



## **Eutelsat and MultiChoice Africa announcing the official closure of the DStv Eutelsat Star Awards competition**

**Johannesburg, Paris, 18 March 2020** - In 2011, Eutelsat and MultiChoice combined their forces to create the *DStv Eutelsat Star Awards*, a Pan-African competition open to 14-19 year-old students on the theme of satellite technology as an enabler to propel Africa into the future. Since then, 9,000 students have been exposed to science and technology, with many enjoying a once-in-a-lifetime interaction with a European Space Agency astronaut during outreach missions in Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda and Zambia. Building on this foundation, both MultiChoice and Eutelsat have now decided to take their commitment to this cause to the next stage through separate initiatives:

MultiChoice will continue to use its influence to play a positive role in Africa, through its flagship CSV initiative The MultiChoice Talent Factory, helping to grow Africa's creative industries into vibrant, economic hubs.

Eutelsat will pursue its efforts to raise and improve social, environmental and societal awareness within the Group and among third parties, through initiatives such as its support for the Ghana Code Club; an organisation committed to children for computer science activities.

Both Eutelsat and MultiChoice would like to thank their SoMe community for all their enthusiasm and support over the years and look forward to bringing new exciting initiatives to Africa's young generation the fields of media and satellite technology.

### **About Eutelsat Communications**

Founded in 1977, Eutelsat Communications is one of the world's leading satellite operators. With a global fleet of satellites and associated ground infrastructure, Eutelsat enables clients across Video, Data, Government, Fixed and Mobile Broadband markets to communicate effectively to their customers, irrespective of their location. Around 7,000 television channels operated by leading media groups are broadcast by Eutelsat to one billion viewers equipped for DTH reception or connected to terrestrial networks. Headquartered in Paris, with offices and teleports around the globe, Eutelsat assembles 1,000 men and women from 46 countries who are dedicated to delivering the highest quality of service.

For more about Eutelsat go to [www.eutelsat.com](http://www.eutelsat.com)

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## **About MultiChoice Africa**

MultiChoice Africa is a video entertainment provider, and our role is to enrich lives. Our mission is to deliver value to our customers by making great entertainment more accessible to millions of people across Africa – anytime, anywhere via multiple platforms including Direct-To-Home satellite (DTH) platform - DStv ([www.dstv.com](http://www.dstv.com)), a Digital Terrestrial Television (DTT) platform - GOtv ([www.gotvafrica.com](http://www.gotvafrica.com)) as well as Video-On-Demand and OTT platforms Showmax and DStv Now. Whether it's local telenovelas, the excitement of world-class sport or the latest global blockbusters, our investment in leading-edge content and technology systems deliver the shows that people love into their hands and homes. Born and bred in Africa, MultiChoice Africa is managed and run by local people with a team of more than 2750 full-time and over 14 000 contractors and independent agencies and accredited installers who collectively deliver the greatest entertainment in the world to more than 49 countries across Sub-Saharan Africa. Our business has grown hand-in-hand with local economies by forging long-term partnerships with governments, national broadcasters and entrepreneurs and as the continent's leading funder of sport and local productions, we've built skills and capacity to improve the quality of content we offer through our flagship corporate shared value initiative, MultiChoice Talent Factory (MTF) ([www.multichoicetalentfactory.com](http://www.multichoicetalentfactory.com)). It's by creating value for our customers, our employees and society that we will continue to build a successful business for the future. Visit [www.multichoiceafrica.com](http://www.multichoiceafrica.com) for more information.

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