

FTA: How to enter the digital market?

October 20th 2020

Dataxis

VIRTUAL PANEL
AFRICA

Sponsored by:

SES 



Clint Brown
Vice President,
Sales and Market Development, SES Video
SES



Tamima Ibrahim
Head of Content
SwitchTV



Sahifoulaye Kone
Marketing, Communication & Digital Director
RTI

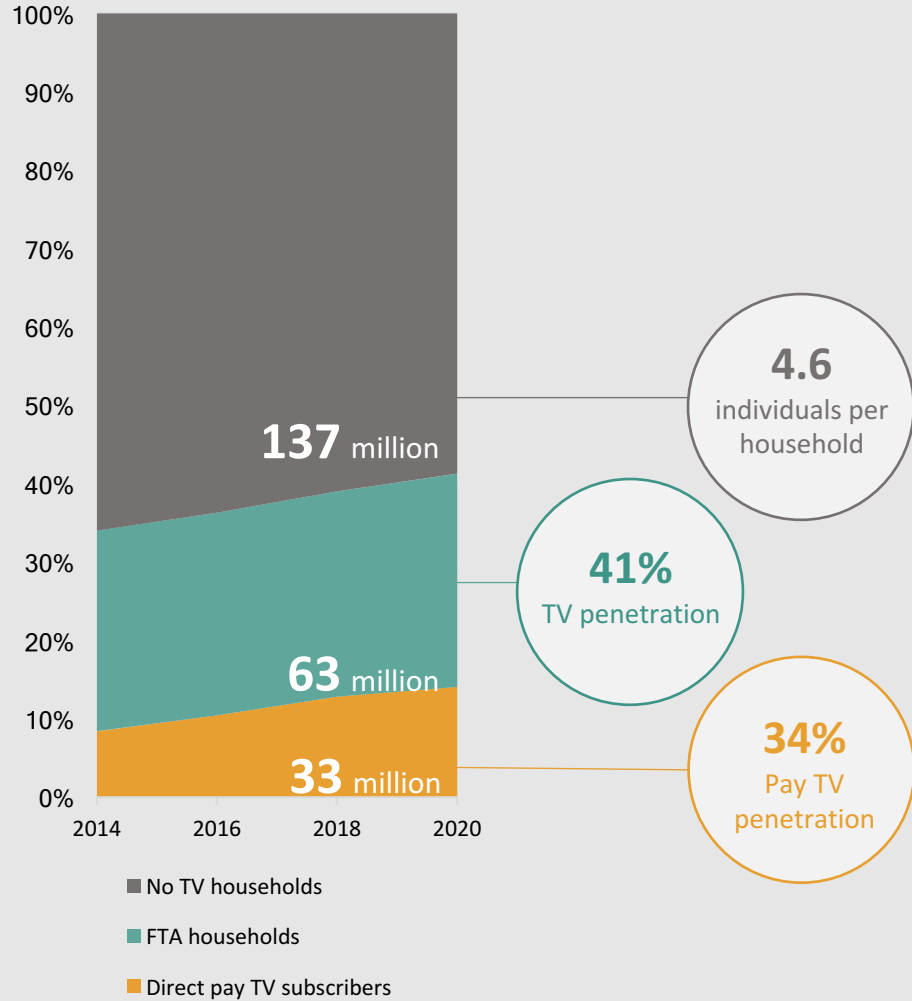


Stanley Similo
Director General
Namibia Broadcasting Corporation

**FTA: How to enter
the digital market?**

HOUSEHOLDS STRUCTURE

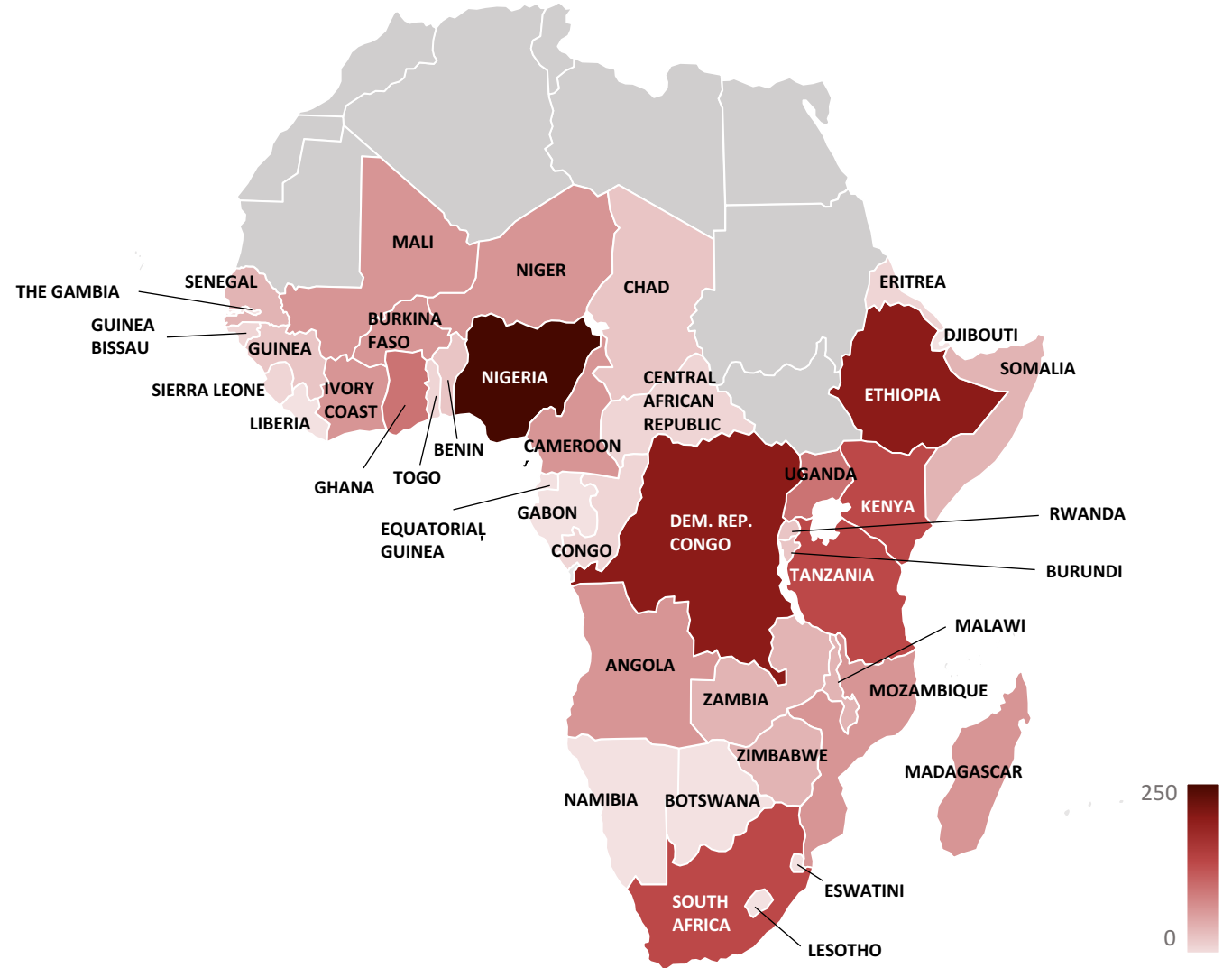
Sub-Saharan Africa, 2020



Source: Dataxis

POPULATION BY COUNTRY

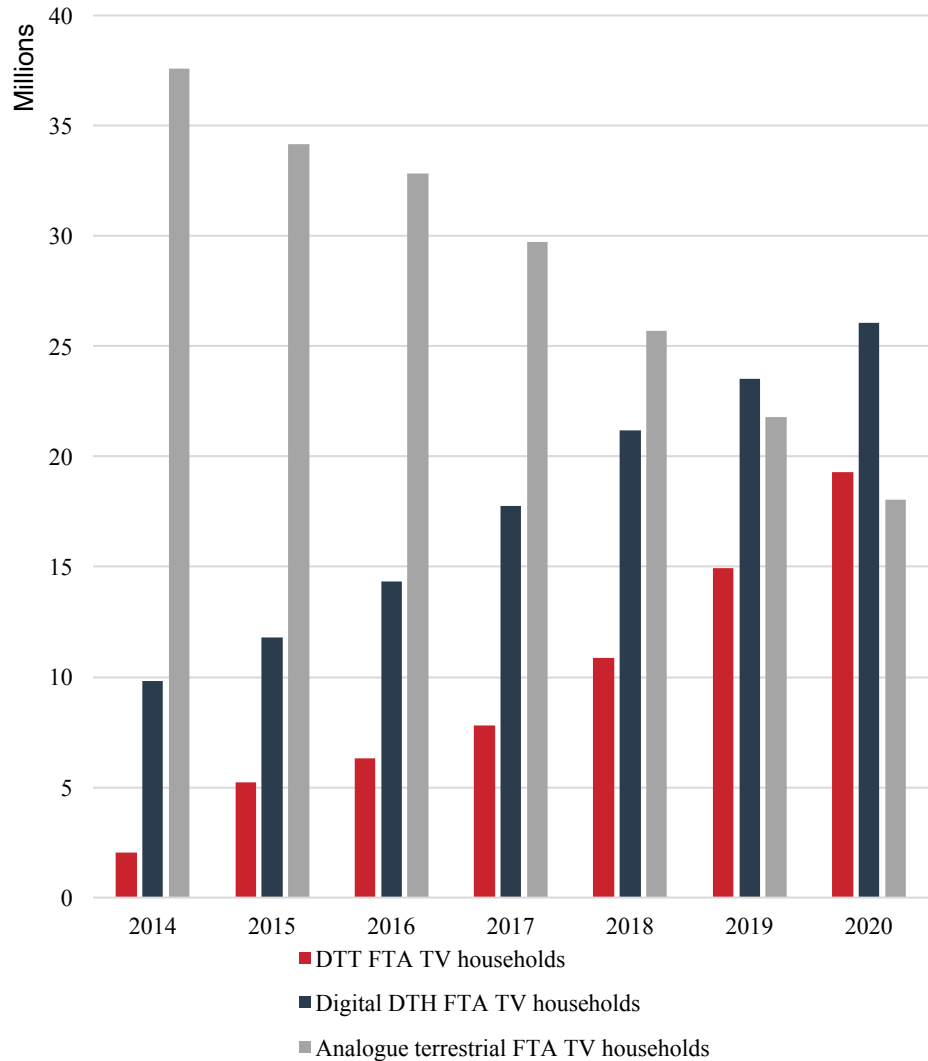
2020, Million inhabitants



Source: Dataxis

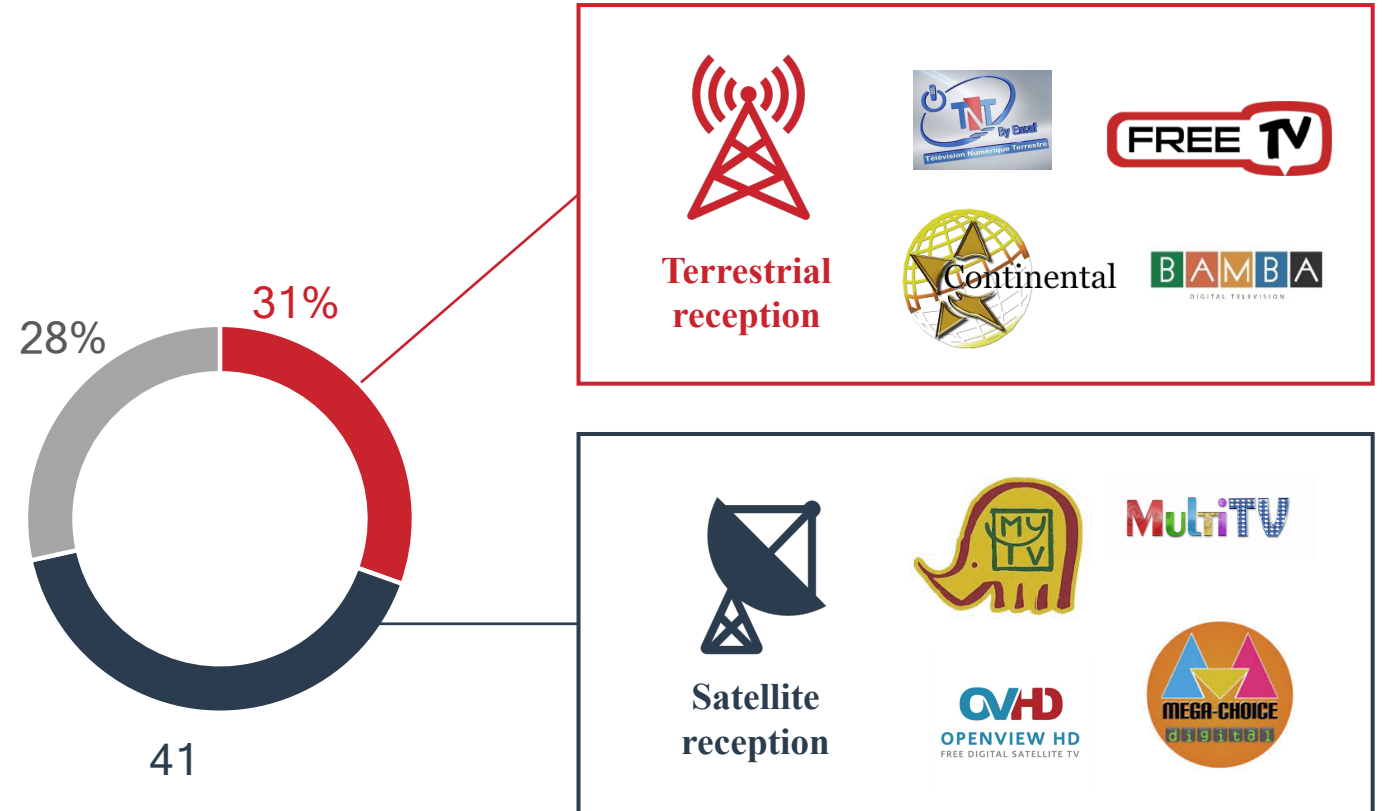
EVOLUTION OF FTA RECEPTION

2014-20, number of households



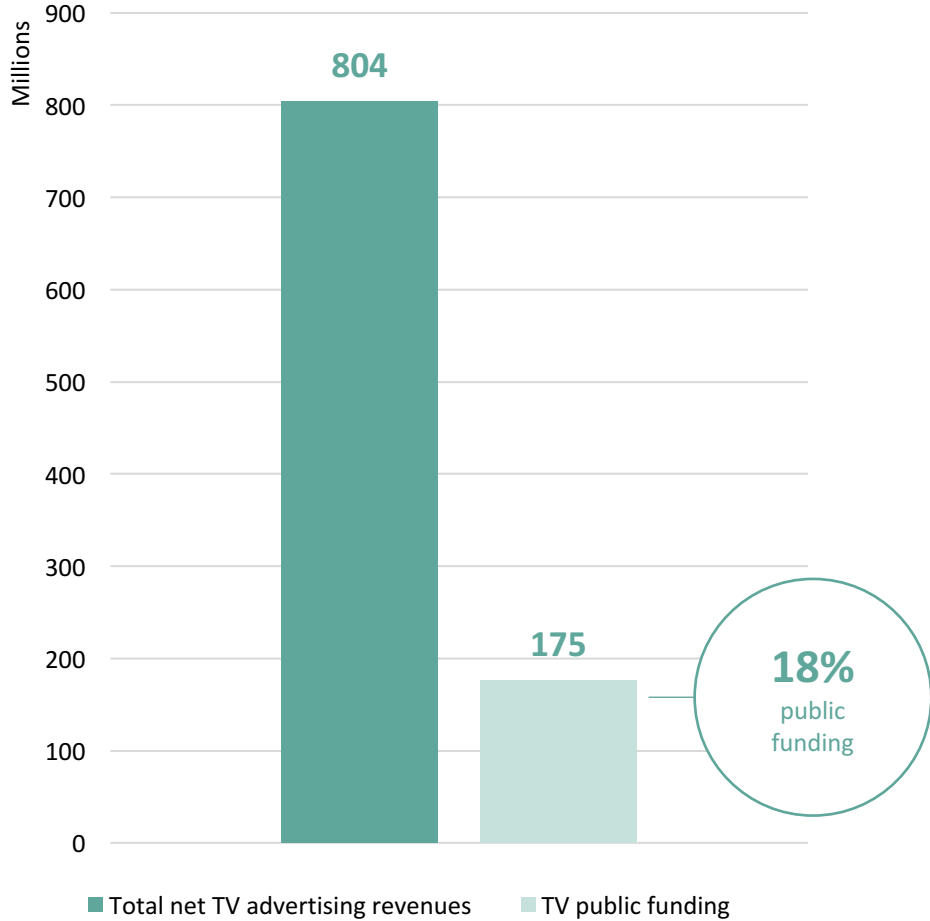
FTA PACKAGES PROVIDERS

2020, selected examples



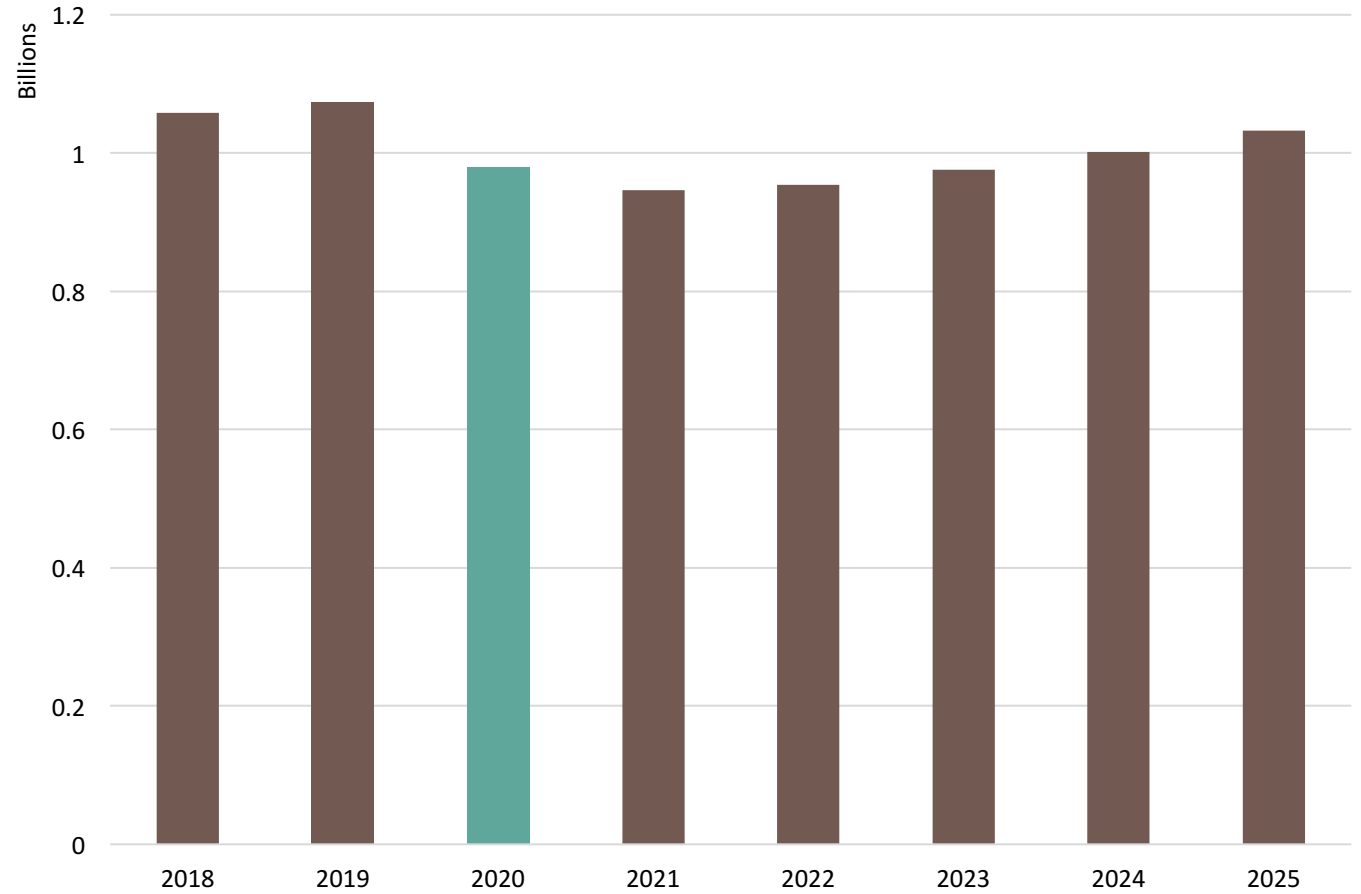
FREE CHANNELS REVENUES

USD, Sub-Saharan Africa, 2020



TV BROADCASTERS REVENUES FORECASTS

USD, Sub-Saharan Africa, 2020



Thank you!

For any question about the presentation, do not hesitate to contact me:

saeva.nebie@dataxis.com

Dataxis
www.dataxis.com