How has MultiChoice Africa Affected the Way People View Television in African Countries?

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How has MultiChoice Africa Affected the Way People View Television in African Countries?

BY

Jesse Geston

Submitted in partial fulfillment of the requirements for the Masters of Science degree in Communication in the Graduate Studies Program of the School of Communication
Grand Valley State University
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Abstract

South Africa is the only country in Africa that has a formal system of developing, patenting and then marking its creative ideas to the rest of Africa. By understanding the history of South African media and learning about Multichoice Africa, it is clear that South Africa and Multichoice Africa have an impact on the way people from other African countries view television.

Information and communication technology in South Africa is continuing to develop and foreign countries are beginning to express more interest in investing in South Africa. Today South Africa dominates the digital satellite media in Africa through Multichoice Africa. Multichoice Africa provides 55 world-class channels and 48 digital quality audio channels to more than 1.2 million subscribers in Africa. Through the use of digital satellite technology Multichoice Africa have invested in corporate investment programs that fund projects across Africa. The success of Multichoice Africa has secured a very bright future for the company.

The success of Multichoice Africa has affected the way people view television in other African countries. Multichoice Africa also provides some local African programs, but unfortunately these network channels do very little to incorporate any African local programs, this can have profound affect on viewers. Also through the use of advanced digital satellite technology, viewers are introduced to new technology that they have never been accustomed to before. Lastly five students from three different countries were interviewed and they explained their experiences and opinions of Multichoice Africa.
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How has MultiChoice Africa Affected the Way People View Television in African Countries

CHAPTER I

Introduction

Situation Analysis

Information and communication technology development in South Africa cannot be understood outside the context of the post-apartheid period. The society consists of a technologically sophisticated sector in an underdeveloped Third World sector (Darch and Underwood, 1999). Most African countries do not have formal systems of developing, patenting and then marketing creative ideas. One exception to the general rule is South Africa. South African technology is not only world class, it is also at the cutting edge of international innovation (Addison and Versi, 2001).

Like wildfire tearing through dry forest, South Africa is rapidly entrenching itself into every facet of other African economies. South African companies loom large and are still growing. These companies are investing where local companies are afraid to go and today they have spread South Africa’s economic might and dominance across the entire continent (Mohammed, 2003). MultiChoice Africa (MCA) is an example of such a company. MCA is a digital satellite television provider with channels from Africa, Europe, Asia and the U.S.A. It provides premier television entertainment to more than 1.2 million subscribers in nearly 50 countries in Africa, as well as adjacent Indian Ocean islands. MCA operations include world-class subscriber management services and digital satellite television platforms broadcasting over 55 video and 48 audio channels 24 hours
a day. Included are six data channels, which introduce the first interactive television offerings on the African continent ("Welcome to MultiChoice," n.d.).

Statement of the Problem

Over the past three decades, Sub-Saharan Africa has been viewed as the "forgotten continent". With her many problems of hunger, epidemics, war, and other related socio-economic problems, the diffusion of the Internet and related technologies might be the last thing associated with Africa. On the contrary sub-Saharan countries are experiencing tremendous growth in the Internet connectivity, the use of computers, and in the diffusion of wireless communication technologies in Africa (Mbarika and Okoli, 2003).

Research is difficult and, in some cases, impossible to undertake in developing countries. It is now critical to promote cooperation and gain the understanding of those in developing countries who are suspicious of and reluctant to take part in research activities (Erdener, 1978). Research is necessary in developing countries, but research requires explicit planning, significant time and money (Blank and Grosh, 1999).

From the fax machine to wireless communications, technology impacts each of our lives on a daily basis. Today, technology seems to be the answer to all our problems. According to Ben Bagdikian, the author of The New Media Monopoly, "the speed with which the digital revolution has penetrated an entire society has been breathtaking. The computer and Internet, added to one of the world’s largest quantity of mass media outlets, have altered the way millions live their lives. The new technology has almost miraculous functions that at their best have led to the betterment of numberless aspects of life, like science, scholarship and medicine" (p. 2, 2004).
While technologies may have helped us move forward, they have also fostered a dependence on them. Neil Postman (1992) introduced a new term known as Technopoly and he states, "One way of defining Technopoly, then, is to say it is what happens to society when the defenses against information glut have broken down. It is what happens when institutional life becomes inadequate to cope with too much information. It is what happens when a culture, overcome by information generated by technology, tries to employ technology itself as a means to provide clear direction and humane purpose" (p. 72).

Significance of the Study

This study is significant because it can help by adding valuable research to how MCA affects the way people view television in African countries. It provides information backed by a researched case study and personal interviews showing how MCA has affected the way people view television not only in South Africa, but in other African countries as well.

Purpose of Study

The purpose of this case study is to answer this research question: how is MCA affecting the way people view television in African countries? To answer this question, the author did an in-depth case study of MCA. As part of this, the author also conducted personal interviews with International students from Ghana, Nigeria and Zambia. Each student’s experiences and opinions add valuable support to how MCA affects the way people view television in African countries. Another purpose of this study is to contribute more research on this topic since there has been little or no research has been done on this topic.
MCA has made significant financial investments in African economies as well as investing in human capital (Interview with Ton Vosloo, 2003). Jim Volkwyn, CEO of MIH Pay Television Platforms, believes that MCA is a global player that offers services in numerous countries in Africa, the Middle East, Greece and Thailand (Business strategy, n.d.) For example in Nigeria, MCA has made it on the list of top South African companies operating in Nigeria, others are MTN, Eskom, and South African Airways (Mohammed, 2003).

Philip Ihenacho, a London based advisor with specialist financiers Afrinvest Securities, made an interesting observation that directly addressed the presence of one particular South African broadcaster in his native Nigeria. Ihenacho used the word “dominance” to characterize MCA’s stake in the West African satellite broadcasting market (O’Toole, 2005).

Limitations of the Study

This study does attempt to be as broad in scope as possible. However, there are some limitations to the study. The primary limitation was the use of online websites as the authors’ main source of information. The Internet offers an endless amount of information and the author had to decide not only the quantity and quality of the information, but also the reliability and validity of the source. Since there are not many published works about this topic, finding the information was challenging. It must be noted that that such works contain certain bias toward the positive aspects of MCA. The author has taken into account some of the articles that were taken from the World Wide Web would not be available due to changing of websites and web domains. In an effort to
deal with these issues, numerous sources have been researched in order to obtain the most accurate overall view possible.

Another limitation of the study was the lack of participation by individuals directly involved in the daily and historical activities of MCA. The author made every attempt to obtain direct assistance from company officials in the preparation of this thesis. The author has sent written letters to the head offices in Randburg, South Africa and emailed several times through their website. Phone calls to South Africa became very expensive and time consuming and a waste of money. As of August 31, 2005, no one had responded to the author’s requests.

Another limitation of the study was the lack of financial resources and funds. A study of this degree requires extensive searches for available documents and interviews. Such searches for documents often require nominal fees and these fees can add up quickly. The author has done his best to acquire as much materials as possible given the author’s limited resources and funds.

This study is also limited due to the opinions and experiences of the five selected students. The students were targeted for this study, based on their knowledge and experience of MCA. The opinions and experiences of these five students had a low external validity because the results cannot be accurately reflected to all the people who have been exposed to MCA. A study of other people with different characteristics (e.g. last time they were back home, number of years they lived back home, which African country they lived in etc.) may yield significantly different results.

Lastly, since this study attempts to be as broad as possible, the conclusions and or findings are also very broad. The purpose of this thesis is to find out if more research
needs be done on this study. The author has ever intention of continuing to research on this topic and follow the history of Multichoice Africa and how it affects television viewership throughout Africa.
CHAPTER II

Review of the Literature

South Africa Today

South Africa has an area of 472,281 square miles, making it larger than California, Texas and Indiana combined. Like much of Africa’s topography, South Africa has a relatively narrow coastal zone that rises sharply to a great plateau region that makes up about two-thirds of the country. The stretch of land separating the coastal areas from the plateau is called the Great Escarpment, and it reaches its greatest heights in the Drakensberg Mountains along South Africa’s southeastern edge. South Africa’s exports to industrialized countries are heavily dependent on primary and intermediate commodities such as gold, base metals and minerals. The nation primarily exports manufactured goods to the other countries in Africa; in the late 1990’s this made up about 20% of total exports (Beck, 2000).

The big story in South African stocks used to be commodities, but now this “emerging” stock market is reinventing itself, with technology and telecommunications gaining influence. Dana Becker, head of equity sales at a Merrill Lynch & Co. unit in Johannesburg says, “The end of apartheid has given the market the ability to unshackle itself from sanctions and the new government has shown its integrity and is willing to become a global player. This is hugely important for foreign and local investors” (Block, 2000).

South Africa’s location, history and multiculturalism have made the “Rainbow Nation” the fastest growing tourist destination worldwide. The country's first-world infrastructure, high technology and sheer inventiveness also contribute to make it a
unique tourist experience. The concept of being a “young” democracy, with no enemies, founded on religious and ethnic tolerance has made South Africa a leader in cultural diversity (Innocenti and Reed, 2003).

**History of South African Media Regulation**

South Africa’s population is characterized by a wide diversity in race, culture, language and religion. The different groups are at very different levels of development. Race and class tend to coincide, with the whites monopolizing political, economic and military power. The mass media inevitably reflects the existing power structure and the whites run all the major newspaper, magazines, book publishers and distributors. Radio and television are the most pervasive and most powerful media in South Africa and are virtually government monopolized (Giffard, 1990).

As stated before, information and communication technology development in South Africa cannot be understood outside the context of the post-apartheid period (Darch and Underwood, 1999). Apartheid in Afrikaans means “apart-ness” or “separate-ness”. It refers to the system of racial discrimination and white political domination adopted by the National Party while it was in power. Apartheid officials legislated the quality and nature of life for every White, African, Colored, and Indian South African from cradle to grave (Beck, 2000).

Any examination of the broadcasting systems of Southern Africa (Botswana, Lesotho, South Africa and Swaziland) must be largely shaped by South Africa’s political, economic, and geographic dominance of the region.

I.W. Schlesinger is known as the founding father of the South African film industry. He saw the commercial potential in broadcasting and secured a 10-year license from the
government for his African Broadcasting Company (ABC), which became the sole radio broadcaster in the region. By 1934 ABC had achieved both popularity and fiscal stability. Nevertheless, diverse interests and cross-pressures were soon to cause its demise. The success of the British Broadcasting Corporation (BBC) as an archetype for the "public broadcasting" ideal appealed to the South African administration, which had allowed commercial radio only as an alternative to no radio at all.

The South African Parliament passed the Broadcast Act of 1936. During that year Sir John Reith was the BBC director and he visited South Africa and reviewed the Broadcasting Act. He concluded that ABC had become a monopoly, so towards the end of 1936 an official changeover took place and the ABC became the South African Broadcasting Corporation (SABC). The facilities and staffs remained the same but they were now managed by a government board of governors, whose most pressing immediate task was to bring Afrikaans programming up to the quantitative parity with English programming (Orlik, 1974).

Between 1948 and 1984 the system of apartheid developed through three definable phases. The first phase was called the classical or baaskap (white supremacy) apartheid. It was a period in which the National Party put its original ideas into legislative form (Cooper, 1987). During the mid 1950's, the Nationalist government flatly declared that broadcast television for South Africa was not even to be considered. The government argued three reasons: the first was that reliance on American and British produced features would be unavoidable and highly detrimental to the recently achieved broadcast equality of the English and the Afrikaans languages. The second reason was that the potential political impact of television was unknown, and lastly that the psychological
impact of the medium on the urbanized Bantu (large number of black South Africans that speak Bantoid) might be dangerous in a country where Caucasians alone possess the vote but only constitute one-fifth of the population. To top it all off the Minister of Posts and Telegraphs, Albert Hertzog, prophesied cultural suicide by denouncing the “evil black box”, and in 1960 Prime Minister Verwoed supported Herzog but stressed the economics of the high cost of television sets and the number of competing systems that were still under development (Orlik, 1974).

_South Africa’s Media in the 1960’s_

The second phase of apartheid era began in 1959 when Parliament passed the Promotion of the Bantu Self-Government Act (Beck, 2000). In 1958, Hendrik Verwoed became the leader of the National Party. Under his leadership and his successors, the government attempted to pervade all aspects of South African life. In particular, it controlled the media very closely. Three objectives were paramount in this, firstly the elimination of statements in opposition to the government, secondly the prevention of infection by liberal and socialist ideas from abroad and thirdly the prevention of moral purity. To do this, books, periodicals, music and films were checked, and frequently banned. For example in 1963 the Publications Control Board notoriously banned Black Beauty, a classic children’s story about a girl and her horse, on the basis of its name. The government controlled the radio and refused to allow the establishment of a television service, considering, undoubtedly correctly, that it would not be able to prevent the imported programs a television service would have had to show from rotting the fabric of South African society (Ross, 1999).
In 1960 South Africa broke all political ties with Britain and became a republic. On February 3, 1960, British Prime Minister Harold Macmillan, following a tour across the continent, delivered a speech before both houses of the South Africa’s Parliament in which he described the “wind of change” sweeping across Africa. Macmillan left no doubt that Britain would not support South Africa’s apartheid policy and that political rights in South Africa should be based on individual merit, not on race. Since the divorce between South Africa and Britain, anti-apartheid groups both inside and outside the country began putting increasing economic and political pressure on the government to change (Beck, 2000). So the third phase of apartheid marked the transition from the policy of separate development to a new approach of multi-racial co-option (Cooper, 1987).

The sealing off of South Africa from the rest of the world could not be total. Modern pop music could penetrate South Africa from radio stations abroad. More seriously the liberal freedoms of the whites could not be extinguished. South Africa was claiming to represent and to uphold the values of Christian Western civilization (Ross, 1999).

South Africa’s Media in the 1970’s

South Africa entered the 1970s with the distinction of being the world’s only country among those of comparable economic development without a broadcast television service. This began in July 1969 when the first “moon-walk” set off severe political repercussions in South Africa, as the citizens came to realize that they were virtually the only people in the entire developed world unable to watch the historic event on television. A movie of the landing shown at the Johannesburg Planetarium drew 6,000 people to vie 500 seats, and they had to be dispersed by police. The United Party...
promptly called for a referendum on television. In December 1969, the Nationalist government responded by naming a 12-man commission to investigate and make recommendations concerning a national television system.

Finally in March 1971, the report of the commission went to the Cabinet. In late April, the minister of national education announced to Parliament that the government had accepted the concept of introducing television in no less than four years' time. Government wanted strict control of it and tried to petition certain requirements, such as all transmissions should be in color. The government had also envisioned two separate services: the first would be a “White” channel for English and Afrikaans-speaking Europeans, Asians and Coloreds. The second would be a “Black” channel (Orlik, 1974).

South Africa’s Media in the 1980’s

By the 1980’s the South African Broadcasting Corporation (SABC) created an extensive radio and television services that were targeted to different race groups (Giffard, 1990). MCA was founded in 1985 as South Africa’s first private subscription television services. The first broadcast was one 12-hour channel that went out on October 1986 (Santos, 2001). Then in the late 1980’s, the National Party took power and prohibited any forms of liberation movements (Tomaselli, 2000). SABC was notorious for its monolithic presentation of the National Party dogma. But while entering the 1990’s SABC cautiously opened its doors to alternative points of view. SABC began providing forums for alternative points of view by carrying interviews with opposition leaders and by airing debates about constitutional change (Giffard, 1990). The new SABC Board of Control reflected the diversity of South Africa’s population, and was
appointed to direct the transformation of the SABC toward a democratic and inclusive orientation (Horwitz, 2001).

Continuing the success of SABC, the press was freed from extreme historical ideological and identity positions as either pro- or anti-apartheid. This was a result that transpired in 1994 when a coalition known as the Government of National Unity (GNU) took power from the National Party and the African National Congress (ANC) secured a parliamentary majority. Following the transition, media corporations put profit on the agenda as their objective. These post-apartheid ideological shifts were similar to the 19\textsuperscript{th} Century experience of the South African English-language press. The press had advocated libertarian values generally and the freedom of press in particular (Tomaselli, 2000). This philosophy had originated in British and European politico-economic developments in which legalization of a political public sphere had liberated the press as a forum for rational and critical debate. This released the pressure on media to take sides ideologically and enabled the early British press to abandon polemic and concentrate on profit opportunities (Habermas, 1989).

\textit{South Africa’s Media in the 1990’s}

The South African Broadcasting Corporation (SABC) had experienced the pre and post apartheid eras and the SABC was remade in 1993 into a nonpartisan public broadcaster with the responsibility to program for all the people in all eleven official languages. Constitutional negotiators created an independent regulatory body to direct the changes and oversee the broadcast sector as a whole. This independent regulatory body was known as The Independent Broadcasting Authority, or IBA (Horwitz, 2001).
Radio and television broadcasting were operated by the Independent Broadcasting Authority, which took over from the state-controlled propaganda machine of the apartheid system in 1993 (Beck, 2000). Then in 2000 the Independent Broadcasting Authority (IBA) and the South African Telecommunications Regulatory Authority (SATRA) were merged into the Independent Communications Authority of South Africa (ICASA) to facilitate an effective and seamless regulation of telecommunications and broadcasting and to accommodate the convergence of technologies. The ICASA is now responsible for regulating the telecommunications and broadcasting sectors (“Overview ICASA,” n.d.).

The South African broadcast system is now a mixed system of commercial, community and public service broadcasting (Horwitz, 2001). South Africa today has developed the most sophisticated radio, broadcasting system and satellite services on the African continent, whether viewed in terms of technology, economics or organizational ingenuity (Orlik, 1974). This has made foreign companies so interested in investing in South Africa’s satellite broadcasting system that the South African Communications Minister, Ivy Matsepe-Casaburri, amended the Broadcasting Act in 2002 to pave way for one or more rivals to MCA. Ownership regulations were also an issue, since foreign investors are restricted to only a 20% stake in an operator, which limits interest from international satellite players (De Jager, 2002). In 1997 Midi television, a consortium 80% owned by black South African investors and 20% by Time Warner of the United States of America, signed an eight year license to run South Africa’s first privately owned terrestrial television channel called E.tv. Time Warner whose 20% shareholding is the maximum allowed under South African law, will make its library available to E.tv.
and distribute South African products overseas and help train Midi staff. Its CNN news channel will assist in establishing Midi news programs. Even though Midi’s E.tv would be competing against SABC and MCA (Mallet, 1998) it has succeeded in steadily increasing an audience share, and it is now the second most watched channel in South Africa behind the unassailable market leader SABC (De Jager, 2003).

It was predicted that the future of media in a post-apartheid South Africa would depend on the kind of political structure that evolves. A unitary state under black majority rule is likely to have nationalized media, dedicated to promoting national unity and economic development (Giffard, 1990) and fortunately, that is what has happened. For more than 10 years after the demise of apartheid, South African media has the freedom to criticize the government, gain access to state held information and break monopolies over broadcasting and print media. Media are not seen as a political actor, but rather as a cog in the machinery for democracy. It implies now that the apartheid has legally been defeated, the “institutions of democracy,” such as media, can function properly (Jacobs, 2002). It is clear that the way the existing media responded to the challenges made during the early stages of the post-apartheid era has had a substantial impact on South Africa’s long term media structure and function (Giffard, 1990).

South Africa as a Dominant Country in Africa

Developing countries such as South Africa have taken advantage of the experiences gained by developed countries in implementing the technology and hence shorten the lag time for realizing their technological potential. Information Technology (IT) can create tremendous employment opportunities in the areas of data entry and analysis, software development, processing microchips and assembly of circuit boards. Clearly the
recognition of the IT potential is on the rise. But South Africa should keep in mind that existing research offers few guidelines for planning, implementing and expanding the role of the technology in developing countries. Lack of such guidelines can result in haphazard efforts and trial-and-error approaches to integrate the technology into the private and public sectors. This can result in inefficient and ineffective uses of technology and thereby jeopardize the efforts to overcome the technological disadvantages in competing in international markets (Azad, Erdem and Saleem, 1998).

Being faced by challenges of the past and by pressure to become increasingly competitive internationally, South Africa has recognized that education, training and development of its labor force and citizenry will be instrumental to its long-term economic growth and social well-being (Cunningham and Lynham, 2004). For example, in 1994 Pretoria was quoted as being the country’s center for research and development, technology and education. It houses the largest research center in Africa, the biggest teletuition university in the world, and South Africa’s largest residential university (“Africa’s top research city,” 1994).

Any discussion of information and communication technology developments in South Africa has to acknowledge that its economic and social history created a divided and confused community. In some respects the country has characteristics of a “first-world” culture, with a high literate group of its population making use of a comprehensive system of telecommunications, information, and consumer services. But it has also a high proportion of its population that is barely literate, with rates of literacy varying from between 52% in metropolitan areas to 28% in rural areas. South Africa is classified as an upper-middle income country of medium level human development.
(Darch and Underwood, 1999) but the United Nations Conference on Trade and Development (UNCTAD) World Development Report showed that South Africa is the only country in Africa close to the developed world ("Financial Mail," 1997).

In the late 1990's the UNCTAD stated that foreign investment in Africa was growing faster than anywhere else in the world. A significant amount of the continuing outward investment by South African corporations took place elsewhere in the continent. This is important since South Africa was the only country in the region to have significant investment outflows ("Foreign Investment: The Tide Turns," 1993). The UNCTAD reported that South Africa accounted for 60% of Africa's Foreign Direct Investment (FDI) outflows for 2003 and it ranked 9th in terms of FDI outflow from developing countries ("South Africa: Africa's top foreign investor," 2004).

South Africa is continuing to prove to be a powerful and positive influence throughout the region. It is part of a movement that is driving an agenda of transformation through the Southern African Development Community (SADC) and the New Partnership for African Development (Nepad). The SADC and Nepad are breaking new ground in helping the continent adapt to the challenges of globalization ("South Africa national vision," n.d.). In a 2004 UNCTAD annual report, seven South African companies (including MCA) made it on UNCTAD's top 50 transnational companies based in developing countries. Many South African firms were expanding regionally and had become world players. For example AngloGold is now the world's largest gold producer, after acquiring Ghana's Ashanti gold mines in 2003. Another example is SABMiller is now among the world's biggest breweries, controlling more than 160 factories in 40 countries. The same report claimed that South Africa was the top foreign
investor in Africa and the region’s “most attractive country” for investment ("South Africa: Africa’s top," 2004).

South Africa is the telecommunications leader on the African continent with approximately 53 million installed telephones and more than 387 million installed exchange lines. This represents 39% of the total lines installed in Africa (Bank, 2001). In 1996 South Africa represented 90% of the market capitalization of the African stock markets. As a result, an “African Fund” really meant a South African fund. Compared with the $248 billion capitalization of South Africa’s stock exchange, the next largest stock market in Africa was Egypt’s with a capitalization of $6.5 billion (Harington, 1996).

*South Africa’s Information Technology*

The country’s highly diversified economy is expanding across a variety of areas including information and communications technology (ICT), manufacturing, and tourism. It has the largest telecommunications sector in Africa, including the latest in fixed-line, wireless, satellite, and cellular technology. Its telecommunications network is 99% digital. It ranks 23rd in terms of global telecommunications development, and 18th in terms of Internet use. The government has taken active steps to use new technology in the revitalization of industry, and in social and educational development. This is creating direct benefits for the population ("South Africa national vision," n.d.). South Africa’s online community may be small in numbers, but they consider themselves a tech-savvy bunch, and when a technology adds value and efficiency to their lives, South Africans seem to be open to new ideas (Wright, 2003). Connectivity is an essential component of the development of an information society in Africa and South Africa is considerably
ahead of other countries in Africa (Darch and Underwood, 1999). Mark Lottor operates and owns Network Wizards and he produces a quarterly Internet Domain Survey. The survey counts the number of hosts on the Internet ("About network wizards," n.d.). In his survey the number of Internet hosts placed South Africa 20th in the world ranking in July of 1998, but within the Africa continent, South Africa is ranked 1st, with approximately 96% of Africa's Internet hosts. Something of the scale of disparity can only be appreciated by noting that Egypt occupies the second position in Africa, with some 1.6% of Internet hosts in Africa (Darch and Underwood, 1999).

African leaders are awakening to the power of communications and the promise of a better economic future. The way most experts see it, the potential for satellite services in Africa is enormous. Whether in the form of broadcasting, telephony or very small aperture (VSAT) networks, satellite companies are finding Africa a challenging, but a hospitable environment for satellites and services (Cosper, 1996). Satellite executives are honing in on further business developments, analysts continue to crunch strong numbers, maintaining Africa as a viable arena for near- and long-term profit growth. According to the CEO of Global Data Broadcasting Corporation, Gamal Marwan, who supports satellite technology and says, "We are flabbergasted with the demand in Africa, because in central Africa itself, it is not well connected. So our clients can now service each other more efficiently with satellite technology" ("Africa: Growing in profits," 2002, p. 1).

There is a market for broadcasting in Africa, especially in South Africa where it is experiencing a healthy growth. It is clear that the demand for more programming is increasing. Andrew Werth, president of Hughes Network Systems International, Germanton, Md., thinks that African markets are coming alive and says, "There's an
awakening in southern Africa. Commerce is becoming more of a focus as countries wake up. A lot of countries are turning inward and outward trying to figure out how to get out of poverty” (Cosper, 1996, p. 24).

Intelsat sees Africa as one of the fastest growing markets, and satellites could offer answers to many of the continents more remote and poor areas. Flavien Bachabi, Intelsat’s regional Vice President for Africa and Middle East says,

> Africa’s poor quality of networks and its lack of meaningful infrastructure mean that wireless solutions are the likely answer for the continent. I believe that satellites will help Africa leapfrog in terms of technology, avoiding all the costly problems associated with landlines. Satellites are getting more powerful, meaning that that ground infrastructure, such as base stations, is getting cheaper. Satellites can also be deployed rapidly and do not suffer from the security risks that landlines do, such as the potential theft of copper cables. (Weidemann, 2004, p. 1).

MCA is a digital satellite television business, which sells direct to homes premium multi-channels throughout the African continent. Their digital satellite platform can reach the very distant and remote corners of the continent, which are generally inaccessible through other means (Hashatse, n.d.).

South Africa clearly understands how important they are in affecting not only the television viewership in Africa, but the also television media itself. In an article entitled Africa: The Sleeping Giant, Frank Baylin, owner of Boulder, Colorado – based Baylin Publications and author of the 1996-97 World Satellite Yearly reference book, believes that satellite technology can offer African nations a staggering opportunity, he says, “If
satellite communications is used properly, people will get a higher level of education in Africa. I think there is a lot of potential. The bottom line is that information is power” (Cosper, 1996, p. 26).

*MultiChoice Africa*

*Core Business*

MCA provides premier television entertainment on its DStv bouquets to more than 1.2 million subscribers in nearly 50 countries in Africa as well as adjacent Indian Ocean islands. MCA provides two pay-tv options: Direct-to-Home satellite services and terrestrial analogue re-broadcast services. The direct-to-home digital satellite services operate under the brand name DStv (“Core Business,” n.d.). DStv combines the best entertainment programming available across the globe. Through DStv, MCA is able to provide 55 world-class television channels (see Appendix A) and 48 CD-quality audio channels (“About DStv,” n.d.).

The terrestrial analogue re-broadcast services offers analogue terrestrial bouquets in Botswana, Egypt, Ghana, Kenya, Lesotho, Malawi, Namibia, Nigeria, Tanzania, Uganda and Zambia. The bouquets differ from country to country, but each features first-run premium movies, sport, children's programming and other programming selected from the DStv service.

MCA works in partnership with local entrepreneurs, governments and broadcasters in sub-Saharan Africa and the adjacent Indian Ocean islands, tailoring its operations to suit local needs while maintaining the same standards of services and quality of products. At every step of the way, MCA is there to manage the operation for analogue and digital satellite television platforms and export decoders in both categories.
Marketing services are also a part of the package. The company carries out extensive market research and promotes the MCA service wherever it is offered. Different marketing campaigns are devised for different countries ("Core business," n.d.).

**Satellites**

MCA offers direct-to-home satellite service through its four satellites over Africa. The C-Band Pas 10 satellite covers the whole of Africa, the KU Band Eutelsat W4 satellite that goes from Senegal in the West to Mauritius in the East, the SESAT satellite goes over central Africa and the KU Band Pas 7 satellite covers Southern Africa ("MTV base switches to African youth," 2005).

The satellites also provide MCA terrestrial analogue re-broadcast services. The analogue signals undergo digital compression and then the signals are sent up to a satellite, which beams them back across to an area in Africa in which a satellite signal can be received ("Company profile," n.d.). In other words, all the broadcasting channels are transmitted from South Africa, and then rebroadcast locally in a scrambled format using analogue technology. They are then received on a conventional television through a set-up box, which decodes the scrambled signal (Ashurst, 1997).

According to the chairman of MCA, Tom Vosloo, the DStv system is the best in encoding and decoding satellite signals and the set up box is very technologically advanced. For instance Sky TV in Britain uses the technology, so MCA sells technology but not the channels viewed ("Interview with Ton Vosloo," 2003).

**MultiChoice Africa's operations include:**

- market research,
- packaging and promotion of pay television services,
• contracting channels from various broadcasters and selling them to the public,
• providing program guides (both printed and electronic) to subscribers,
• operating a call centre for subscriber care,
• administering contracts with subscribers,
• receiving payments from subscribers,
• coordinating the supply and servicing of a decoder to each subscriber.

*MultiChoice Africa does not:*
• own or compile the channels on DStv or any other bouquet,
• originate programming
• exercise editorial control over any channel.

*Company History*

From small beginnings as part of one of the first pay-TV channels to launch outside the US, MCA has grown into a pay-TV giant. It all began in South Africa in 1986 when M-Net was founded as one of the first two subscription television services outside of the United States, and MCA was incorporated to provide subscriber management services for pay television bouquets ("Company history," n.d.).

This timeline gives a quick overview of the history of MCA:

• **1986:** Africa’s first pay-television station, M-Net, is founded. The subscriber management division (later to become MultiChoice Africa) plays a crucial role in its early success.

• **1990:** M-Net lists on the Johannesburg Stock Exchange (JSE).

• **1992:** MultiChoice Africa’s involvement in the African continent begins with the launch of an analogue service, which is launched via satellite to more than 20...
African countries.

- **1993**: MultiChoice Africa is formed when the customer service divisions’ splits from M-Net. The two companies continue to trade as a linked unit of the JSE for the next two years as M-Net and MultiChoice Ltd. MultiChoice Africa establishes its first joint venture in Namibia.

- **1995**: Digital Satellite TV services are launched across Africa with an enhanced channel offering. Start of Greek TV platform (MultiChoice Hellas) M-Net and MultiChoice de-link.

- **1996**: MultiChoice Africa changes its name to MIH Holdings

- **1997**: MIH expands into Thailand and invests in OpenTV – a worldwide supplier of operating systems for interactive television.

- **1999**: MIH global expansion continues with the launch of a Direct-to Home (DTH) trial system in China through Mindport technology. Increase ownership of OpenTV to 80%. IPO of OpenTV on the NASDAQ and Amsterdam Stock Exchange Greek digital launch Migration of the entire subscriber base from PAS4 to PAS7 satellite

- **2000**: Launch of W4 Eutelsat satellite with Ku-band services to sub-Saharan Africa and the Indian Ocean Islands.

- **2001**: Acquire 46.5% of QQ (China). Launch of Indian bouquet. Launch of Portuguese bouquet.

- **2002**: Launch of return path Interactive television.

- **2003**: Dual View decoder launch. Launch of History Channel and Africa Magic (Africa only).
• **2004:** Four new channels launched: actionX, AfricaMagic, SuperSport 3 and E! Entertainment.

*History of MIH*

In an interview with Ton Vosloo, chairman of Naspers, he explains that Naspers formed MIH and MIH stands for Multi-Choice International Holdings. Naspers started in 1915 when the Afrikaans regrouped after the Boer War of 1899-1902. Because it was pre-radio, pre-TV, the only means of communication was through newspapers and the Afrikaans wanted a voice that represented the Afrikaans' community. Very wealthy Afrikaans’ got together and formed a company called Nasionale Pers or Naspers abbreviated. It means National Press.

In the 1980’s Naspers was only confined to newspapers, magazines, books and printing. Naspers only got involved with television in 1976 when South African Broadcasting Corporation began advertising on television. Ton Vosloo says, “the moment advertising was on TV, it sucked a lot of advertising away from print media. I decided to form a business called Multi-Choice International Holdings (MIH) and I got the license to run a paid television service. Since 1985 Naspers has been involved with electronic and print publishing” (“Interview with Ton Vosloo,” 2003). The MIH Group is wholly owned by Naspers and it is listed on the Johannesburg Stock Exchange, the Amsterdam Stock Exchange and the NASDAQ in New York (Santos, 2001). MCA was folded into Naspers, and that’s the name on NASDAQ. Naspers is listed on NASDAQ because of the technology and Ton Vosloo states, “if you want to really get somewhere with your technology, you’ve got to sell your products in the United States. We want to be at the forefront of the electronic technology” (“Interview with Ton Vosloo,” 2003).
**MIH's Business**

MIH Group operations span over 50 countries delivering services and entertainment to millions of consumers via the television and the Internet. It is supported by a network of high profile and influential partners. The MIH Group has grown into a multinational provider of entertainment, interactive and e-commerce services and employs over 6,000 people.

MIH's business core skill in technology provides a key strategic advantage and provides great support and insight to the latest developments and enhancements of pay-media technologies. MIH has developed a reputation of an early mover in the key pay-media technologies, such as conditional access and interactive broadcasting systems. MIH Group was one of the first pay-television companies in the world to provide digital satellite service and it has remained at the forefront of technology development ever since.

MIH is recognized as a multi-national provider, of a full array of content and pay-media services over a variety of electronic platforms, with a focus on the Internet and interactive television. MIH also seeks to strengthen their current position as a worldwide provider of television platform services and related technologies.

The Group's activities are focused on subscriber platforms providing television and Internet services to over 2 million paying subscribers in Africa, the Mediterranean and Asia. Fifty-seven percent of its subscriber base consists of digital subscribers. Across its platforms MIH Group has secured long-term rights to premium movies, major sporting events and popular children's programming, all of which are tailored for the local market. The television platforms also provide a range of interactive services such as online
games, shopping, banking and on-demand information. MIH Group has a holding in QQ, the most pervasive instant-messaging platform in Asia. Supporting its subscriber platforms, Irdeto Access provides encryption and other related services to channel and platform operators worldwide.

MIH seeks to leverage their core media-based skills in the areas of content aggregation, subscriber management, platform development, and marketing and branding to create multimedia platforms in the markets they serve ("MIH’s business," n.d.).

Company Culture

The MCA company culture can be best described as friendly and informal. It is not bureaucratic and it allows for quick, on-the-run decision-making, a necessity demanded by the fast-paced and dynamic nature of the business. The informal nature is evident in various areas such as dress code and it is unusual to see employees in formal business attire unless there is a meeting with external participants. Employees relate with one another across the organization on a first name basis and company parking operates on a first-come-first-serve basis rather than being reserved for senior management.

Although the culture is informal and people-friendly, the company conducts its business according to professional codes. The idea is to create an entrepreneurial spirit to enable employees to always provide the organization with valuable ideas without reservation. Employees are encouraged to try out new ideas, and even make mistakes – but the company does not tolerate the same mistake twice ("Company Culture," n.d.).

Social Investment

MCA’s commitment to the African continent goes beyond its involvement in business. The company’s corporate social investment program has improved the quality
of life for thousands of people in Africa, and is part of its strategy of making a meaningful impact wherever it operates. In keeping with the MCA philosophy of respecting local culture, Corporate Social Investment (CSI) initiatives in each country are guided by local staffs ("Social investment policy," n.d.).

One focus area of the CSI program is the very industry of which MCA is a part of. MCA believes it has a responsibility to take the lead in developing the industry. Consequently, workshops have been held all over Africa bringing the best scriptwriters in the world to teach local scriptwriters. A recent summit in Nigeria of regulators and broadcasting technology experts from around the continent addressed how Africa can become a major player in the global infrastructure ("Industry development," n.d.).

Many of MCA’s projects in Africa focus on children, for example MCA supported the Westbury Community Development Centre in South Africa, where they developed skills in young people by way of a media project, for related media professions. MCA has committed itself to funding radio equipment for the centre.

Other CSI projects in Africa that have focused on children are in Namibia, in which MCA has provided a decoder and subscription for Cartoon Network in the children’s ward at the Windhoek State Hospital. It has also made donations for sport development programs. A home for mentally handicapped children 60 kilometers from Nairobi is supported by MCA in Kenya, while in Zambia, MCA assists the Kabwata Orphanage, paying for children’s education and capital projects. In Malawi and Mozambique, children enjoy school textbooks through the MCA, CSI program. In Uganda, MCA works with the Discovery Channel to beam educational programs into schools ("Social investment policy," n.d.).
Discovery Networks have extended a carriage agreement with MCA for another six years. The two companies also have a joint educational initiative under the banner of the Discovery Channel Global Education Fund (DCGEF). The DCGEF is dedicated to bridging the global information divided by providing technology such as television and VCR training to under-resourced populations ("Discovery Networks," 2002).

MCA is in the process of consolidating all its CSI efforts under two foundations. The foundations will enable MCA to visibly and demonstrably escalate involvement in community development and nation-building program within the broader society. The first foundation is known as The MultiChoice Africa Foundation and the second is the MultiChoice Education Foundation ("Social investment policy," n.d.).

The MultiChoice Africa Foundation (MCAF)

The MultiChoice Africa Foundation (MCAF) actively leverages the technology assets and expertise of MCA to grow and support South Africa's human capital. It avoids a grant-making approach to social investment in favor of interventions that support national priorities. Innovative ideas are implemented and tested at grassroots level and emphasize in long-term solutions that inform and shape policy frameworks. The Foundation's goals are to restore a human dimension to technological progress, to actively participate in social transformation, and to build the basis for a truly prosperous and enlightened society ("MultiChoice Africa foundation," n.d.).

MCAF partnered with the Mpumalanga Department of Education and signed an agreement that cemented their collaboration to provide information and communication technology for education. MCAF provided multi-media educational content for both learning and teaching that helped the government address some of the challenges that are...
transforming South Africa. Mpumalanga’s Head of Educational Library and Information Science, Sam Ndawo says, “In the global village we are gunning for borderless education, without the four grey walls. With MCA we can reach the furthest corners of the providence. That is why we regard this MCA initiative as essential to borderless education and we see this initiative as helping us break down the walls that compartmentalize education” (“Mpumalanga department,” 2003, para. 9).

The second foundation is the MultiChoice Education Foundation and the foundations’ prime focus is on the development of teachers and the development of technology to enhance the provision of education and to empower rural communities. The Foundation works through technology centers established in mainly rural communities and disadvantaged areas. There are currently 14 centers in all nine provinces and these centers are established through a partnership with the community. MCA is responsible for developing modular educational content in an electronic format and streams this from the Johannesburg head office (Hashatse, n.d.).

MultiChoice Africa’s Success

The Corporate Research Foundation in South Africa voted MCA as one of the Best Companies to work for in South Africa in 2000/2001 (“The Best Companies to work for in South Africa,” 2000). So it is not surprising when Jerry Glover, Managing Director of the National Geographic Channel in Europe said, “I’ve worked in various capacities with MCA over the years, and they are one of the best-run satellite platforms in the world” (“National Geographic,” n.d. para. 4).

Jim Volkwyn, CEO of MIH Pay Television Platforms, believes that since MCA is a global player that offers services in numerous countries in Africa, the Middle East,
Greece and Thailand, that MCA efforts are characterized by perseverance and
determination to succeed regardless of the challenges that are presented. Its core skill in
technology is matched by a business acumen that places it in the forefront of meeting the

MIH group has created revenues that have funded the launch of new ventures. The
key to these markets has been through joint ventures with state-owned broadcasters and a
commitment to pioneering digital technology. It has proven to be an effective vehicle for
striking deals with state broadcasters. The first such partnership was signed with the
Egyptian national broadcaster in 1994. MCA easily acquired 10,000 subscribers from the
hub of Middle East operation. MCA has repeated this formula with other state-owned
broadcasters e.g. Uganda, Kenya, Zambia etc. (Ashurst, 1997).

MCA literally set course for the stars when it introduced digital satellite technology.
The use of digital satellite technology allowed MCA to reach even the most remote
corners of the African continent providing up to date news, information and
entertainment to its subscribers ("Interview with Ton Vosloo," 2003). "The whole of
Africa has just opened up for us. In 1997 we had more than 100,000 subscribers in
Botswana, Ghana, Kenya, Namibia, Nigeria, Uganda and Zambia, compared with 10,000
five years ago. Viewers’ appetite for imported programs was unexpected," says Mr.
Tennant, general manager of MIH Africa. More than 80% are indigenous Africans who
are attracted to foreign programming in part because of the poor quality of local
television, and a dearth of established private sector competition (Ashurst, 1997, p. 7).
MCA has even affected the local South African Broadcasting Channel, because SABC
has seen the television market share dip from 74% to just more than 70% (Msomi, 2003).
In terms of profit, MCA launched its digital satellite television (DStv) in 1996 and in one year the service had signed over 32,500 subscribers, but MIH did not turn a profit from the African offices during that year (Ashurst, 1997). Experts in the field of satellite technology such as Frank Baylin, owner of Boulder, Colorado-based Baylin Publications and author of the 1996-97 World Satellite Yearly reference book, had some doubts for the success of MCA. He raised the issues of the high cost of digital satellite equipment and services that may be a problem for MCA. He says, “MultiChoice has been very aggressive in their digital services. The Third World can’t afford digital satellite systems just yet” (Cosper, 1996, p. 24). But per capita profits from Namibia and Zambia compare favorably with those of South Africa, where profit margins are among the highest of any pay television operator in the world. Ian Tennant, general manager of MIH Africa says, “The economies where we operate are all growing and overall we are very close to break-even, and we are very bullish about the prospects for Africa” (Ashurst, 1997, p. 7).

*Future of MultiChoice Africa*

MCA has established an excellent track record of subscriber growth since its establishment, thereby laying a solid foundation for the future. For example in Africa, Nigeria is a primary focus for growth, while the market in Thailand is equally capable of expansion. Greece is also offering exciting possibilities. It is anticipated that these developments will dominate the immediate future of the industry:

- Bandwidth will become a commodity, capable of delivering high-speed bulk data on a point-to-point basis. Bandwidth costs will also drop considerably.
- Interactive services and accompanying applications such as TV-mail (e-mail through
the television screen) will enhance the value of the services we offer to our subscribers.

- The ability to store content on their decoders with a Home Media Service (HMS) will fundamentally change the way subscribers interact with their television. ("Business strategy,” n.d.).

The future of MCA is very bright according to MCA, CEO Nolo Letele who says that, “MCA is not very far from launching a high definition (HD) channel in South Africa. We recognize that, in South Africa, there are very few HDTV – capable televisions, but already these flat screens are coming into the market. MCA are planning tentatively to launch a single channel in 2006 which is HDTV capable, and those people that have the HD televisions would be able to receive it of course” ("MCA set for HD launch,” 2004, p. 1).

Some satellite pay-TV operators in Europe, like BSkyB and Canal Satellite, already offer personal video recorders (PVR) services. Nolo Letele says, “PVR is very much part of MCAs strategy of going forward, and we've already commissioned the development of PVRs for this market. PVR is particularly key for us, as there is currently an explosion of DVD players in South Africa and, lately, DVD recorders. We feel we need to launch as quickly as possible because the DVD recorders are not addressable by the operator. We need to be able to download movies on an on-demand basis to the subscriber's box” ("MCA plans to beat,” 2004, p. 1).

Letele is very confident about the move to PVR and he says, “People would have to buy the box instead of renting it, although I don't foresee that being a major obstacle. In 2003, we launched a dual-view box that allows you to watch one channel in one room and another channel in another room. That has actually sold very well” ("MCA plans to
The dual box is known as the Dual View digital satellite decoder. It is essentially two decoders in one and it has the advantage of costing a lot less than two separate decoders. It only requires one smartcard, one subscription and a nominal fee to function. Letele says, “The Dual View decoder is a significant product for MCA as it allows us to fulfill a genuine customer requirement while opening up new possibilities for the business. It sets MCA apart as not only a significant player in the local broadcasting industry, but also a company at the forefront of technological advances in the field of digital satellite broadcasting” (“Dual view recorder,” n.d, para. 2).

Jim Volkwyn, CEO of MIH, states that MCA faces a bright future. “We believe that our highly talented and hard working team will continue to grow the subscriber base with exciting new services backed by excellent customer service” (“Business strategy,” n.d, para. 1).

**MCA Affects the Way People View Television in Other African Countries**

Since there is now an increase in available television programming, some industry experts such as Frank Baylin, owner of Boulder, Colorado - based Baylin Publications and author of the 1996-97 World Satellite Yearly reference book and others, fear some consequences. Baylin says, “One worry about all this technology is the fear that everyone in Africa will become westernized. But as more and more information is broadcast into Africa, people in Africa will become more astute, which will lead to more education and a better quality of life. Let’s just hope we don’t make them think they need a fancy car. And if they think Baywatch is who we are, we’re in trouble” (Cosper, 1996, p. 24).

As stated before, South African companies loom large and like a caged tiger and waiting for a long time get loose has taken over the West African region. Nigeria was
once seen as playing the leading role in economic and political fronts on the continent. Between 1994 and 2002 South African companies have invaded Nigerian markets in different economic sectors but with the entertainment being the most pronounced. A list of South African companies in Nigeria shows that there are over 20 strong companies from South Africa that are operating in Nigeria. Among them are MTN, Eskom, South African Airways and MCA (Mohammed, 2003).

As governments shun the command economies of their past to embrace the private sector, their wealthiest citizens are developing a taste for pay television. And in sub-Saharan, they subscribe almost exclusively to MCA, the South African broadcaster that has pioneered the growth of pay television in the continent (Ashurst, 1997). Sam Mbure, the Program Director of Kenya’s Network for Defense of Independent Media, states:

On the whole people have more confidence in the private media than the government ones. Before the liberalization of airwaves, the only voice in the news coverage belonged to the government-controlled stations. Come the liberalization, private radio and TV stations were set up and the public were given an opportunity to listen to divergent views and information. The emergence of a private media in Africa has put the State media on its toes in their political and electoral coverage and commercialism has given readers, listeners and viewers a choice (O’Toole, 2005, para.8).

Looking at the entertainment industry, MCA has taken over the airwaves with its stations such as Channel O, Super Sport, M-Net, Movie Magic and many more. Today Nigeria’s television stations do not attract the attention of the viewer than these foreign firms. In fact more Nigerians prefer watching M-Net than local stations. For sports fans

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and moviegoers, the advent of Super Sport and M-Net was a big relief and an alternative to the Nigerian Television Authority (NTA), which is battling with obsolete equipments and brain drain. Nigerians no longer depend on NTA for international sports meets or events as they have multiple channels on MCA to choose from. Apart from giving the viewer the desired satisfaction or value for their money, MCA is more reliable to the Nigerian viewer than the NTA that finds it difficult to transmit live events in most cases. Therefore, to the Nigerian viewer, there is more value for their money to register with DStv than to remain glued to NTA, which can disappoint the viewer when it matters most (Mohammed, 2003).

*MultiChoice Africa Affects Television Viewership by Providing International Network Channels*

MCA is affecting the way people view television in other African countries through television channels. MCA premium DStv bouquet primarily features English language channels. To further serve the cultural needs of Africa’s diverse communities, value added and language specific bouquets in Portuguese, Indian and Arabic (West Africa only) packages are now available to subscribers. Other language channels include Greek, Chinese, Dutch, Italian, French, German, Lebanese and Nigerian. Nolo Letele, CEO of MCA South Africa explains, “In recognition of the need to reflect Africa to itself, MCA encourages the creation of African oriented channels. Currently, Summit TV (a business channel), Africa 2 Africa (general entertainment and lifestyle), SABC Africa and Channel O (the only 24 hour music channel made in Africa for Africa) are all available, free-to-air, on the DStv premium bouquet (“Company Profile,” n.d.).
When South Africa reintroduced itself to the world, the role of satellites played a worthy part. Pouring television and radio programs from around the world for viewers and listeners are essentially a one-way cultural exchange. The exchange in the other direction will take somewhat longer to develop, and it will be equally significant (Gifford, 1995). Television and radio programs such as MTV can be viewed in Africa due to a partnership between MCA and MTV that began immediately after the apartheid. South Africa began negotiating with foreign international companies and in 1995 South Africa partnered with MTV to launch a music television channel. The move made MTV, a division of Viacom Inc., the first American broadcaster to establish a network in South Africa by an American company since Nelson Mandela became president (Mirabella, 1995).

In 2005, MTV launched an MTV base in Africa. The MTV Base in Africa is a 24-hour English language music TV channel that will reflect the tastes and interests of the African youth via a combination of African and international music videos and locally produced content. MTV Base will also provide a platform for a variety of African music genres alongside diverse international urban artists including Alicia Keys, Jay-Z, Sean Paul, IAM, Passi and Saian Supa Crew (“MTV adds African flavor,” 2004).

It will be MTV’s first pan-African music channel and MTV Networks’ 100th television channel worldwide. The long-anticipated 24-hour music channel went live on Tuesday February 22, 2005 at 20:00 Central Africa Time. The channel provided young Africans with their own bespoke MTV channel for the first time and linking African viewers to MTV’s global network of music channels (“MTV base switches on to African Youth,” 2005)
According to Brent Hansen, President and Chief Executive of MTV Networks Europe says, “MTV has had a presence in Africa since 1995 and the launch of MTV Base will complement MTV's existing service in the marketplace whilst providing African youth with a bespoke, high quality, relevant African music programming that benefits from MTV's unique production values, global programming and unrivalled artist access” (“MTV adds African flavor,” 2004, para. 6).

Brent Hansen, says, “Following MTV's localization strategy, MTV base will provide a unique cultural meeting point for young people in Africa, using the common language of music to connect music fans from different backgrounds and cultures. With its focus on the broad spectrum of contemporary African music, MTV base is designed to become part of the fabric of African youth culture, providing African fans with a unique pan-regional music mix that ignores geographical and political boundaries to access the best African and urban music and talent from around the world” (Wolmarans, 2005, para. 3).

The channel will also premiere a new series of local HIV/AIDS awareness and prevention messages in addition to airing long and short form programming from MTV International's award-winning Staying Alive series (“MTV adds African flavor,” 2004). Linda Vermaas concludes the launching of MTV base in Africa by saying:

As a pan-African company, MCA recognizes and celebrates the uniqueness of Africa, and in particular its music. And it is both music and technology that connects and unites the continent’s many diverse peoples. So, it is fitting that a bespoke and relevant music channel like MTV base should be offered on MCA’s digital satellite platform in nearly 50 countries. Our long and rewarding relationship with MTV Networks Europe gives us a solid foundation on which to
help build a successful MTV base in Africa. We are proud to welcome our newest addition onboard ("MTV base switches on to African Youth," 2005, para. 3).

MCA is also building bridges with other networks such as CNN and together they have teamed up to launch the 2005 CNN African Journalist of the Year Awards. The annual award is now in its 10-years of honoring African journalism and it coincides with CNN celebrating 25 years as the world’s pioneering news provider. Ian Tennant, CEO of MCA says, "MultiChoice Africa is exceptionally proud to be partnering with CNN and the CNN Journalist Awards is thus a natural progression of the relationship, and will give recognition to outstanding African journalists whose tireless work and search for the truth may otherwise not receive the recognition it deserves" ("CNN and MCA join forces," 2005, para. 2). Chris Cramer, Managing Director of CNN International says, "CNN encourages, promotes and recognizes excellence in journalism at all levels and we are particularly pleased to be able to support journalists who represent our future, at a time when the independence and integrity of the media has never been more important. We are delighted to join forces with MCA who have a strong presence throughout Africa" ("CNN, MultiChoice to launch 10th," 2005 para. 5).

Other Networks such as The History Channel (UK), a joint venture between A&E Television Networks (AETN) and British Sky Broadcasting (BskyB), agreed to distribute The History Channel to Southern and Sub-Saharan Africa. MCA secured a five-year deal that will distribute the channel on their DStv platform. This is the first distribution arrangement for the London-based joint venture outside the United Kingdom. Geoff Metzger, Managing Director says, "Expanding the business has been one of our objectives for several years. We are delighted that the joint venture shareholders have
given us this opportunity and very pleased that our first partnership outside the UK is with MultiChoice in Africa” (“The history channel launches,” 2003, para. 4.).

Maria D. Komodikis, Senior Vice President & General Manager of A&E Television Networks International Division says, “We are very excited about this new agreement which brings TV viewers in South Africa and Sub-Saharan Africa an important new programming choice. It is especially gratifying for us to have our UK joint venture create this new version of The History Channel for DStv, the leading platform in the region” (“The history channel launches,” 2003, para. 6.).

Michelle Pennington, Vice President New Business Development MIH, who led the negotiation for MCA says, “We are delighted that our negotiations with AETN and BSkyB were successful in finally bringing The History Channel to the DStv bouquet, it has been a long road. The History Channel will entertain and educate our subscribers as they experience history personally, and connect their own lives to the great lives and events of the past” (“The history channel launches,” 2003, para. 7.).

Another example is when the National Geographic Channel announced it was now broadcasting in the continent of Africa. Jerry Glover, Managing Director of National Geographic Channel in Europe says, “I am particularly pleased to continue our global expansion into South Africa, where National Geographic is an immensely respected brand name. We expect to be one of the top channels in the DStv package from the beginning” (“National Geographic channel launches in South Africa,” n.d. para. 3.).

Satellite communications built fresh cultural bridges from South Africa through direct-to-home television services, (Gifford, 1995) for example in 2004, MCA introduced three new channels to its Indian bouquet of services on DStv. The Indian bouquet has a
total of six Indian channels available to subscribers. DStv has repositioned its Indian offering into separate Hindi and Tamil bouquets. The Hindi bouquet will now be comprised of the original three channels, while the Tamil bouquet will feature the three new channels only.

According to Linda Vermaas, research had shown that consumption of news from India was very important to the South African Indian community. She says “It took us almost two years to source and secure the very best Indian entertainment for South Africa. Now it marks the start of a brand new relationship with the south Indian community of this country. We also found that English was considered an important medium in which to consume fast-moving factual content, especially among the younger generation” (Hassen, 2004, p. 22).

The DStv bouquets will also be available in several African countries in which MCA provides a service. Tamil community leaders, who have been clamoring for a service of this nature for some time now, welcome the initiative. Bala Naidoo, vice president of the South African Tamil Federation says, “It really means a lot to us as we have been struggling to get a fair share of Tamil entertainment. We are confident that the Tamil community will support the bouquet and we will be promoting it at all our functions” (Hassen, 2004, p. 22).

Another example in 2004, EuroNews, a pan-European news channel, made its debut in Africa, thanks to a deal with leading satellite pay-TV operator MCA. The introduction of the channel was to boost English, French and Portuguese speakers across Africa because they can now hear international news in their preferred language. MCA is
presently in many territories across east, west and central Africa, and EuroNews will now be available to new viewing households.

EuroNews executives have hailed the deal. Philippe Cayla, chairman and CEO of EuroNews said, “MultiChoice Africa’s strategy to offer three specific satellite bouquets in the three main languages in Africa is a real success. This multilingual approach perfectly fits in with EuroNews, and we are delighted to start a strong partnership with MCA” (“EuroNews adds African dimension,” 2004, p. 1).

*MultiChoice Africa Affects Television Viewership Through Advanced Technology*

Starting in South Africa MCA subscribers will be able to enjoy the added value of interactivity, a development that will allow them to take control of their viewing enjoyment in their own homes. This technology will undoubtedly take MCA markets into new eras of customer satisfaction as they experience the enhanced viewing of interactivity, effectively providing greater choice and more quality view time (“Interview with Ton Vosloo,” 2003). In an article entitled “MultiChoice To Start OpenTV”, the editor, Christ Forrester (2001), wrote that MCA will introduce a comprehensive OpenTV- based interactive service (also known as iTV) on DStv.

*Inside Digital TV* magazine wrote iTV would introduce services such as TV-Mail and M-Web. TV-Mail will allow viewers to send and receive email through their own television screens. On the other hand M-Web will provide an electronic shopping mall that will allow viewers to shop through their own television set. In the future iTV will offer services that will include television banking and betting (“DStv to Launch Interactive TV,” 2002). African Telecom magazine is very optimistic with iTV and it waiting for new developments such as being able to display email attachments on
television screens and participating in games such as Who Wants to Be A Millionaire ("New Developments for iTV," 2002).

The latest development of iTV was when MCA launched their second interactive advertising channel on its DStv platform for a two-month period. The new channel was being broadcast on behalf of the BMW X3 sports activity vehicle. Previous interactive channels successfully reached 14% of the DStv base, validating its draw as an advertising medium. Richard Fyffe, general manager of Interactive Television at MCA said, "The addition of an interactive dimension to MCA’s DStv platform creates vast opportunities for advertisers to communicate their brand and product messages directly with viewers. The power of this advertising medium lies in giving DStv subscribers choice and control" ("MultiChoice launches X3," 2004. para. 1).

In South Africa, previous implementations had met with excellent usage on the DStv platform and Richard Fyffe was very excited with what BMW has done. He says, "There simply is no better way to demonstrate a new vehicle, short of an actual test drive in it. The level of interaction indicates the success of the medium. Interactive advertising offers advertisers’ unique opportunities to tailor make their ads to better suit their potential customers' information needs. The potential customer is now able to navigate around the ad and choose a topic they want more detail on, such as the performance specifications of the car. This concept allows an advertiser to unlock the commercial power and deeper value of Interactive Television on the MCA premium DStv platform, while subscribers can simultaneously benefit from access to additional product information" ("MultiChoice launches X3," 2004. para. 7).
Other services MCA offers that has affected the way people view television are, for example in Zambia, subscribers for MCA now have the option of paying their monthly bills through their cell phones due to a service known as Celpay. This service comes in handy considering many transactions still take place in cash, raising the likelihood of robberies and often requiring people to carry bags of money because denominations are small. Moreover, unlike Europe or the United States, there are not many alternative payment methods available in Africa. “Cash collection is problematic,” says Matthew Higgins, managing director of Celpay in Zambia. “People don’t have addresses here. Postal delivery doesn’t work properly. Using cell phones for payments is a quantum leap” (Latour, 2002, p. 9).

Another alternative for paying monthly bills is through the Internet. MCA enhanced their customer services by providing subscribers with the option of receiving monthly statements via email. MCA selected Striata to issue monthly bills through emails (“MultiChoice chose Striata,” n.d.) Striata is an International application software developer and service provider. It is focused on enabling electronic communication with a strong focus on secure email delivering. The Striata eBilling Suite offers secure electronic bill presentment and payment via email - between a company and its customers, employees or suppliers. Striata was selected to provide the e-billing solution as a result of its significant experience in a secure document delivery. MCA now sends thousands of electronic statements by email per month, and reports that subscribers have quickly adapted to the online billing experience (“MultiChoice enhances customer,” n.d.). Thabo Moabli, Operations Manager, MCA says, “E-Billing will provide a significant reduction in payment cycles and improve business and customer service systems”
MCA has extended this capability to include sending account notifications by email and text messaging through Striata’s multi-channel messaging platform. MCA has introduced this electronic process and delivering statements to their customers in only 11 African countries ("MultiChoice enhances customer experience with ebills," n.d.).

For the first time in Africa, Cartoon Network agreed to a deal with MCA to download information via iTV and be able to transfer the information into mobile phones. Toon fans and phone users can now download exciting java games, color wallpapers of Tom and Jerry, The Flintstones, The Powerpuff Girls and a whole host of other world famous characters, and polyphonic ring tones featuring classic and contemporary characters. Mitch Lazar, Vice President of Wireless and Emerging Technology for Turner Broadcasting System International says:

We are very excited to enter the South African market with such a prominent TV partner. DStv has been a long-time Turner ally and we are thrilled to be able to offer these multi-platform services with them. This is the first time we have launched Cartoon Network mobile services in Africa and it is a great achievement for us. We are encouraged by the success of our mobile games around the globe and this relationship represents an opportunity for users in the region to download and interact with their favorite Cartoon Network characters on their phones"


Summary

In order to understand how MCA affects the way people view television in other African countries, one has to learn and comprehend the history of South Africa and the
history of South African media. South Africa has established itself as the most developed country in Africa. All African countries have a very rich history, but South Africa’s’ history seems to provide a more positive development. Due to economic strength and growth, South Africa has become a powerful influence throughout Africa. In conclusion South Africa is a media monopoly because it dominates the digital satellite television media.

MCA provides 55 world-class television channels and 48 digital quality audio channels to more than 1.2 million subscribers in nearly 50 countries. In terms of success, MCA has been very bullish about their prospects in Africa and the future looks very bright for them. MCA affects the way people view television in other African countries by providing the viewer(s) several International network channels and pioneering digital satellite technology. South Africa, South African technology and MCA have all successfully developed at the same pace and they all continue to show signs of becoming more developed.

In Chapter Three the study participants will be described as well as the methodology and instrument used in the study.
CHAPTER III
Methodology

Study Overview

The method used in this thesis was a case study. The case study method is most valuable when the researcher wants to obtain a wealth of information about the research topic (Wimmer & Dominick, 1997). In this case study the author used as many data sources as possible to increase the validity of the case and to systematically investigate this organization and its events.

Yin defines a case study as "an empirical inquiry that uses multiple sources of evidence to investigate a contemporary phenomenon within its real-life context, in which the boundaries between the phenomenon and its context are not clearly evident (Wimmer & Dominick, 1997, p. 24).

During the case study the author posed questions to how MCA has affected the way people view television throughout Africa. In order to answer this question, the author extensively reviewed literature obtained through the MCA official website, academic research online libraries, books on South African history and media and the world wide web. The author attempted to call company officials in Randburg, South Africa to obtain direct assistance. The author also sent written letters and emailed several times through the MCA website. As of August 31, 2005, no one had responded to the authors requests. Lastly, the author conducted personal interviews with students that have been exposed to and experienced MCA. The author feels that the interviews will further strengthen the validity of the case study. The author had no control over the events that have occurred and took into account the disadvantages and advantages of case studies.
Participants

The author decided to interview African International students because of their background knowledge and experience of the topic. “According to Page (1990), international students are defined as individuals who temporarily reside in a country other than their country of citizenship to participate in international educational exchange as students” (Lin & Yi, 1997, p. 473).

Study Protocol

An advisor for the International Student Association Committee, a student-run organization at Calvin College, contacted all the African International students at Calvin College. Calvin College is a Christian liberal arts college that is located in Grand Rapids, Michigan. It was founded in 1876 and is one of the largest Christian colleges in North America. Calvin College was named after the 16th century reformer John Calvin and is affiliated with the Christian Reformed Church (CRC). Fifty-four percent of the student body are from the state of Michigan, Thirty-eight percent are from out of the state of Michigan and eight percent of the student body are from other countries.

Calvin College has over about 4,300 undergraduate students and over 80 academic programs. It also has more than 50 student-run organizations, such as the International Student Association Committee that seeks to support international students and third culture students.

Through email, the students were asked if they would be interested in participating in a study regarding their experiences of watching MCA in their home country. Twenty-five students were originally contacted by email and five students responded. All five students were available to be interviewed within the time frame allowed. A list of interview
questions was developed (see Appendix B) and used in each student’s interview. The students were interviewed at their convenience on the Calvin College campus. The international students who participated in the interviews represented three different countries (Ghana, Nigeria and Zambia) and both genders (three females and two males).

*Instrument*

A series of 10 questions was developed to guide the interviews. Each student was asked the same questions, pertaining to his or her experiences and opinions of MCA. No quantitative data were used when analyzing the interviews.
CHAPTER IV

Finding of the Study

Overview of Situation

Through a researched method of a case study support by a series of interviews, the author analyzed a case that describes the conditions of how MCA affected the way people view television in other African countries.

Profile of Interviewed African International Students

Each student was interviewed in the same manner and asked the same questions. Confidentiality was guaranteed for each student, in order to let each student answer the questions as honestly as possible. The names of the participants have been changed to protect their identity.

Student 1 - Jane

"Jane" is an undergraduate student from Ghana. She is currently a Senior and her major is Geology. Jane arrived here in the United States on August 2001 and the last time she went to Ghana was during Christmas break in December 2004.

Jane found it hard to explain how MCA has affected the way she views television, because she felt that the only people that would understand her are people who have experienced what she has. But she enjoyed and loved watching MCA, especially the movie and music channels such as MTV and Channel O.

Jane was quick to acknowledge that MCA kept her up to date with the latest movies, music and fashion trends from mainly the United States of America. Jane also felt that MCA has affected her strict criticism towards locally produced channels. In Ghana the most commonly watched channel is the Ghana Broadcasting Corporation (GBC), which
is a free-to-air television channel. Jane explains that the best way to describe the
difference between locally produced channels such as GBC and MCA is, for example,
GBC can be considered a step down from the local free-to-air public access television
channels in the United States, and MCA can be the equivalent to HBO. In Ghana there
are only two choices, MCA or GBC, and there is no comparison.

She feels that locally produced channels have a long way to be improved compared
to the standards of MCA. She understands that local channels do not have the education,
technology and finances to afford and improve or produce better quality programs. But
she did feel that once anyone was exposed to MCA, that person cannot go back to
watching locally produced channels. She remembers how when her family first
subscribed to MCA she would spend more than 12 hours a day watching MCA because
there was always something entertaining to watch. She also recalls how frustrating she
felt when MCA would advertise products and services that could only be found in South
Africa, Europe and United States of America. Only recently there has been an increase of
these products and services made available in Ghana.

Jane has observed how MCA has affected her family by creating deeper divisions
between generations. Her parents and older family members such as uncles and aunts
would only watch the locally produced channel GBC, and Jane and her younger siblings
showed no interest in watching it. Jane remembers her dad pleading with her to at least
watch the local news and know what is going on in Ghana and neighboring countries. So
at exactly 9:00p.m her family would stop whatever they are doing and gather around the
television to watch the local news.
Through MCA and the introduction of CNN and BBC, news was available 24 hours a day and Jane felt that she did not have to wait till 9 o’clock to watch the news with the rest of the family. She admits to enjoying watching news channels such as CNN and BBC because they always had interesting news from around the world, and she enjoyed watching the sports segments and became fond of baseball. She also noticed that CNN and BBC were a lot more colorful with graphics and the reporters, anchormen and women were just better looking. By 9 o’clock the local news felt dull and boring.

Jane advises GBC to learn from MCA and upgrade their technology and improve their quality of programs and services. If GBC cannot afford to upgrade its technology, it should at least increase broadcasting imported quality programs from developed countries. Local programs such as the news should be improved, so the younger generation will be more interested to watch it. Since there is no medium between MCA and GBC, Jane feels that Ghanaian business entrepreneurs should invest in creating a pay television service that is cheaper than MCA, but will provide better programs and services than GBC.

Student 2 - Mary

“Mary” is from Nigeria and she is a Junior. She is majoring in Nursing. Out of the five students interviewed, Mary did not have MCA television programs in her home, but she frequently visited her friends who did have it. She feels that MCA has been very influential to her because she loved watching the television series E.R (Emergency Room) and that is why she decided to become a nurse.

Mary says that Nigeria is the most dominant country in West Africa, but she has noticed how South Africa is becoming more dominant than Nigeria because more South
African businesses seem to be appearing. For example South Africa is the leading telecommunications country in Africa because MTN (Mobile Telephone Networks, which is a South Africa company) dominates the cell phone business and is the largest cell phone company in Nigeria. It seems that South African companies are opening and extending their business ventures and ideas to other African countries such as Nigeria.

Since Mary did not have MCA in her home, but she did spend most of her time at her friend’s house that did have MCA. She remembers how she would go to her friend’s house and play soccer, tag etc., but when her friend’s got MCA, they spent most of the time in front of the television. She also noticed when her friend’s got MCA, there was an increase of sibling rivalry because each sibling wanted to watch a certain channel. She remembers how as a child she was deprived of watching cartoons, because there were not any. But due to MCA, children can access cartoons 24 hours a day through channels such as Cartoon Network. Throughout high school, Mary used to rush through her homework so she could go and visit her friends and watch MCA. Once Mary skipped school with her friends to watch the series finale of E.R on MCA and she knew many of her friends that pretended to be sick so they could stay at home and watch their favorite programs on MCA.

When Mary would go home, her family would watch the local television channels such as NTA (National Television Authority), but she would not participate watching television with the rest of the family. After coming from her friend’s house and watching MCA, Mary found it hard to watch NTA because according to her, NTA had nothing interesting to watch. Most programs that she and her family watched were locally produced and the quality was very poor.
Mary did not have MCA because it was very expensive and her parents could not afford it. According to Mary, both parents of her friends who had MCA worked harder and longer hours to maintain the MCA services. Mary would sometimes wonder how people could afford the MCA services because in some poverty stricken neighborhoods, some houses would have a satellite sticking out of their run down house.

She also felt that having MCA had become a social class divider between the rich and the poor. She was very envious of her friends who had MCA, because most of her friends would talk about a movie or a music video they had just watched on MCA and she would be left out of the conversation.

MCA has affected the way Mary views the United States of America. She has enjoyed watching blockbuster movies and music videos and she credits MCA and Hollywood for being inspired to come to the United States. Mary is thankful that MCA shows entertaining movies and other television programs. She feels that she was exposed to a whole new world through a 20-inch television screen. She has no doubt that MCA will continue to provide entertaining programs, but she wonders and worries about the cost of MCA and the majority of Nigerians who cannot afford it.

Student 3 - Paul

“Paul” is an undergraduate student from Ghana. He is currently a senior and his major is in telecommunications. Paul arrived in the United States in August, 2001, and since then he has gone back to Ghana to visit his family twice.

Paul was very interested in being interviewed because he is very passionate about how MCA is affecting the media and the people of other African countries. Paul believes that South Africa has become a very important player in globalization, especially in
Africa. According to him, South Africa is the “success story” of Africa. In the early 1990’s, most of the West or developed nations knew South Africa as a country torn by racial segregation or apartheid. But through the Truth and Reconciliation Commission, South Africa was able to pull together and made a great example for other African countries to follow.

Paul feels that MCA has done a great job in advertising and promoting South African products to his country Ghana. But he also thinks it is unfair that MCA broadcasts more South African produced news, music, movies and documentaries than any other African countries.

One obvious way that MCA has affected the way Paul watched television was the introduction of R-rated movies, music and scenes. This was the first time Paul was exposed to sex, nudity, graphic violence and vulgar language on a television set. Even though MCA has a parental rating system and a parental locking system (something like the V-Chip), most or all parents/guardians are uneducated or do not care to activate the parental locking system.

Paul feels pessimistic about MCA, because MCA cripples the local society and traditional family values are being replaced by Western ideas. Even though MCA does not produce the explicit, R-rated programs, MCA is solely responsible for making it available to the public. MCA has opened the flood gates of information of mainly entertaining programs and services to other African countries, but MCA is also taking advantage of other African countries by not informing them the dangers of television. MCA does not seem to care about how the broadcasted programs, such as R-rated movies and music videos affect millions of people in Africa especially children and young adults.
Paul feels that MCA is not taking the necessary steps to educate parents or children about the negative effects of watching television.

According to Paul, developed countries such as the United States of America have proven research that television programs affect and shape the worldviews of children and young adults. Developed countries such as United States of America have conclusive answers or theories because they have the education and financial resources to conduct research. According to Paul, South Africa is the most developed country in Africa, and has the education and technology to conduct research on the effects of television programs and technology, but he feels that MCA has not done any research at all. Since MCA has the financial resources, Paul feels very strongly against MCA being a monopoly and controlling the media of Ghana.

*Student 4 - Susan*

“Susan” is a sophomore from Zambia and her major is Computer Science. The last time she was back home in Zambia was four years ago. Since Zambia is located in Southern Africa, she feels that Zambia is easily influenced by South Africa. She noticed the growing presence of South Africa when there were an increasing number of South African students enrolling into her high school. The South African students would easily introduce the Zambian students to new South African slang terms and catch phrases. Not only did Susan notice that South Africans were influencing the language, but she also observed the sudden increase of South African businesses and products, from South African fast food chains to popular South African magazines.

Zambia does not have many music stores or movies theaters, so when MCA became available, Susan and her family immediately subscribed to MCA. She absolutely fell in
love with MCA, mainly because it kept her up to date with the most recent music and movies. She noticed that MCA would advertise previews of the latest movies and music with premier and debut dates only in the U.S.A. but never advertised any dates in Zambia. So in other words Susan and other MCA subscribers would know about the latest music and movies, but never got the chance to watch it or purchase the movie or music. This was an opportunity for street vendors to begin selling illegal pirated copies of music and movies at a mass rate. Susan remembered there were very limited street vendors selling illegal copies of movies and music before MCA became available. But since MCA became available there was a high demand to watch and listen to the latest music and movies from U.S.A, so Susan would purchase pirated copies from street vendors and not feel that she is breaking the law.

Susan felt it was a pity that Zambia and many other developing countries are not very familiar with international piracy laws and this has created huge problems for entertainment businesses and their viewers. Susan and other Zambians do not care that the movies and music they are buying is pirated, because they have not been educated enough to understand that what they are doing is illegal. Susan and other Zambians also do not care that the movies and music they watch and listen to is not 100% digital quality.

Susan felt that pirated products have always been around, but only when MCA became available there has been a sharp increase of pirated products because the demand for them has also increased. She felt that MCA has some responsibility for the increase of demand for pirated copies because without MCA, people would not know about the latest music or movies and there would not be such a high demand for them. She also felt that
MCA missed an opportunity to educate subscribers that it is illegal to purchase pirated copies of music and movies.

*Student 5 – Michael*

“Michael” is a senior and an engineering major from Nigeria. The last time he was back home he quickly noticed how South Africa is making a huge impact on the Africa continent. One example is sports. South Africa dominates the three main sports in Africa, rugby, cricket and soccer and South Africa has established itself as the only African country that can be a host for international sports events e.g., hosting the Rugby World Cup in 1995, and is scheduled to host the Soccer World Cup in 2010. Michael is convinced that South Africa is the richest country in Africa, because they put major differences aside such as apartheid and focused their attention towards being a developed country.

Michael knew that South Africa dominated the digital satellite industry when he first watched MCA. He was absolutely amazed in the difference between MCA and Nigerian local channels, because Nigeria’s broadcasting technology and the quality of programs is so far behind compared to MCA. Michael was quick to point out that MCA mainly broadcasts programs and channels from Europe and U.S.A, so the quality is usually very good. He also noticed that South Africa produces programs such as movies, documentaries, soap operas, music videos, commercials etc. that are just as good as the U.S.A or European programs.

Michael felt a major difference between local television and MCA was its religious affiliation. There are several channels such as KSTV-Katrina and PRTV-Jos, which broadcast religious programs. Starting at 4:00pm every weekday on KSTV-Katrina, they
broadcast Muslim prayers. But PRTV-Jos would show both Christian and Muslim programs, but at different times; For example every Friday PRTV-Jos broadcasts strictly Muslim programs and every Sunday they broadcast Christian programs. Even though MCA offers channels such as Rhema Network for Christians, Michael felt that MCA only offers religious channels because they know that people are willing to pay for religious programs, and MCA will cater to all audiences that can pay for its services regardless of their ethnic or religious origin.

Michael has observed how the Nigerians and Nigerian media have changed since MCA became present and he is unhappy with some changes. He blames MCA for broadcasting channels that have a very negative influence towards a Nigerian culture that is not experienced in dealing with media. For example, Reality TV programs such as Big Brother deceive the Nigerian public into believing these programs are 100% real. He is also upset on how Nigerians are getting very concerned with their body image, and it is not only women that are worried about their bodies, but young teenage boys. Michael has also noticed how Nigerian movies are beginning to show more kissing and violent scenes in their movies. He feels that the majority of young Nigerians are basically trying to conform to what they see on MCA.

Perceptions and Common Themes

By looking at the past five international perceptions of how MCA has affected the way they view television in their home country, one can see some common themes. All students agreed that South Africa and MCA has made a definite impact in their home country. The students seemed willing to participate in the interviews and did not seem to hold back any views about MCA. Students seemed to enjoy talking about their opinions
and experiences with MCA. Channels and programs, mainly from Europe and U.S.A, and how they affect local channels was an area that students had a concern with. In Chapter Five, conclusions and recommendations are drawn from this study.
CHAPTER V
Conclusions and Recommendations

Conclusion

The author concludes that in order to understand how MCA affects television viewership in Africa, it is first to understand the history of South Africa and its media. South Africa has a very rich and well-documented history. Overcoming Apartheid through the Truth and Reconciliation Commission was a crucial component of the transition to a full and free democracy in South Africa.

The author found it interesting how the history of the media in South Africa developed at the same rate as the South African economy. Towards the end of Apartheid, South African media no longer affiliated themselves to a certain political group, but focused more on economic growth and strength. South Africa quickly developed in the telecommunications and information technology area by taking advantage of the experiences gained by other developed countries and easily implementing them into South African lifestyle. South Africa dominates the digital satellite television media in Africa through MCA.

The author has established MCA as a successful company not only in South Africa, but also all over Africa. MCA has not only succeeded with digital satellite technology, but they have also been successful in being involved directly with thousands of people in Africa through the company’s corporate social investment programs. Through the corporate social investment programs, foundations have been set up to support and develop education strategies in Africa.
MCA has affected millions of viewers in Africa by introducing television network channels mainly from U.S.A, Asia and Europe, e.g. Cartoon Network, MTV, Discovery Channel etc. The majority of these network channels broadcast programs that are not catered for an African audience. But some of these network channels try to collaborate with MCA to create a mixture of their programs and locally produced African programs, e.g. MTV.

The author has also come to the conclusion that interviewing students that have experienced MCA will find that each student will have different experiences and opinions about MCA. Home country, social status, educational background and family upbringing can all be factors of differing opinions and experiences on how MCA has impacted their lives. The interviewed students stated that MCA has affected the way they view television because MCA introduces them to high quality produced channels and programs from Europe and U.S.A. Students compare these channels and programs to their own locally produced channels and expect local channels to improve their quality. All students agreed that MCA has an opportunity to advance the development of technology in developing countries. Generally the students were pleased that MCA is paving the way for new technology, but there were some concerns with new technology affecting local culture.

Recommendations

The author recommends that more research be done on how MCA affects viewership in Africa. The author suggests a further study of how programs from international network channels affect the local African programs and more research should be done on how programs from network channels affect the local African cultures and lifestyles.
MCA core business states that it works with local entrepreneurs, governments and broadcasters to tailor its operations to suit local needs while maintaining the same standards of services and quality of the products. The author has come to the conclusion that MCA does not do enough to fulfill its core business.

The author would also like MCA to introduce a digital satellite package that not only targets an audience that can pay for the service, but people with low incomes so that they can afford it. The author would like more collaboration with network channels to provide a mixture of locally produced programs with their programs. The author applauds MCA corporate social investment programs and encourages MCA to continue and not cut funds on their foundations for better education.

Lastly MCA should also collaborate with the governments of African countries. MCA should try and provide the people with affordable, quality information about their own governments, so that the people are more educated and can be more involved with their own country.
BIBLIOGRAPHY


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APPENDICES
Appendix A

Full List of Television Network Channels Multichoice Africa Broadcasts
M-Net - Channel: 3
Get connected to the magic of M-Net for the latest movies, gripping Mini-Series, the best international sports coverage on SuperSport, kids entertainment on K-TV and much more. For the best in television entertainment.

Movie Magic - Channel: 4
Movie Magic is an 18 hour channel from M-Net providing up to 100 different movie titles a month with no commercial breaks. All movies screened on Movie Magic are in their premiere season, bringing you the newest Pay-TV offerings.

Movie Magic 2 - Channel: 5
Movie Magic 2 provides you with even more opportunities to watch movies in their encore season. More choices, and more convenience, for your viewing pleasure, 24 hours a day.

actionX - Channel: 6
actionX brings you high impact action movies and series. Explosions, bombs, and bullets, flying fists and feet, dangerous men and far more dangerous women!

Hallmark - Channel: 8
Hallmark Channel brings you great stories that will linger in your memories long after the credits have rolled.

TCM - Channel: 9
TCM is the definitive classic movie channel that gives you the greatest movies of all-time, all the time.

Parliamentary - Channel: 58
Keep your finger on the pulse of political happenings by watching live and recorded crossings from Parliament.

AfricaMagic - Channel: 102
To make history twice in a year is no mean feat, but for popular continental broadcaster M-Net it’s all in a day’s work! Following on from its milestone Big Brother Africa production, the broadcaster today made official its latest initiative – the launch of AfricaMagic: an entertainment channel dedicated to African programming.

Super Sport Zone - Channel: 20
When tuning into SuperSport Zone, viewers will see multiple screens, each showing what is being broadcast on the other SuperSport channels at the time. You can watch them all at the same time or by simply using your remote jump directly to the channel of your choice.

Super Sport 1 - Channel: 21
SuperSport 1 is 24 hours a day of top international and local sporting events, which heralds a new era in sport viewing. This complete sports service with the ultimate choice and variety.

**Super Sport 2 - Channel: 22**  
SuperSport 2 is a new dimension to sport viewing, bringing you the maximum in experiencing all the live action of the super events and news from around the world, 24 hours a day.

**Super Sport 3 - Channel: 23**  
SuperSport 3 is Africa's premier sports channel, made for broadcasting international sports events that are popular throughout the continent. The channel features the very best international and African soccer, blow-by-blow boxing action, athletics and WWF wrestling.

**Super Sport 4 - Channel: 24**  
This is a specially packaged SuperSport Highlights channel that brings you all the action that you may have missed.

**Super Sport 5 - Channel: 25**  
Ensures you get all the games, all the time. It acts as an extra channel to handle the overflow when all the other SuperSport Channels are bursting with live matches and other features.

**ESPN - Channel: 33**  
The worldwide leader in sports, with non-stop international sports action.

**TellyTrack - Channel: 34**  
TellyTrack is the racing fan's ticket to the magic of thoroughbred horse racing. The channel brings you up-to-the-minute information to keep you on top of the game.

**KykNet - Channel: 35**  
If Afrikaans is your home language or even your second language, here's a television channel with REAL local flavor. Its called kykNET, its produced by M-Net, and it broadcasts only in Afrikaans. Programming includes everything from talk shows, to variety and music programmers, the best in local dramas and cooking shows.

**Series - Channel: 36**  
A channel dedicated to exceptional series from the 60s through to the 90s. It spans many genres from drama to comedy, action, sci-fi and romance.

**BBC Prime - Channel: 40**
BBC Prime offers first class television from Britain's leading broadcaster. With award winning programmers from some of the finest writers, program makers and performers of our time, the channel offers quality entertainment in the form of comedies, dramas, quiz and music shows, actuality and reality programs, and superb documentaries.

**E! Entertainment - Channel: 41**
E! Entertainment invites you to pull up a front row seat for the latest Hollywood glitz and scandal as you get the low-down on glamorous celebrities, and privileged access to Tinsel town’s hottest award shows, movie premieres and live events.

**Reality TV - Channel: 42**
Reality TV brings you exciting, hard-hitting action-packed programs. High-speed pursuits, daring robberies, the deadliest earthquakes, rescues and heroic fire-fighters add to the heady mix of thrills and spills, from the only channel for real adventure!

**Fun & Games - Channel: 45**
This channel is the home of fun stuff on DStv. You'll find Fun & Games - one of the best interactive game channels in the world as well as new Ring tones and Logos.

**SABC 1 - Channel: 46**
SABC 1 is commercially oriented local channel aimed at a funky youth audience. If you feel like some fun, escapism or something a little more provocative - then this is the channel for you.

**SABC 2 - Channel: 47**
Programming is chosen to uplift and enlighten the viewer, and provide entertainment for the family. The channel embraces the cultural diversity of the African continent - it is the spirit of African Renaissance. For a good dose of Afrikaans, Xhosa and Zulu programming this is the channel for you.

**SABC 3 - Channel: 48**
SABC 3 balances excellent entertainment programming with sport, news and actuality content.

**e-TV - Channel: 49**
Watch our World Class Entertainment, local style and Be Free with e.

**BBC World - Channel: 50**
Providing an unmatched, impartial, in-depth analysis of breaking news, BBC World explains the story behind the headlines. An international news and information television channel, BBC World broadcasts in English 24 hours a day for a global audience.

**CNN - Channel: 51**
CNN International allows viewers to witness history in the making with its award winning, live coverage of news as it breaks, from around the world, around the clock.
Sky News - Channel: 52
SkyNews brings you up-to-the-minute from a European perspective. Extensive feature programming includes business, news, science, technology, sport, travel, arts, entertainment and fashion.

SABC Africa - Channel: 53
A channel providing News, Current Affairs and Entertainment for the well informed matured audience. Whether it's talk show, travel, sport, and music - we source and deliver to viewers the finest programming on the African continent.

CNBC - Channel: 54
CNBC is the definitive 24 hour business channel, offering unrivalled coverage of business news and the world's financial markets as they trade throughout the business week.

Summit TV - Channel: 55
An up-to-the-minute fix on all the day's business, financial and market highlights, as well as news headlines, sports snippets, business travel and lifestyle features.

Bloomberg - Channel: 56
The leading source of worldwide financial news, information, analysis and communication, 24 hours a day, 7 days a week.

News 24 - Channel: 59
News24 offers the latest in local, regional and international news; sport, entertainment, sci-tech, finance, health and weather coverage; as well as Special Reports providing in-depth analysis of topical issues.

Discovery - Channel: 65
Discovery Channel offers viewers the finest in non-fiction entertainment in the areas of history, nature, science & technology, world class culture and human adventure.

Nat Geographic - Channel: 66
With unrivalled quality and spectacular imagery, this channel brings you award-winning documentaries from around the world - from wildlife adventure and exploration to natural phenomena and world cultures.

Animal Planet - Channel: 67
Animal Planet, a major channel of the Discovery network's portfolio, offers intrigue, adventure, humor, relationships, life and death. It's television that Grabs You!

History Channel - Channel: 68
The History Channel brings to life the history that is such an integral part of our lives. Entertaining and informative, and often more than a little surprising, our compelling
documentaries examine the events and experiences that have shaped our world from ancient times.

**Weather channel - Channel: 57**
The Weather Channel brings you detailed information on over 35 cities and towns in South Africa, including a 5 day forecast. This service now includes weather information for African and other international destinations.

**BBC Food - Channel: 70**
BBC Food is appetizing television bursting with the best known chefs, the best food and the finest ingredients. If you eat it, drink it, buy it, cook it, or simply want fantastic food in exotic places then BBC Food is the best place to find it.

**Travel Channel - Channel: 71**
The Travel Channel offers high quality programming for the business and leisure traveler. Besides keeping viewers entertained and informed, there are many special offers and travel-related competitions for subscribers too.

**Fashion TV - Channel: 72**
Fashion TV introduces you to over 300 leading designers in the world 24 hours a day, seven days a week. A mixture of sensuality, eroticism and beauty makes Fashion TV a universal language watched and enjoyed in every part of the world.

**AstroScope - Channel: 75**
The channel that brings you Daily Horoscopes as well as AstroLine with advice from well known astrologist Barbara d'Engle.

**TBN - Channel: 77**
A Christian based television channel meeting the needs of Body, Mind, Soul & Spirit for all age groups. The program offer includes Preaching, Teaching, Music, Chat Shows, Health & Hygiene, Children, Youth and Senior Citizen programs.

**Rhema TV - Channel: 78**
The best Christian programming from around the world each and every Sunday.

**K-World - Channel: 80**
From seven to seven, everyday, you'll get the best kid's programming from KTV and Nickelodeon, only on DStv.

**Boomerang - Channel: 81**
Boomerang offers the best in classic animated entertainment. With over 2000 characters, it's the best place on television to share your favorite childhood cartoon memories with your own children.

**Mindset Learn - Channel: 82**
Mindset Learn is a South African curriculum based educational channel aimed at grades 10-12 and will initially cover the Math, Science and English syllabuses.
**Cartoon Network - Channel: 83**
Cartoon Network is the home of the top toon stars. Join viewers of all ages for the latest and the greatest cartoons with all your favorite characters.

**Go - Channel: 84**
GO is a channel for teens, trendy teens & twenty something - something especially for the youth with cool sitcoms, soaps, comedy shows, series and plenty of music shows.

**MTV - Channel: 85**
The world's most famous music channel, playing the biggest hits, and bringing you the biggest stars, exclusives and behind the scenes specials from across the world.

**VH-1 - Channel: 86**
Non-stop video hits during the day playing only the very best contemporary music, mixed with the hits from the 80s and 90s. In the evening VH1 brings you in-depth documentaries with the stars themselves, music based chats, interviews and live music.

**Channel O - Channel: 87**
24-7-365... Channel O is a leader in music television and the most highly regarded outlet for African talent and videos on the planet. Targeted at youth with the rhythm of Africa in their soul, Channel O is renowned for its ability to bring home the hottest musical programming from across the continent.

**MTV Base - Channel: 88**
MTV Base is the unrivalled 'urban' music channel, playing only the very best in R&B, Hip Hop, Kwaito and Dancehall. MTV Base is synonymous with what urban music represents. For MTV Base, reflecting the urban lifestyle is as important as the music. MTV Base is prolific at breaking new artists, highlighting new trends, delivering hot showbiz news and showcasing all developments in the international & local music scenes.

**RTPi - Channel: 92**
A 24 hour Portuguese RTPi is a 24 hour channel hosting a range of popular Portuguese programs ranging from news and sport to tele-novelas and game shows.

**RAI International - Channel: 93**
RAI International is the first Italian multimedia network producing TV, radio and information on the World Wide Web, providing 24 hour programming to people of Italian origin around the world, promoting the image of Italy across the globe.

**IQRAA - Channel: 94**
IQRAA provides valuable insights for all Muslims bringing the teachings of Islam into the homes and hearts of Arabs world wide. IQRAA is the first Arabic channel that offers religious, media, social and economic programs.
CCTV 4 - Channel: 95
CCTV-4 carries news, documentaries, and television series targeting Mandarin, Cantonese and English speaking viewers 24 hours a day.

ERT - Channel: 97
ERT Sat is a government owned network that offers 24 hours of quality Greek language programming. ERT provides live and local news coverage, documentaries, educational programming, and children's shows. This channel appeals more to families.
Appendix B

Interview Questions asked to International Students
1. Do you think South Africa influences other countries in Africa? If so, How?

2. Do you think money is a factor in affecting the television media in your country?

3. How vital is South Africa's media history in changing the television media and viewership of other African countries?

4. What kind of technology do you think has changed the television media and the way you view television?

5. What kind of television channels did you watch before experiencing DStv/MultiChoice?

6. How much does DStv cost compared to your local channels? How has this factor changed the way you view television?

7. Is there a difference in television channels between local television versus DStv? Which one do you prefer?

8. How has DStv changed your watching habits or how has it affected your daily schedule? Compare it to when you just had local channels?

9. Has DStv affected the way you watch live television or specials such as the Oscars? Compare it to when you just had local channels?

10. What are the differences between local television commercials and DStv?

11. Which television channels that you watch on DStv changed the way you watch television? Which channels? How or in what way?

12. Now that you have experienced DStv, do you think you know more about what is going on in the world?

13. What other ways do you think MCA has affecting the way you watch television?