

The man who brought
entertainment
to ordinary

South Africans

Maxwell Noge believes that everyone deserves a break, regardless of their economic status. He is the man who made it possible for ordinary families to be entertained by accessing the world of digital satellite television. It was in 2016, while he was working as a Chief Digital Officer, when Maxwell first pitched the idea of “open view” digital television to his then employer. His employer did not buy into the idea at first, and Maxwell put more time and research into his vision of creating a once-off payment package to enable low-income families to afford satellite television. He went on to design a network for DSTV Openview HD and put a business case together that was eventually supported by government. The result was a beautiful story where even ordinary South Africans have access to DSTV. It was his passion for working with people on the ground and giving opportunities to underserved communities that motivated him to see his dream becoming a reality.

Maxwell's story starts with him, a young boy from a village in Limpopo, arriving in Durban by train in the 1990s with nothing but a suitcase full of dreams and bold ambitions. Considering his family background and upbringing, he said MUT was the “best choice” for him – a family environment that made him feel at home whether he was at the residence or in the lecture room.

Ironically, his study choice and future career were shaped by his first-ever encounter with a public telephone at Durban station, when he had to call a family friend to get directions to MUT for registration. He had not yet decided what qualification he wanted to pursue, and the “telephone moment” encouraged him to register for electrical engineering, light current. Standing in the registration queue without even having applied to study at MUT, Maxwell was so sure that electrical engineering was what he came to MUT for that he refused to leave the queue – and even started crying uncontrollably at one point. He believes this determination was what attracted the attention of the former head of electrical engineering, Mr Des Mack, who helped him secure a bursary which included a computer.

His journey was further shaped by the telephone because his sponsor was

