INTELSAT

Media Market Watch 2022

A Complete Guide to TV Opportunities for Programmers in Africa



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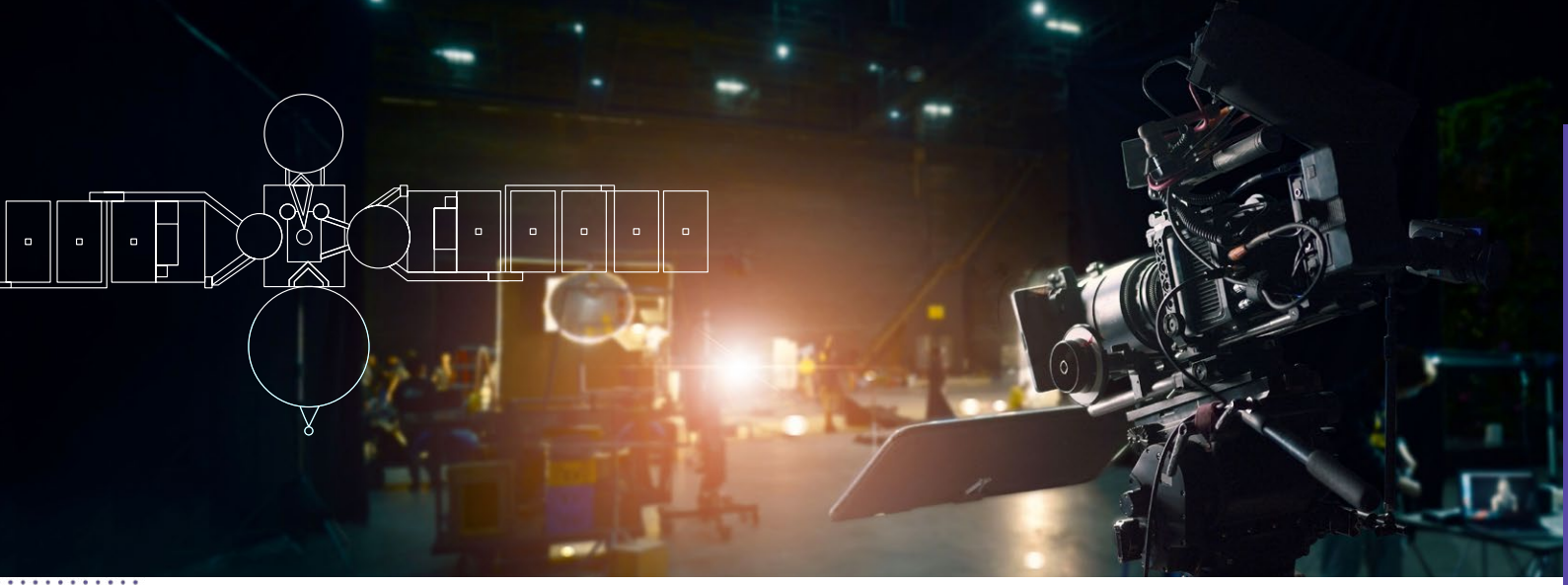
A Complete Guide to TV Opportunities for Programmers in Africa

01 The Latest Trends in the Africa TV Market

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Across an ever-evolving media landscape, programmers are looking to further engage their viewers, while also finding innovative ways to capture new audiences.

Africa offers significant market opportunity. The question is: What's the best way to reach that potential? Successful programmers are relentless about knowing their target audience and use distribution mechanisms with the reach and reliability necessary to grow their viewers and consequently their revenue.

Economy

3.7–4.1% **GDP growth expected from 2021 to 2025**

Source: IMF

The winning strategy for gaining viewers and bringing in new revenue is surprisingly simple.

Satellite continues to show resilience in this competitive market thanks to its reliable support of revenue-generating opportunities. This guide provides an in-depth look at the television market in Africa, including trends and viewer expectations.

01 The Latest Trends in the Africa TV Market

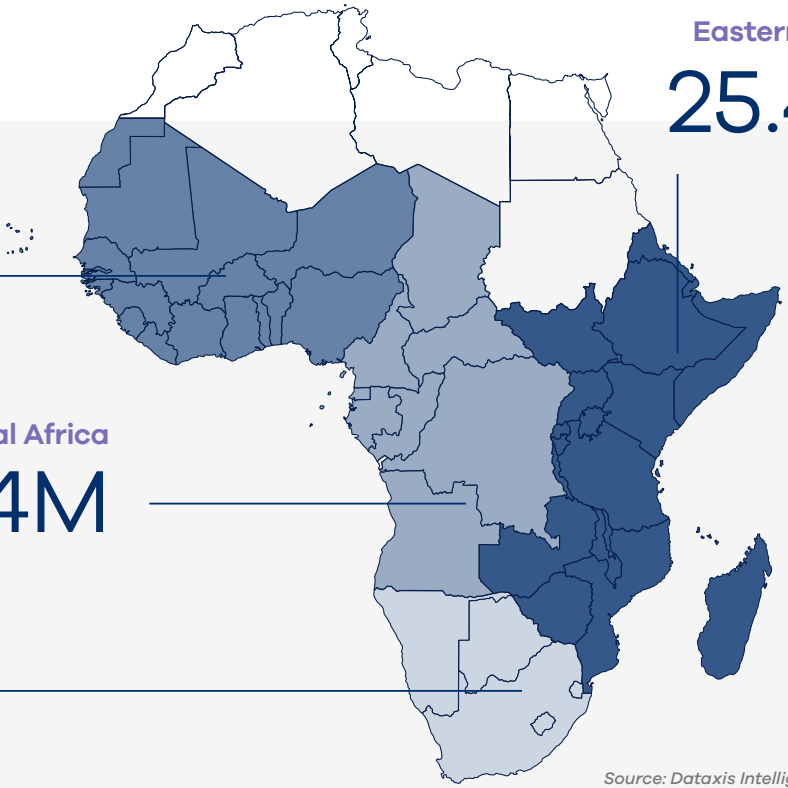
Africa represents a diverse television market with immense opportunity for programmers and broadcasters.

General economic trends are poised for steady growth. GDP for Sub-Saharan Africa is projected to grow between 3.7 and 4.1% from 2021 to 2025 [source: IMF, 2021] which, combined with digitization, is driving investments in media infrastructure from governments and private players. A prime example is the Nigerian film industry ("Nollywood")—globally recognized as the second largest film producer in the world with a planned $1B in export revenue.

With only 42% TV penetration of the 240M Sub-Sahara African households, 35% of TV households subscribing to a Pay TV bouquet, and 65% receiving Free TV content, growth prospects in subscription and advertising revenue are also plentiful for content providers.

100M
TV Households

Africa Market Snapshot by TV Households



Source: Dataxis Intelligence 2020

Pay TV Households

35M
Total Households

Direct-to-Home

Central Africa	Eastern Africa	Southern Africa	Western Africa
2.5M	4.3M	11.5M	6.2M

Digital Terrestrial Television

Central Africa	Eastern Africa	Southern Africa	Western Africa
608K	1.9M	1.6M	3.5M

Source: Dataxis Intelligence 2020

Free TV Households

65M
Total Households

Direct-to-Home

Central Africa	Eastern Africa	Southern Africa	Western Africa
5.3M	18.5M	12.2M	29.5M

Digital Terrestrial Television

Central Africa	Eastern Africa	Southern Africa	Western Africa
1.5M	10.5M	4.1M	13.6M

Source: Dataxis Intelligence 2020



While OTT is slowly starting its foray into Africa, linear content distribution retains the lion's share of current and forecasted revenue for the foreseeable future.

Given Africa's challenging terrestrial infrastructure, Direct-to-home (DTH) and digital terrestrial television (DTT) are (and will remain) the main vectors for linear content distribution. DTH currently captures the majority of Pay TV subscribers (65%) and a substantial part of the Free TV market (44%).

Pay TV Subscription Revenue Potential for Sub-Saharan Africa

	Cable	DTH	DTT
2020	$126M	$2.2B	$476M
2025 Projection	$144M	$3.1B	$698M

Source: Dataxis

Pay TV Subscriber Projections

Cable	DTH	DTT
1.9M	24M	11M

Source: Dataxis

43.5%

Annual Growth Rate Across All Services Through 2025

Overall, Africa is still a small advertising market, due to the difficulty of quantifying audiences and viewing patterns with enough accuracy. Where available, though, TV advertising is a good source of additional revenue:

	Kenya	Nigeria	South Africa
By 2024	**$131**M	**$173**M	**$576**M
Growth 2019–2024	3.9%	3.2%	0.6%



02 Delivering What Audiences Want

Africa's audiences prove attractive demographics

Africa is the world's second-most-populous continent with 1.3 billion people, and growing rapidly.

Almost 60% of Africa's population is under the age of 25, making Africa the world's youngest continent. Such a young population is attractive for content providers and advertisers as viewers tend to form viewing habits at a young age that will influence their viewing choices for the rest of their life. For content providers, the time is now to capture younger demos and make them loyal viewers for years to come.

It's critical for content providers and TV platforms to have a deep understanding of their target audience—who they are, what they demand, and what their viewing patterns are. But this audience measurement is virtually non-existent, or unreliable, outside of South Africa.

At Intelsat, we know the value of granular audience measurement and we invest heavily in qualifying and measuring the African TV audiences to help bridge this gap.

The next section provides a selection of insights drawn from our proprietary research. The 2021 audience study focused on adult, urban TV viewers and their viewing habits of FTA content in six key countries: Nigeria, Kenya, Tanzania, Ghana, Ethiopia, and South Africa.

~60%

Population of Africa under the age of 25



Audiences' stated content preferences

TV in Africa is multipurpose. It provides everything from news and sports to education, entertainment, and cultural or religious programming to its viewers.

Because Africa is not a culturally homogenous continent, there is an abundance of opportunity to provide the variety of content viewers are looking for, in one of the 2,000 ethnic languages represented. To attract new viewers and retain existing ones, TV content needs to better reflect the continent's diversity and quench audiences' thirst for local content they can identify with.

While English is a shared language, native languages are key to increasing reach, or to meet audiences' unique expectations:

Nigeria's most popular languages include:

English	Hausa	Igbo	Yoruba
68%	26%	17%	16%

African viewers in TV households form a dedicated audience primarily watching TV at home (mostly in the evening) several hours per day. For example:

Nigeria:

93%

of people watch TV at home for an average of **3.89 hours a day**

Ghana:

93%

of people watch TV at home for an average of **3.39 hours a day**

Tanzania:

85%

of people watch TV at home for an average of **3.4 hours a day**

South Africa:

94%

of people watch TV at home for an average of **4.58 hours a day**

Source: Intelsat & Geopoll

Preferences expressed for TV content vary by country:

The complete survey includes more information on the six main African economies.

Nigeria

43%
Movies

29%
Entertainment

27%
News

23%
Sports

19%
Religion

Ghana

59%
News

38%
Sports

20%
Religion

Tanzania

58%
News

33%
Sports

21%
Religion



Overcoming connectivity challenges

Unlike other areas of the world, OTT in Africa is underwhelming. Slow adoption is caused by the lack of affordability, quality of service, and coverage.

Internet penetration is estimated at 33.9%. Around 700 million people in Sub-Saharan Africa don't have access to internet and 270 million people live outside mobile broadband coverage areas.

OTT also suffers from high data fees for fixed and mobile broadband which impacts affordability.

Source: ITU: Digital Trends 2021

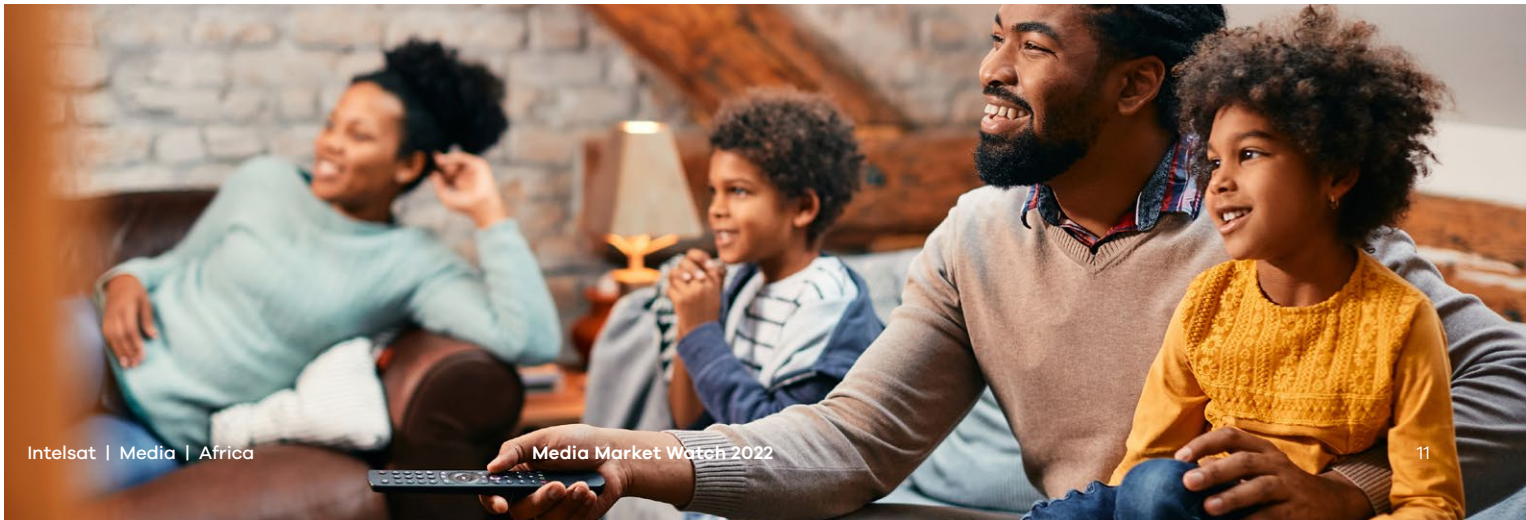
Internet penetration is estimated at

33.9%

Source: ITU: Digital Trends 2021

Linear distribution is key to reaching individuals without internet

East Africa:	Central Africa:	West Africa:	Southern Africa:
190M	121M	268M	122M



03 Moving Media Forward With Satellite

Satellite continues to be the best option for reaching millions of viewers with a single signal, thanks to its expansive coverage and unsurpassed reliability. Satellite enjoys the highest penetration of all content delivery technologies into TV households and will continue to do so for decades.



More Content

Offers viewers access to more premium and regional channels

More Coverage

Covers the continent with a single signal and easily connects to global distribution around the world

More Reliability

Guarantees an unmatched 99.999% availability, that terrestrial and internet-based delivery can't match

More Revenue

Gives broadcasters confidence in the sustainability of their business model, be it subscription or advertising-based

Satellite offers high availability and dedicated bandwidth for distributing video to tens of millions of households. Risks of outages and network congestion are virtually nonexistent—a major advantage over fiber and the public internet.

04 Finding a Trusted Partner

As the foundational architect of satellite and media broadcast services and communications worldwide, Intelsat is a major force in Africa.

By leveraging the full potential of its network, managed services, and strategic partnerships, Intelsat also offers unique global distribution capabilities for programmers who want to expand their reach globally.

Intelsat's Africa video neighborhoods are used for DTH and DTT and carry many national African broadcasters, Free TV platforms, as well as the largest Pay TV operator in the region.



Intelsat Delivers...

800+

TV and radio channels.

8

orbital locations, providing excellent coverage with a mix of traditional and high-throughput satellites.

IS-20 is Intelsat's premiere video neighborhood in Africa

Intelsat 20 (IS-20) covers most of Sub-Saharan Africa and carries over 600 channels, connecting people to content across multiple genres. IS-20 reaches 40+ million free-to-air urban adult viewers (details by country below) in the top six African economies alone.



Intelsat 20

Channels
600

Top Regions by Household

Nigeria	21.4M
South Africa	14M
Kenya	6M
Ethiopia	3.7M
Ghana	5.3M
Tanzania	3M

IS-20 also hosts the largest Pay TV platform in South Africa (latest reported subscribers is 8.9 million) and a prominent Free TV platform with 2.7 million subscribers.

Building the Future With What Works Best Today

Content is king and programming is evolving to meet audiences' changing expectations. Through its expansive reach and reliability, satellite remains the truest enabler of efficient content delivery in Africa.

Let's talk

Learn more about how Intelsat can serve the unique needs of your region.

Learn More
intelsat.com/contact-us

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AVIA: The Asia Video Industry Report 2021, November 2020
NCTA: NCTA, The Internet and Television Association
BARC India: Broadcast Audience Research Council India, March 2021
MediaKind, November 2020

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