

# MultiChoice signs agreement with Comcast to create streaming service

MultiChoice Group announced on Thursday that it had partnered with US-based media company Comcast to create a pan-African video streaming service.



Source: [www.unsplash.com](https://www.unsplash.com)

The new Showmax group will be 70% owned by MultiChoice and 30% by NBCUniversal.

## Extensive content

Powered by Peacock's technology, Showmax subscribers will have access to an extensive premium content portfolio, bringing African audiences local and international programming. The service will combine MultiChoice's accelerating investment in local content with a unique pipeline of award-winning and critically acclaimed international content licensed from NBCUniversal and Sky, third-party content from HBO, Warner Brothers International, Sony and others, as well as live English Premier League (EPL) football.

The partnership will also provide access to African content such as Showmax Originals and local content from MultiChoice's proprietary channels including Mzansi Magic, Africa Magic and Maisha Magic.



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Anton Gillis 23 Feb 2023



Using a significant portfolio of global media assets and Peacock's streaming platform, which finished in 2022 with over 20 million paid subscribers in the US, NBCUniversal and Sky will provide ongoing support through the licensing of both technology and content.

## Growing market

"We launched Showmax as the first African streaming service in 2015 and are extremely proud of its success to date. This

agreement represents a great opportunity for our Showmax team to scale even greater heights by working with a leading global player in Comcast and its subsidiaries,” said Calvo Mawela, chief executive officer of MultiChoice. “The new business venture deepens an already strong relationship and builds on the Sky Glass technology partnership that we announced in September last year. We believe we are extremely well positioned to create a winning platform going forward.”

Dana Strong, group chief executive officer, Sky, commented, “This new collaboration in streaming and content with MultiChoice, NBCUniversal, and Sky takes our partnership to the next level in one of the world’s most vibrant, fastest growing markets. Last year, we announced MultiChoice as a customer of the Sky Glass platform and now we are excited to help innovate its Showmax streaming service.”

Matt Strauss, Chairman, of direct-to-consumer and International, NBCUniversal, added, “This partnership is an incredible opportunity to further scale the global presence of Peacock’s world-class streaming technology, as well as to introduce millions of new customers to extensive premium content from NBCUniversal and Sky’s stellar entertainment brands.”

Further details about the new Showmax service, including the launch date, content, and pricing will be announced at a later date.

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