

PRESS RELEASE

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NBA Returns to SuperSport and makes its Showmax Debut in Sub-Saharan Africa

The NBA has made a slam dunk return to SuperSport channels, bringing live coverage back across Africa for the first time since the 2015/16 season, fueling the continent's growing passion for basketball. Fans can immediately watch selected regular-season games and playoff games, plus the All-Star Weekend, featuring global superstars like MVP Shai Gilgeous-Alexander, Nikola Jokić, Joel Embiid, Giannis Antetokounmpo, and Luka Dončić. This NBA season marks the first time it's available on Showmax Premier League.



MultiChoice, a CANAL+ company, is thrilled to announce the return of the **National Basketball Association (NBA)** to SuperSport and its first appearance on Showmax Premier League platforms.

For the first time since the 2015-16 season, **SuperSport** channels will once again carry live NBA games, marking a significant step as the sport's popularity continues its massive growth trajectory across Africa. This is a celebration of athleticism and star power, offering fans the chance to catch all the action from the NBA live on SuperSport. It is a notable moment for basketball fans across the continent as Showmax Premier League streams live NBA games for the first time ever.

With the NBA on SuperSport and Showmax, viewers can look forward to seeing the greatest talents in the world, including former MVPs **Nikola Jokić (Denver Nuggets)**, the "Greek Freak" **Giannis Antetokounmpo (Milwaukee Bucks)**, **Joel Embiid (Philadelphia 76ers)**, reigning regular season and finals MVP **Shai Gilgeous-Alexander (Oklahoma City Thunder)**, global superstar Luka Dončić (**Los Angeles Lakers**), and electrifying talent **Anthony Edwards (Minnesota Timberwolves)**.

A Landmark Deal for African Basketball

Viewers will be immersed in the league's drama, featuring selected **live regular-season games and playoff games**, as well as full coverage of the spectacular **All-Star Weekend**.

Rendani Ramovha, CANAL+ Director of Sport Content for English and Portuguese-speaking Africa, expressed his delight at the partnership :

"The return of the NBA to SuperSport is a landmark moment that underscores our commitment to bringing the best global sports to our audiences across the continent," said Ramovha.

"This deal is massive for the growth of basketball in Africa. We are delighted to once again offer our viewers a front-row seat to the speed, skill, and drama of the world's most exciting basketball league."

The NBA games, featuring a fully produced English-language feed, will be available across multiple platforms in more than **50** countries, ensuring maximum accessibility for basketball enthusiasts: SuperSport linear Channels on DStv, DStv Stream, and GOtv, and Showmax (Premier League), while highlights will be on SuperSport's digital and social channels.

The NBA will be available on DStv Compact packages across Sub-Saharan Africa, as well as on GOtv Supa Plus.

The NBA is also already available in French language on CANAL+ platforms in Africa, enabling coverage of the competition across the group's entire African footprint.

COMMUNICATION DEPARTMENT

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