

09 February 2016

Usain Bolt debuts, tonight, in Telkom's new Boltspeed Fibre TV commercial

The fastest man alive, Usain Bolt, will debut tonight in Telkom's new advertising campaign for its Boltspeed fibre.

Telkom's partnership with one of the most recognised sporting heroes in the world, created an ideal platform to showcase the very best in broadband, Telkom's Boltspeed Fibre.

The launch of the Boltspeed Fibre TV commercial follows hot on the heels of Telkom's recent announcement that it has also launched South Africa's largest ever fibre trial campaign. Telkom is offering more than 11 000 DSL customers across the country, the opportunity to experience Boltspeed Fibre, at no additional cost.

Through the trial, DSL customers within Telkom's fibre footprint are being given the opportunity to upgrade their copper-based connectivity, to the more advanced fibre network. These customers will also have the opportunity to test Telkom's Boltspeed 10 Mbps and 20 Mbps fibre products, for free, for two months.

In true Bolt style, even the filming of the TV commercial had to be done at high pace. The athlete's preparations ahead of this year's Olympic Games remain his primary focus, and filming had to be carefully structured around his punishing training schedule. Filming took place in Bolt's home base of Kingston, Jamaica, and the team, led by Telkom's agency DDB, was given just three hours to complete the shoot.

Bolt's management worked closely with Telkom and DDB to ensure the developed concept would resonate with the superstar athlete. The storyline, which sees Bolt training and developing a young athlete, certainly achieved this.

Telkom used cinema-style technology to produce the advert – which features a toddler track star in training – while keeping a realistic look and feel. As children have proportionately bigger heads, feet, hands and knees compared to adults, fat suit technology was used to allow an adult athlete to be filmed in the sporting sequences. This allowed seamless filming while maintaining the correct proportions of a two-year-old boy. Similar state-of-the-art technology was used in *The Avengers* and *Resident Evil* movies. Computer-generated imagery was kept to a minimum and used mainly for wider scenes.

"Usain Bolt is one of the world's most universally recognised superstars. When it comes to speed, he is the best of the best, and we are proud to associate our navbar-brand with such excellence. Our collaboration with Bolt has allowed us to tell an authentic and original story about our Boltspeed Fibre broadband," said Telkom Chief Marketing Officer, Enzo Scarcella.

Bolt is the first man to hold both the 100 metres and 200 metres world records. He is the reigning Olympic champion in these events and is the first man to win six gold medals in the sprints.

"A television commercial on this level would usually take up to four months to produce, with an entire week set aside for filming," said Matthew Berge, Executive Creative Director at DDB. "We had to really trust our director, Robin Goode, and time our shoot to the second, with very little room for error."

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ABOUT TELKOM:

Telkom is a leading communications services provider in South Africa. We had consolidated operating revenue of R16.8 billion and normalised profit after tax of R1, 683 million for the period ended 30 September 2015. Total assets amounted to R41.9 billion and equity attributable to the owners of Telkom to R23.5 billion as of 30 September 2015. The group generated normalised free cash flow of R1.4 billion for the period ended 30 September 2015.

As of 30 September 2015, we had approximately 3.3 million telephone access lines in service and 1,030,441 ports connected via MSAN access. We offer business, residential and payphone customers a wide range of services and products, including:

- fixed-line retail voice services using PSTN (Public Switched Telephone Network) lines, including ISDN (Integrated Services Digital Network) lines, and the sale of subscription based value-added voice services and calling plans;
- fixed-line customer premises equipment rental and sales services both voice and data needs and these include PABX, Computers, Routers, Modems, Telephone handsets and other ancillary equipment;
- interconnection services, including terminating and transiting traffic from South African mobile operators, as well as from international operators and transiting traffic from mobile to international destinations;
- fixed-line data services, including domestic and international data transmission services, such as point-to-point leased lines, ADSL (Asymmetrical Digital Subscriber Line) services, packet-based services, managed data networking services and internet access and related information technology services;
- Data Centre Operations includes e-commerce, application service provider, hosting, data storage, e-mail and security services;
- W-CDMA (Wideband Code Division Multiple Access), a 3G next generation network, including fixed voice services, data services and nomadic voice services;

- mobile communication services, including voice services, data services and handset sales through our mobile navbar-brand called Telkom Mobile;
- information and communication services including cloud services, infrastructure services, workspace services, global service integration management and hardware and network equipment sales locally, in seven African countries, the UK and Dubai through Business Connexion Group; and
- other services including directory services, through Trudon (Pty) Ltd, wireless data services, through Swiftnet (Pty) Ltd.

Convergence is one of our key strategic initiatives in building a sustainable future for Telkom. We will lead the provision of converged services in South Africa in support of our mission statement: Seamlessly connecting people to a better life.