



## **Naspers' video entertainment appoints CEO of new OTT video unit**

Naspers' video entertainment today announced the appointment of Niclas Ekdahl as CEO of the recently formed Connected Video unit. This new unit runs the Showmax and DStv Now internet TV services in Africa and is also responsible for developing new OTT (Over The Top) services for the MultiChoice group.

Niclas has over 19 years executive leadership experience in the audio visual services industry. This includes heading up the PayTV channel division for Viasat Broadcasting in London and leading OTT and VOD (Video on Demand) service in the Nordic region as CEO of Viaplay. Most recently, Niclas was Managing Director for Nuvu - Stockholm and Johannesburg, a VOD service launched by Ericsson in 2015.

" OTT video services are growing rapidly across Africa. We've made a healthy start preparing for this future with our Showmax and DStv Now services, and it's now time to consolidate those learnings in a single unit to build the best possible services for our customers. Niclas has the right experience to make this happen and we're thrilled to have him on board." said Imtiaz Patel, CEO of Naspers' Video Entertainment business.

Niclas will start in this role on 10 September 2018.