

DStv suits up with Gabriel Macht as it's Brand Ambassador

As part of its ongoing commitment to bringing viewers the best in local and international content and entertainment, MultiChoice South Africa is proud to announce Gabriel Macht as its DStv Premium Brand Ambassador. Macht stars as the very popular, quick-witted and charming lawyer Harvey Specter in the American drama series, *Suits*.

Macht is the perfect fit for DStv as his enigmatic persona, conviction of beliefs and love for great entertainment aligns with the ethos of MultiChoice. The company has made significant strides in innovating and diversifying its offering to suit different lifestyles and pockets.

As part of Macht's role as the ambassador, he shot a series of TV commercials with DStv showcasing the benefits of the Premium offering. Group Head of Marketing for MultiChoice South Africa, Nomsa Chabeli Mazibuko says: "We understand that time is one of the most valuable commodities for our viewers and they want to use it well. A big part of being a Premium subscriber as echoed in the ad is defined by how you view TV: at your own time, your downtime, your me time."

Suits, which features Macht as lead actor, is now in its fifth season and is one of the most watched shows on M-Net (DStv channel 101). The show is "Express from the US", which means DStv Premium subscribers get to see episodes of the popular show less than 24 hours after it airs in the US. This further entrenches MultiChoice's stance on being at the forefront of technology, benefiting customers and thus enhancing the ultimate viewer experience with DStv.

MultiChoice has revolutionised the DStv platform through technological innovation, changing the way audiences consume television. Thanks to PVR, DStv Catch Up and mobile apps such as DStv Now, Premium subscribers no longer have to rely on linear viewing alone. They now have the choice over what they watch, when and where they watch it and via which platform.

Chabeli Mazibuko further added: "With Macht as the new Brand Ambassador for DStv Premium, we are bringing our customers closer to the international stars of their favourite series. As a DStv subscriber, you will always have access to the best content first, and you will know best as we continue to bring you the best curated entertainment."

DStv Premium subscribers have access to video on demand service, DStv Catch Up; online movie rental with BoxOffice; they can view content on the go through the DStv Now app on their tablets and smartphones; and now they also have an extended content library and features like scheduling remote recordings on an Explora with internet connected services.

Here is a first look at the ad:

<https://www.youtube.com/watch?v=IrgjsPOyJCK>

- Ends

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