

DStv Now usage spikes as World Cup reaches fever pitch

By [Andy Walker](#)

10 Jul 2018

South Africans love sport, don't they? And now that the World Cup is entering its pivotal semi-final stage, more users than ever are tuning in to see a ball (and Neymar) roll around a field.



KFC South Africa's hilarious World Cup ad hits 9GAG

Andy Walker 5 Jul 2018



DStv has noted this trend, reportedly seeing a 60% increase in weekday usage of its DStv Now mobile streaming app since the World Cup began. Notably, there are five times more people using the app this June than in June 2017.

“The absolute peak in concurrent usage for one event was reached on 26 June, during the Nigeria vs Argentina game,” the company adds in a release.

“The app’s biggest ever test was on 16 June with both Springbok Rugby and World Cup Football under way at the same time, resulting in concurrent in-app views seven times higher than the peaks seen in June last year.”



Multichoice

Notably, the reasons behind the app’s boom is largely thanks to Multichoice’s “monopoly” of rights to broadcast Springbok matches live.

DStv has also been the principle way for South Africans to catch the FIFA World Cup. While it's also broadcast by SABC, only selective matches were beamed to sets.

But those who can afford to use the app can look forward to a few advancements heading to the service.

"We're continuing to develop DStv Now, with 4k streaming in testing and smart TV and Apple TV apps on their way shortly," explains Mark Rayner, MultiChoice SA's COO.

"The other key priority for us is working with the telcos to deliver mobile data propositions that make watching online painless and worry-free for our customers."

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Merneburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

- Nando's latest ad campaign takes a cheap, sanitised shot at a rival - 19 Mar 2020
- South Africa hits Google with searches for 'face masks' and 'hand sanitizer' - 9 Mar 2020
- South Africa received more spam calls and SMSes in 2019 than ever before - 6 Dec 2019
- Cell Cs 4G coverage will be even greater thanks to latest MTN deal - 19 Nov 2019
- DStv Now streaming records smashed by the Rugby World Cup final - 5 Nov 2019

[View my profile and articles...](#)

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