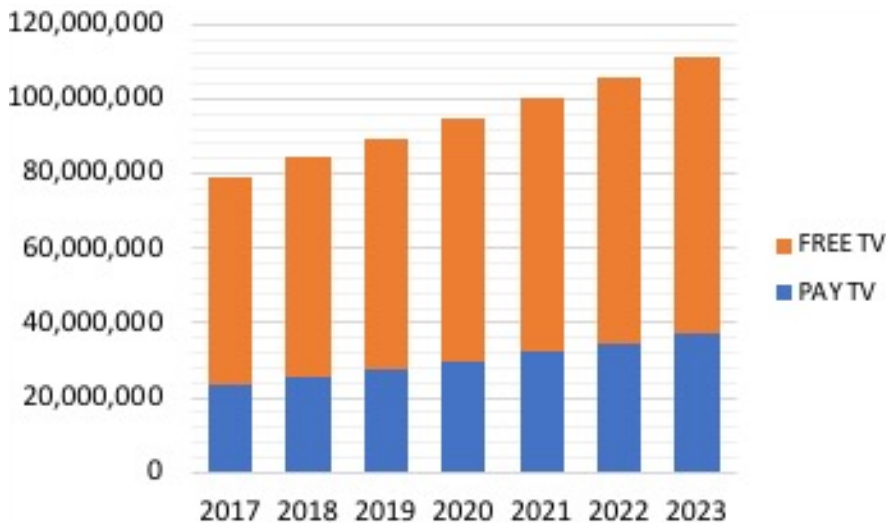
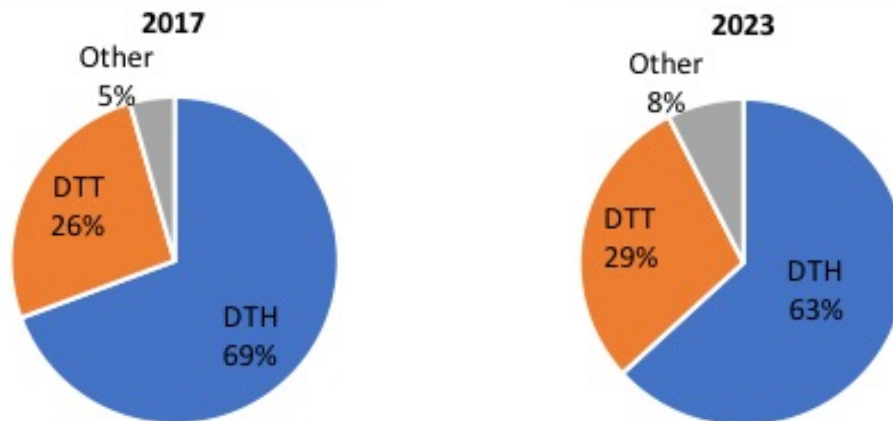


Pay TV to reach 37 million in SSA in 2023

Dataxis' latest research highlights the steady rise expected in Pay TV numbers in Sub-Saharan Africa (SSA). While TV penetration will continue to grow to reach around 46 % of total households, Pay TV offers are forecasted to increase their reach in African homes with more than 37 million subscribers in 2023.



The market will remain mainly split between Direct-to-home (DTH) and Digital Terrestrial Television (DTT). Nonetheless, DTH distribution is expected to lose ground to DTT distribution, as the latter is progressively being implemented in SSA countries and builds itself into a competitive alternative to receive Pay TV offers.



In 2023, DTT will account for 29% of Pay TV in SSA. Alternative technologies (mostly MMDS, cable, and IPTV) are also forecasted to gain customers. Among them, Linear OTT TV, which is currently in its early stages, will achieve the highest growth.

By Sa Eva Nébié

FOR MORE INFORMATION

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ABOUT DATAxis

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom industries in more than 200 countries. Dataxis has offices in Europe, Latin America and Africa. Dataxis Intelligence launched its quarterly online service in 2003 and quickly became recognized as a leading source of information for major operators, technology suppliers, content providers and governmental bodies around the globe. The online intelligence service and market reports provide key indicators, statistics, forecasts and analysis of all TV and Telecom operators worldwide. Please visit www.dataxis.com | Press Release <https://bit.ly/2qpkXsb> April 2018 | ©2018 Dataxis - All rights reserved.