

No joke: DStv viewership record broken by *The Daily Show with Trevor Noah*

According to MyBroadband, the start of *The Daily Show with Trevor Noah* on Comedy Central (DStv 122) last week pulled in 352,855 DStv viewers.

That's "the highest viewership ever achieved by Comedy Central in South Africa since the channel launched in Africa".

It's been a [long-anticipated launch](#), with Noah announced as the [SA Social Star of 2015](#) in the latest [South African Social Media Landscape](#) study by technology research organisation World Wide Worx and media analytics company Fuseware, based on Noah's popularity on social media.

Here's to Noah's ongoing global success...

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