	6500	1%	13%	71	12800000	Arabic
Nigeria	2	170	3%	50%	2600	7%	11%	87	12000000	English
Algeria	4	35	1%	66%	7200	3%	4%	33	7000000	Arabic
Mozambique	5	24	2%	38%	1100	7%	12%	7	4400000	Portuguese
Kenya	6	43	2%	22%	1700	4%	11%	25	4000000	English
Morocco	7	32	1%	58%	5100	5%	2%	32	3100000	Arabic
Ghana	8	25	2%	51%	3100	14%	9%	17	3000000	English
Sudan	9	34	2%	40%	3000	0%	16%	18	2400000	English
Tunisia	10	11	1%	67%	9500	0%	4%	11	2000000	Arabic
Tanzania	11	44	2%	26%	1500	6%	11%	21	1500000	English
Ivory Coast	12	22	2%	51%	1600	-6%	5%	15	1500000	French
Uganda	13	36	4%	13%	1300	6%	14%	13	1000000	English
Senegal	14	13	3%	42%	1900	4%	3%	8	1000000	French
Ethiopia	15	94	3%	17%	1100	8%	33%	7	800000	English
Cameroon	16	20	2%	58%	2300	4%	3%	10	780000	French
Zimbabwe	17	13	4%	38%	500	6%	6%	8	780000	English
Libya	18	7	2%	78%	14100	n.a.	6%	11	730000	Arabic
Zambia	19	14	3%	36%	1600	7%	8%	5	700000	English
Angola	20	18	3%	59%	5900	4%	14%	9	500000	Portuguese

Advertising spend in sub-Saharan Africa

Significant growth in key markets (indexed)



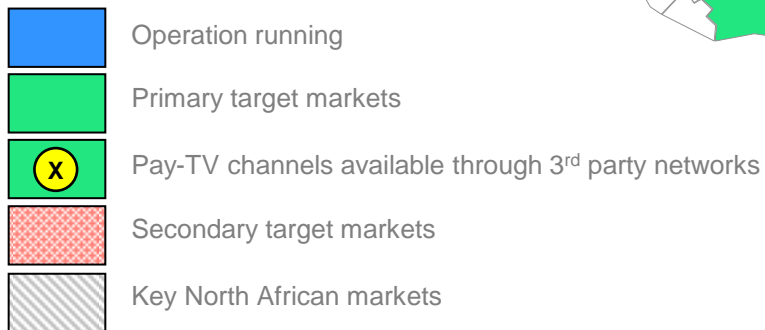
Source: Synovate, MMSL, IMF
 * Significant discounts apply across all markets
 ** Average GDP Growth in the four markets

Target markets

Market entry criteria

Decision criteria

- Market size threshold of US\$ 10-15 million
- Strong GDP growth & ad market growth potential
- Political stability
- English or French speaking



MTG Africa

Current operations

Free-TV Channels



Production House

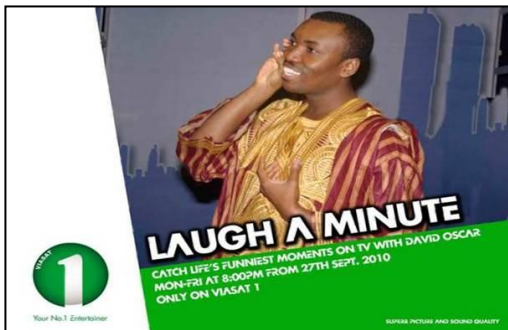


Pay-TV Channels



Viasat1 Ghana Overview

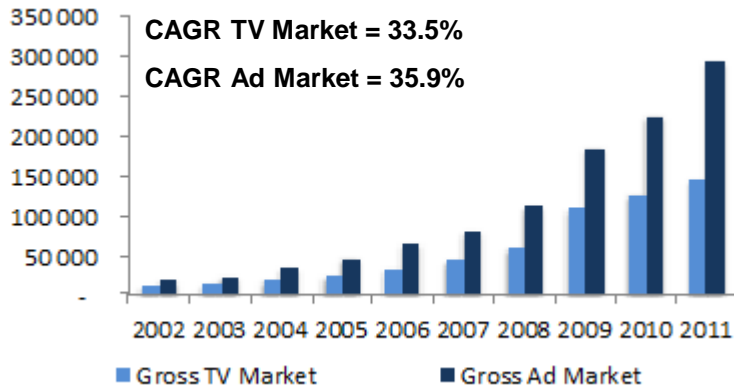
- 5-year analogue terrestrial license secured in February 2008
- On-air since 12 December 2008
- Playout, studio and 5 transmission towers
- General entertainment channel targeting 15-49 year olds
- Technical penetration of 75%
- 42 employees
- Close cooperation with sister company Millicom



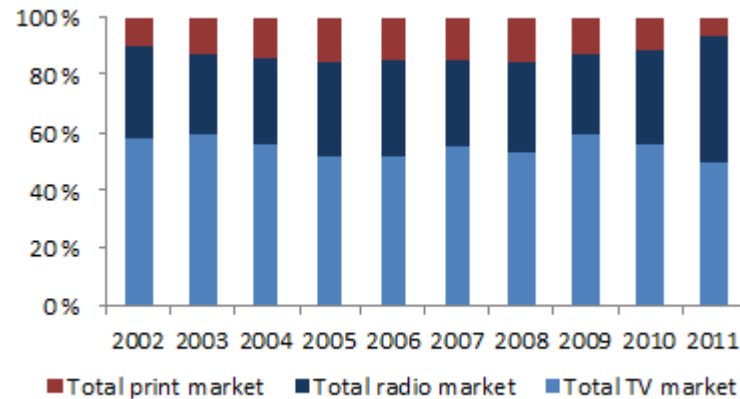
Viasat1 Ghana

Advertising market development

Gross TV Advertising Market (mGHS)



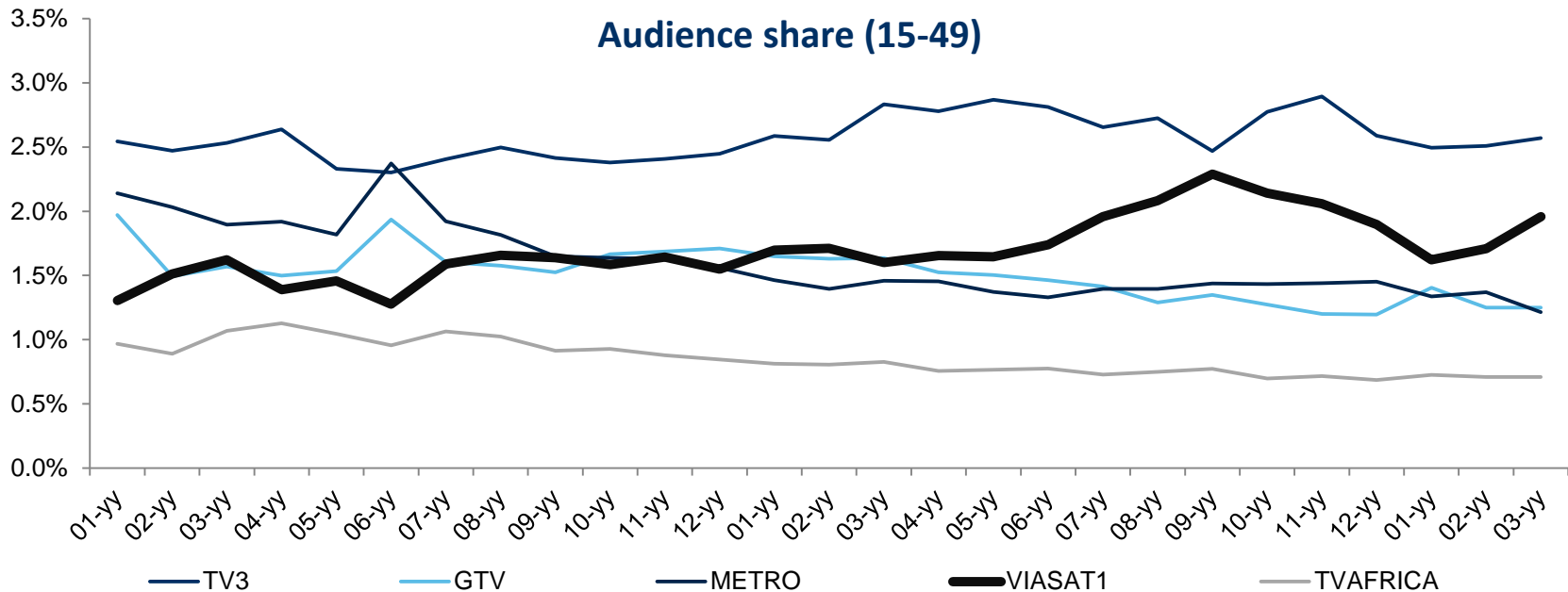
TV Share of Total Gross Advertising Market



- No industry data so determination of net (ex discounts & barter) market size is based on internal estimates
- Audience share now beginning to be measured & accepted as decision making tool by advertisers
- Main reason for growth in radio market is due to more radio stations being captured in the research in recent years

Viasat1 Ghana

Already established as clear Number 2

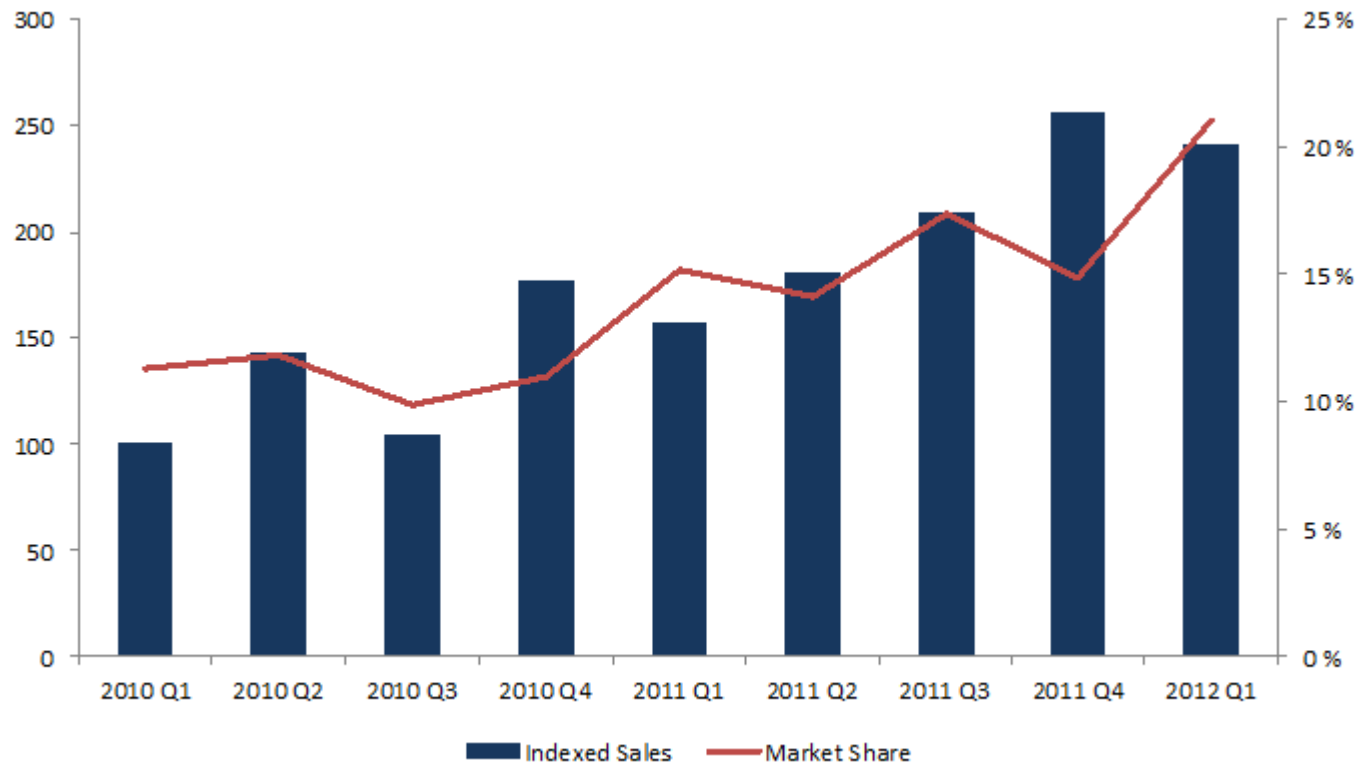


- Clear 'Big 4' constellation
- Fragmented market with >10 Free-TV broadcasters
- >5 niche channels growing but still small with combined 20% audience share

Viasat1 Ghana

Net sales & TV advertising market share (indexed)

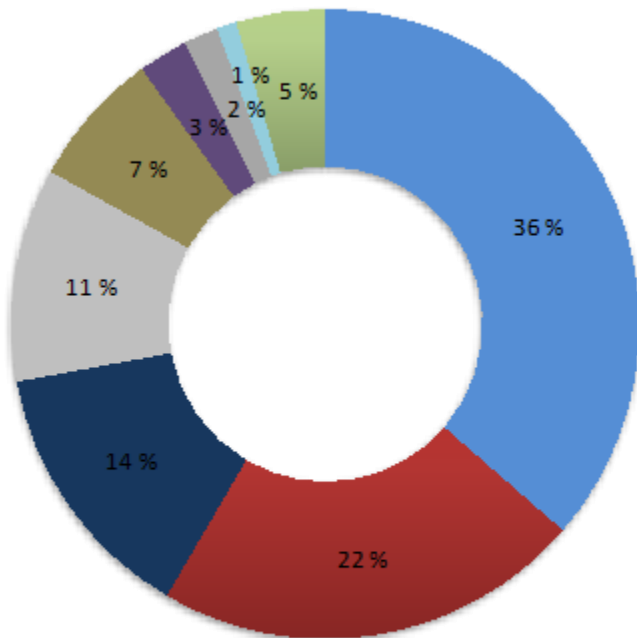
Index: Q1-2010 = 100



- Market share has almost doubled in two years and 33% of 2012 YTD inventory already sold out at higher prices
- 20% price increase across the schedule in 2012

Viasat1 Ghana

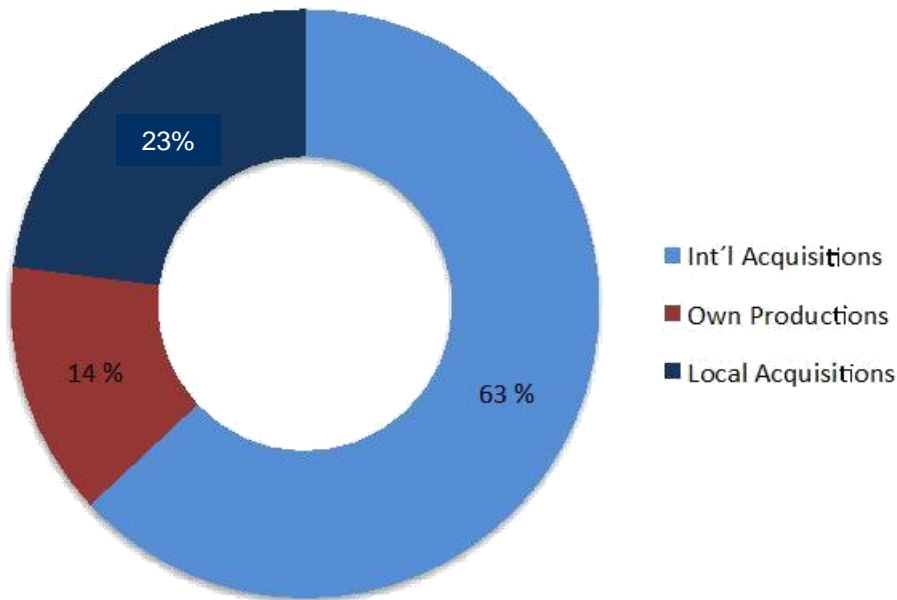
Advertising revenue segmentation



- Increasingly diversified advertising revenue segmentation with less reliance on telcos
- In business with all major agencies and multi-nationals present in Ghana - 79% of revenue coming through agencies and 21% direct from clients
- Similar profile to European markets but significant segment expansion opportunities such as Retail - only accounts for 1% of total revenues
- Top 5 advertisers in 2012: Unilever, JHU/USAID, Guinness, Airtel and Coca Cola – together account for 35% of YTD revenue

Viasat1 Ghana

Programming breakdown



- Well balanced schedules
- Local content now accounts for 37% of schedule
- Gradually increasing share of own-produced shows - primary ratings driver
 - The One Show, Viasat1 News, Jammin Spot, 5 Brides, Born Starz

Viasat1 Ghana

Moving forward

1 Content differentiation

- Sourcing Hollywood & sports content
- Focusing on local acquisitions
- Producing more in-house

2 Build Media House

- Explore incremental media platform opportunities
- Operational integration with Viasat1 to maximise synergies & minimize cost
- Proven cross-promotional advantages

3 Digital Terrestrial Migration

- ITU-06 envisages analogue switch-off in 2015
- Would enable significant gain in penetration levels & nationwide broadcasting
- As well as potential for launching secondary channel(s)

Modern African Productions (MAP)

Think global, produce local

- Launched in May 2011
- Head office in Accra (Ghana)
- 31 full-time employees & 44 freelancers
- Hired former Endemol Africa CEO as MAP CEO
- Responsible for all Viasat1 own-productions from inception
- Already building leads in other markets including Nigeria & Kenya



Modern African Productions (MAP)

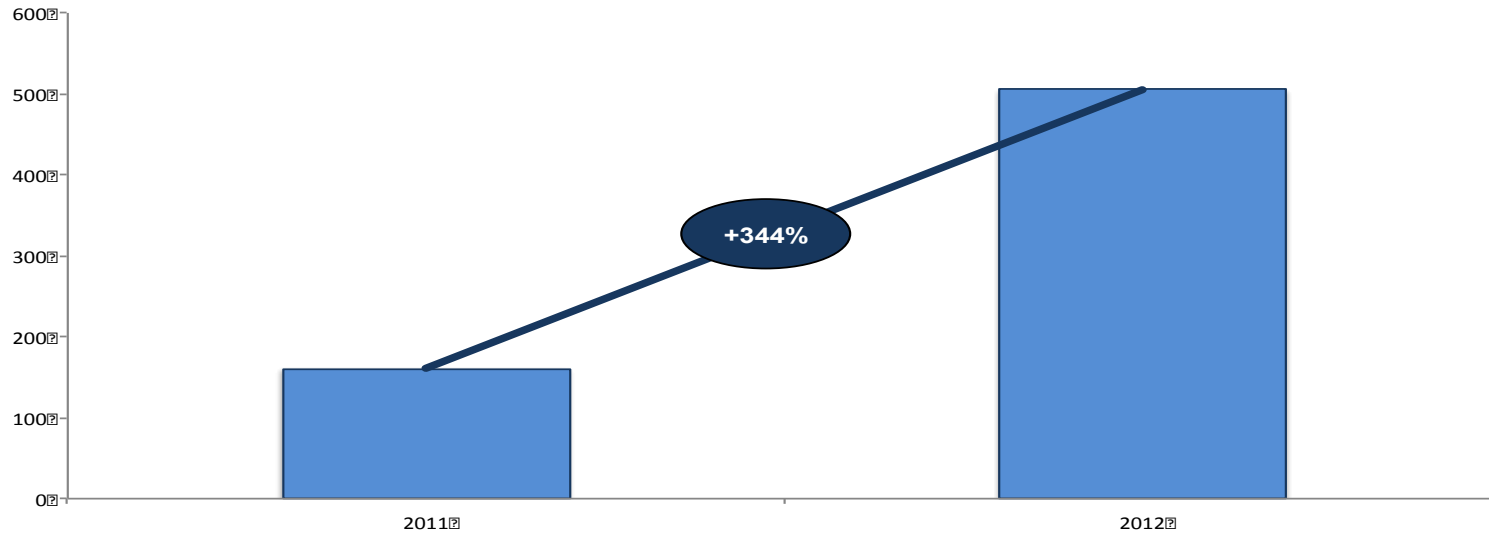
The TV production landscape

- Still at very early stage of development in almost all markets
- Own productions typically financed by brands in return for air time

Country	Producer	Titles Produced (example)	
	Modern African Productions (MTG) Charter House Optimum Media Prime Sparrow Productions E-volution	UEFA Champions League Miss Malaika MTN Soccer Academy	Adam's Apples Vodafone Icons Check Mate
	Endemol Nigeria Ultima Limited Rapid Blue Formats Storm 360 Optima Media Group	Project Fame Don't Forget the Lyrics Dragon's Den	Come Dine With Me Big Brother Nigerian Idol
	Endemol East Africa Zebra Productions De-Capture Limited Complete Africa Dream Catcher Productions	Project Fame Miss Kenya Who Wants to be a Millionaire	CFC Magnate Changes

Modern African Productions (MAP)

Steadily building the number of production hours



2011

- The One Show
- Laugh a Minute
- UCL
- Viasat1 News
- It Runs in the Family

2012

- The One Show
- UCL
- Viasat1 News
- It Runs in the Family
- Jammin' Spot
- Breakfast Show
- Born Starz
- A Day in the Life
- Boys Boys

Modern African Productions (MAP)

Moving forward

1

Consolidate position in Ghana

- Build strong relationships with all Ghanaian broadcasters
- Build stronger relationships with commercial brands
- Investigate social development sector (UNICEF, USAID)

2

Move beyond Ghana

- Establish MAP brand in other target markets
- Taking advantage of relatively low cost production environment in Ghana
- Support MTG Africa Free-TV deployments in new territories

3

Establish preferred partner status

- Grow MAP both organically and through M&A
- Become first call for format owners
- Produce top titles to world standard quality

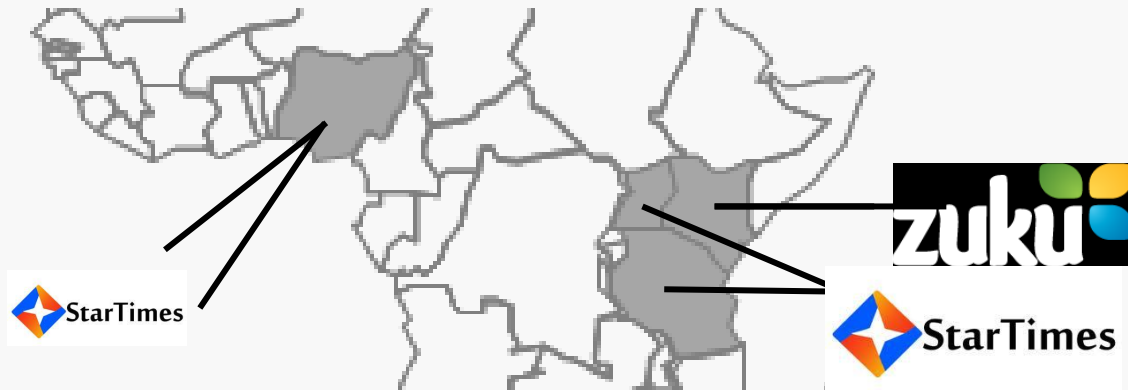
Viasat pay-TV channels

Sub-Saharan market overview (excl. South Africa)

- 4% pay-TV household penetration
- MultiChoice remains main player with 1.6-million subscribers = 80% market share
- MultiChoice covers high, mid & basic tiers
 - Invested significantly in premium sports rights
 - Solid movie offering through thematic channels
 - Channel & short format output deals
 - HD movie & sports channels already launched
- DTT distribution dominated by StarTimes with affordable STBs & bouquets targeting mass market
- ~400,000 subscribers in sub-Saharan target markets

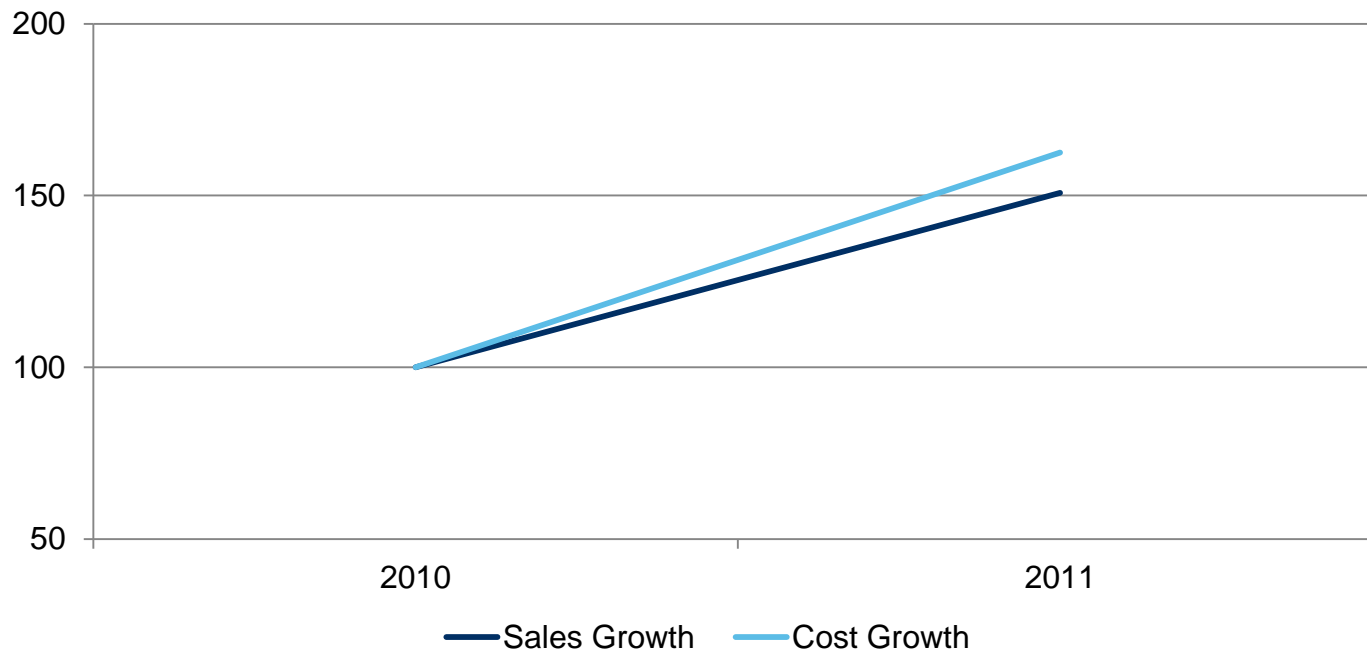
Viasat pay-TV channels

4 channels, 4 countries



MTG Africa

So...what does all of this look like in numbers?



- Clear focus on revenue growth & cost optimization
- Sales growth primarily driven by Viasat1 performance
- 2011 investments primarily relating to Pay-TV & production house set-up costs

MTG Africa

Summary

- Africa is the world's last frontier market
- Strong GDP & advertising market growth
- MTG already positioned to capitalize on the growth & now pushing to extend footprint in Sub-Saharan Africa
- Viasat1 in Ghana is already clear Number 2 player in a fast growing market & is investing in programming to expand audience & market shares
- MAP provides vertical integration benefits & control of increasingly important local / on-production slate + expanding into new markets
- Significant opportunity in mini-pay distribution with advent of DTT & growth in pay-TV penetration
- Exploring new growth areas such as web-TV & branded blocks

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