

## BMW M5 ad extends run

The [BMW M5 television commercial](#) has been extended for an additional two weeks at no additional cost because the ad was reportedly such a success in encouraging PVR users to engage with both the BMW and DSTV brand. For the next two weeks viewers not used to experiencing high performance driving first hand, can rewind the commercial and play it back in slow motion to get a better look at the driving dynamics of the car.

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