



# IGNITION<sup>®</sup>

GROUP

*Empowered by Possibility.*

# MULTICHOICE CASE STUDY

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Ignition's strategic partnership with Multichoice presents a customer-centric Solution that changes the distribution landscape forever.





**DIRECT TO  
HOME**



**DIGITAL  
TERRESTRIAL  
TELEVISION**



**ONLINE VIDEO  
ENTERTAINMENT  
SERVICES**





**AFTER PARTNERING  
WITH MULTICHOICE  
ON A FEW TACTICAL  
CAMPAIGNS, IGNITION  
IDENTIFIED SOME  
CHALLENGES IN THEIR  
EXPLORA DECODER  
DISTRIBUTION MODEL.**

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- Their market was limited to customers purchasing decoders upfront.
- Their distribution partners were limited to retailers who were selling decoders face-to-face.
- Their retailers had no presence in rural areas, so potential subscribers were unable to purchase decoders.
- Their offer excluded installation vouchers, so customers had to pay an additional amount for installation.

# OUR SOLUTION

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We finance a deal where decoders and installation can be paid off over 24 months.

We capitalise on our national outbound calling capabilities.

We analyse data to profile the target market.

We utilise our logistic capabilities to deliver decoders to customers' front doors.

We arrange and manage the installation process.

We bill and collect customer payments.



## OUR RESULTS:

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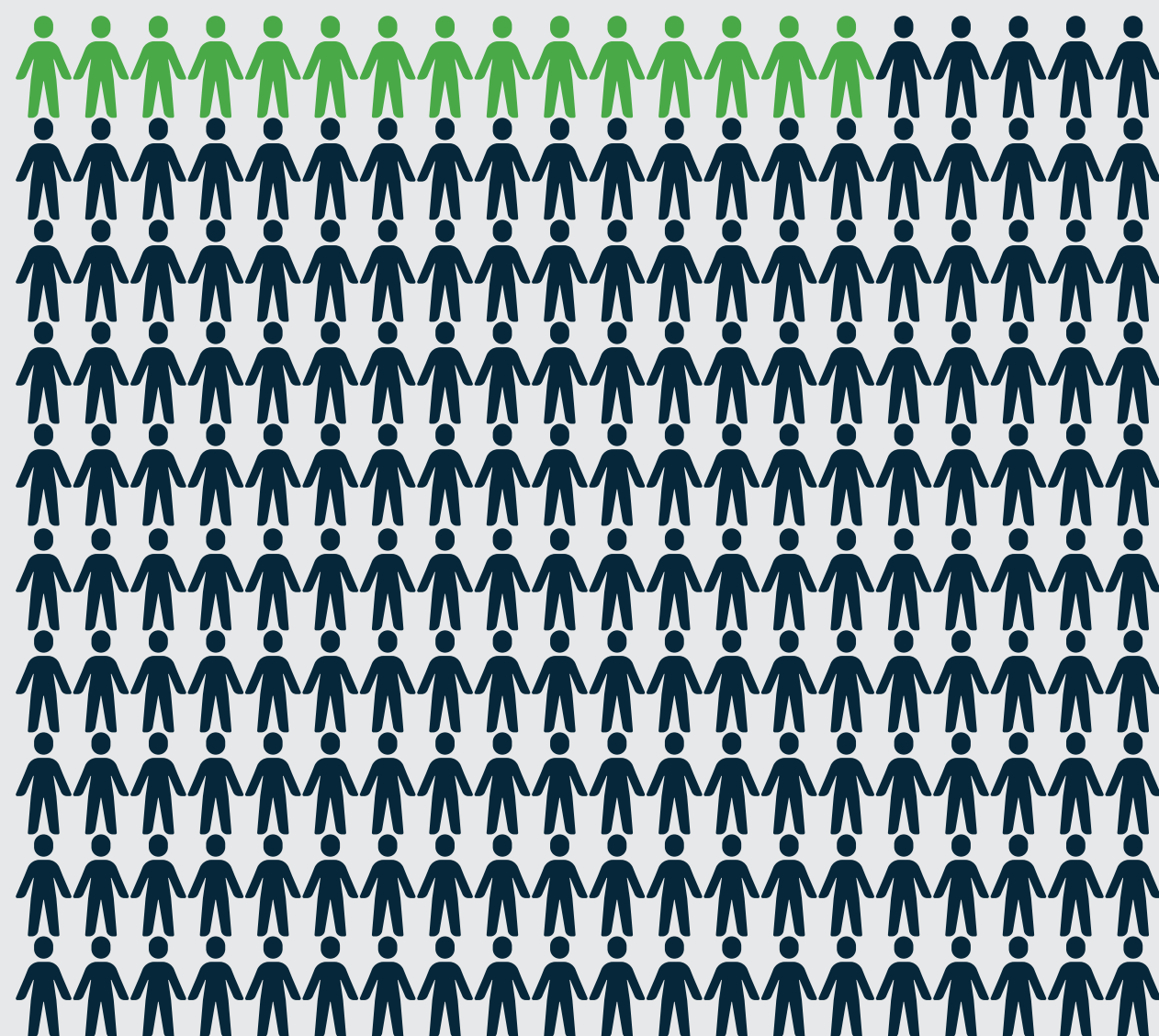
**250 000+**  
decoders sold.

**R1 billion worth of sales  
& subscriptions in 8 years.**

MultiChoice has replicated the model and launched its own internal offer, which is now sold in conjunction with Ignition Group's deal.







**DUE TO ITS SUCCESS,  
THE CAMPAIGN HAS  
SCALED FROM**

**15 to 200  
agents.**





**// Ignition Group has been a key distribution partner to MultiChoice for the past 6 years and a preferred go-to-market partner for our Explora upgrade strategies.**

**I have strong confidence in recommending the Ignition team.** //

Justin Shaw  
Executive Head: Commercial Sales  
MultiChoice South Africa



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## GROUP

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