

The power of 8: DStv Media Sales represents all of the Discovery Network portfolio from 1 September 2021

Issued by [DStv Media Sales](#)

14 Jul 2021

- 30 years of game-changing, real-life entertainment
- Eight award-winning/world-leading channels
- Offering you and your brand bespoke sponsorship and advertising opportunities like never before



DStv Media Sales has bolstered its Discovery Network commercial portfolio and will now be representing all Discovery channels as the media house of choice.

The new agreement means that DStv Media Sales (DMS) has grown this portfolio from three channels to all eight of Discovery's channels and that DMS will handle all ad sales bookings across this network of channels.

"We are excited about the opportunity this presents for our business. The addition of more channels offers us bigger audiences and the ability to aggregate more commercial opportunities for the market, this in line with our strategy of simplifying the media buy for the market," says Fahmeeda Cassim Surtee, CEO of DStv Media Sales.



DStv Media Sales to partner with international media group, WarnerMedia, as representative for its key TV channels in SA

DStv Media Sales 3 Jul 2020



"We are looking forward to creating tactical opportunities for clients wanting to be a part of all the great content across the Discovery portfolio of channels," says Piwe Motshegoa, head of sales general entertainment at DStv Media Sales.

You already know all about HGTV, Food Network and Travel Channel. So, let's take a look at the big five that have joined the DMS list:

Discovery (DStv channel 121)

The only factual entertainment brand in the Interbrand Top 100 Global Brands index, driving global conversation with the likes of *Racing Extinction*, *Skywire Live*, *Planet Earth 1*, *Blue Planet 1* and more. Home of Shark Week – the world's longest-running TV stunt – as well as hit franchises like *Gold Rush*, *Deadliest Catch*, *Mythbusters* and *Bear Grylls*.

TLC (DStv channel 172)

TLC is OMG with heart. Inspirational and uplifting programming that reflects the multi-faceted lives of today's woman. Entertaining, sometimes shocking but always warm, with eye opening stories, must-tell moments and surprises that get people talking.

ID (DStv channel 171)

Don't just watch, **witness**. World-class crime-related documentaries take viewers to the edge of human experience and describe the worst of human behaviour in order to shed light on the absolute best of humanity.

Discovery Family (DStv channel 136)

The channel that brings the whole family together, showcasing the best in fun, edutainment programming that is always engaging, always enriching and always entertaining. Discovery Family will spark curiosity and inspire conversation both in front of, and away from the TV.

Real Time (DStv channel 155) – **brand new**

An entertainment channel showcasing factual content from weddings to crime and medical shows to lifestyle inspiration, Real Time features real stories about real people, real feelings and real life, it's a channel with a little crazy and a whole lotta love.

Contact your DStv Media Sales representative to find out how you can power up your adspend.

DStv Media Sales is the sales arm of MultiChoice, the leading Video Entertainment company across South Africa and Sub-Saharan-Africa. DStv Media Sales also provides dynamic media solutions and handles commercial airtime, on-air sponsorships, content integration and online sales across a variety of 130+ channel brands on linear TV, VOD, social media and digital platforms.

° **Mzansi Magic reveals new historically inspired drama series, *Queen Modjadji*** 23 Feb 2024

° **Trace Urban announces the return of Trace Fest as they also expand access to DStv subscribers** 30 Oct 2023

° **Mzansi Wethu presents the exciting return of *Umdende & Ngi Shade Wrong!*** 25 Oct 2023

° **History Channel Africa launches *My History Moments*** 24 Oct 2023

° **Zee Entertainment launches new isiZulu channel, Zee Zonke on DStv** 5 Sep 2023

DStv Media Sales



An award-winning and globally recognised media buying services company with over 20 years of experience. Reach millions of people on our best local & international entertainment and sports shows and experience the high returns of exposure on our DStv and Gotv channels across Africa.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>