AM:i AFRICA MEDIA INDEX

groupm

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IN COLLABORATION WITH
IN ON AFRICA**

IN ON AFRICA IOA
Connecting Africa's Potential

WHY AFRICA?

Global Brands and Global Agencies have focused on emerging markets and the growth they can deliver for many years, if not decades. Most of those markets, particularly in Asia – from China to Thailand to Indonesia, have now emerged and are rapidly evolving into strong and stable economies. South Africa has long since been part of the global emerging markets, but what about the rest of Africa?

A continent with the youngest and fastest growing population in the world, some of the fastest growing economies in the world, a potential 1.2 billion people participating in a Free Trade market in the near future and, surprisingly, still not attracting significant advertising investments. This is mainly because Africa is made up of many different countries, many different cultures and languages, unstable rules and regulatory environments, dodgy practices and an historic lack of data to help understand the marketplace.

We, at GroupM, have invested in the development of the African markets to help our Clients explore the immense opportunities they may not realise are available, to offer insights and support solid business growth. Also, to offer constantly new opportunities to local talent, providing them with the ability to thrive in the marketing and media practices, supported by an international network and best-in-class expertise.

Being in the African markets will allow our clients the ability to understand and enter the market with fewer barriers. GroupM prides itself on moving not just our business, but the industry, forward, and we see enormous potential in Africa.

WHY AN AFRICA MEDIA INDEX?

Some markets - South Africa, Nigeria and Kenya - are better known and better studied than others. In order to provide a comparative view, we have decided to look at specific dimensions - Economy and Business, Media Landscape, Media Consumers, Technology, Governance and Legislation – across 14 countries.

By creating an Index, we are more easily able to highlight differences and similarities – from GDP growth rates to inflation, from internet and mobile penetration to the presence of women in parliament and the relative freedom of the press.

We call it the Africa Media Index, but we have focused on 14 Sub-Saharan African countries for this first report. The aim is to cover the whole of the African continent over time.

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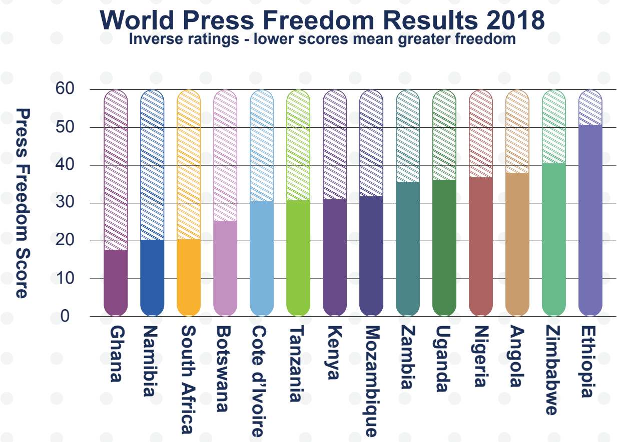
INTRODUCTION



The media industry in Africa has dramatically expanded in technology, user numbers and influence over the past decade. The digitalisation of African society rests on content provided by an array of service providers, from mobile phone companies to satellite TV firms and traditional producers of content. To meet their citizens' needs, governments must satisfy growing demands for a free media and the technological means to provide it. This also means expanding such services as electricity supplies to allow media to operate, with the benefit that these improvements also bring large economic and societal benefits for countries.

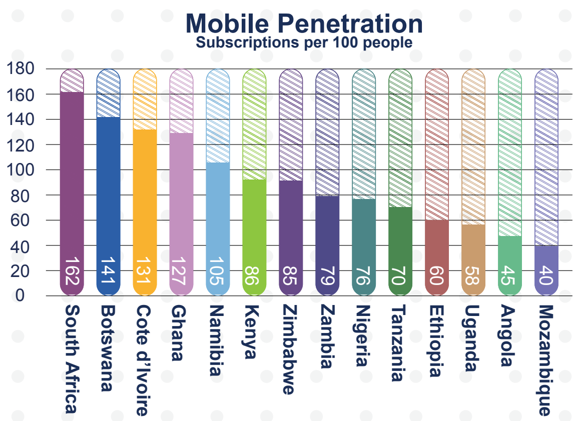
Media's growth in Africa is part of the movement toward full democracy in African countries. Authoritarian regimes are being replaced by more people-oriented governments. Authoritarian regimes that repressed the media are making way for more open societies where media flourishes. The mobile phone has given a communication device to hundreds of millions of Africans who never possessed these personally before. With mobile phones come such services as the ability to conduct financial transactions electronically. Now that they have such communication power, citizens will not allow service interruptions, and they want more connectivity, cheaper data costs, and more sophisticated technology. In many ways, the new media is driving governance change in a way no technology ever has and with an impact few societal forces have had. Mobile phones and social media have proved perfect technology for Africans because these are modern ways to continue Africa's oral tradition of storytelling and person-to-person, neighbour-to-neighbour communication. Facebook, the most popular social media platform, is like an electronic community council meeting.

African populations are largely poor, although a middle-class is growing impressively. Therefore, use of media is based on cost. Television is replacing radio when people can afford TV sets and electricity supplies become available, just as internet use depends on the price of data. The print media may not be growing at the same pace as digital media, but print is experiencing positive growth and is expanding electronically with online digital editions. The African media landscape is a whirlwind of change and activity, and its power can be harnessed by knowledgeable investors and advertisers. The facts of the media industry that must be understood extend beyond technology and market trends. A knowledge of an entire investment environment is required, including the relevant forces at play in governance, local business and economies that impact the media sector. Not only does the media industry not exist all by itself, but perhaps more than any other business, the media is influenced by the society it serves. In turn, the media influences the societies that hear, read and see its output.

By examining closely 14 key African media markets in five thematic categories - which are Economy and Business, Media Landscape, the Media Consumer, Technology and Governance, the index that follows presents a concise encyclopaedia of selected countries with an ultimate aim of offering well-informed business guidance.

The GroupM Africa Media Index, produced in collaboration with In On Africa (IOA), targets 14 of East, Southern and West Africa's largest media markets. The index is designed to inform media investors and advertisers about opportunities, while also highlighting problems that stand in the way of profitable investment and effective advertising. Balancing raw data with the media sector are surveys conducted with experts in the field. Their perceptions provide depth to the report's data structure and capture the enthusiasm or pessimism relating to particular aspects of the media environment. From these voices, businesses can hear direction on where to grow their brands.

One conclusion stands out in this report: Africans are diverse as individuals but tend to have uniform tastes in what they wish to receive from their media services. Enabled by the latest technology, investors can meet consumer needs and advertisers can tap into consumer desires.



ABOUT THE INDEX

For comparative purposes to better assess the relative strengths of the 14 surveyed nations, a numerical score and ranking have been assigned to each country. These scores are informed by statistical calculations that combine each country's performances in five 'dimensions' relevant to understanding a country's media environment. These dimensions are Economy and Business, Media Landscape, Media Consumers, Technology and Governance and Legislation. To quantify the performance of each country, key data sources were found, scrutinised, allocated to a dimension and presented uniformly for comparative analysis. Each dimension was afforded at least 10 statistical indicators that could inform the outcome.

These statistics were gathered from multiple reputable data sources, such as the World Bank and the United Nations, while others were extracted from like-minded indexes, such as the Inclusive Internet Index and the Mobile Connectivity Index. Once accumulated, the data was shaped according to a moving weighting system that caters for the sometimes dire lack of statistical information in certain African countries. Individual dimensions are important for business investors to consider, but combined into an overall country score, they provide a holistic assessment of a country under consideration. The following 14 countries were selected for this evaluation:

Index Dimensions

Economy & Business

The economic fundamentals, market size, workforce, inflation, value of national currency, employment and ease of doing business are some of the factors weighed to achieve a country score that best reflects the status of economic performance

Media Landscape

A country score combines the availability of media, like broadcast, cinema, internet, print, outdoor advertising and telecommunications, with media's prevalence geographically, to reflect how diverse and influential a country's media sector is

Media Consumers

A measure of a country's media consumer population in terms of access to and integration with local and international media, defining the level and type of demand for media consumption prevalent in the country

Technology

The availability and penetration of ICT technology is ascertained via information that quantifies a country's capacity to provide the necessary infrastructure for media dissemination – an essential factor as ICT becomes more sophisticated and in demand

Governance & Legislation

A numeric representation of a country's governing and legislative framework and its interaction with media consumers, commerce, technology and the media landscape, depicting positive and negative impacts of governments on the media sector

INDEX RESULTS

Country	Economy & Business Score	Economy & Business Rank	Media Landscape Score	Media Landscape Rank	Media Consumers Score	Media Consumers Rank	Technology Score	Technology Rank	Governance & Legislation Score	Governance & Legislation Rank	OVERALL Score	OVERALL Rank
South Africa	57.11	1	56.90	1	74.11	1	71.42	1	70.34	1	**65.97**	**1**
Ghana	54.66	2	40.23	3	55.67	5	53.65	2	54.03	5	**51.65**	**2**
Botswana	49.39	3	31.67	5	66.37	2	49.69	3	56.80	3	**50.79**	**3**
Kenya	47.76	5	41.44	2	58.30	4	42.53	6	52.86	6	**48.58**	**4**
Namibia	41.00	12	28.58	9	59.38	3	40.63	7	57.05	2	**45.33**	**5**
Nigeria	47.19	7	40.01	4	47.51	9	45.88	4	39.91	14	**44.10**	**6**
Cote d'Ivoire	47.79	4	30.71	7	48.04	8	45.40	5	46.12	13	**43.61**	**7**
Tanzania	47.44	6	25.15	11	55.14	6	35.47	8	49.95	9	**42.63**	**8**
Ethiopia	44.37	9	30.42	8	41.08	13	32.10	10	54.29	4	**40.45**	**9**
Uganda	43.23	10	31.58	6	43.08	11	31.58	11	49.61	10	**39.81**	**10**
Zambia	46.72	8	27.07	10	37.74	14	29.51	13	52.86	7	**38.78**	**11**
Zimbabwe	41.63	11	24.71	12	43.94	10	33.38	9	46.80	12	**38.09**	**12**
Angola	32.92	13	21.98	14	49.18	7	31.19	12	47.85	11	**36.62**	**13**
Mozambique	30.94	14	23.86	13	42.15	12	26.57	14	50.92	8	**34.89**	**14**

KEY INSIGHTS

ECONOMY AND BUSINESS

Service sectors dominate most countries' economies, with the media a key contributor

Media firms provide services in their own right, but also allow service-oriented businesses to advertise and thus expand. Agriculture employs more people, and extractives are still strong industries, but services contribute the most to GDPs.

Internet creates an explosion in financial services opportunities for Africans

With smartphones, many Africans can access the internet and become customers for financial services, previously limited to those holding traditional bank accounts. As a result, countries like Kenya have large majorities of citizens now enjoying financial services for the first time.

MEDIA LANDSCAPE

Mobile devices have brought internet connectivity

For years, internet use was limited by the low availability of fixed line phones. This changed dramatically with the introduction of smartphones. Like mobile phones providing a majority of Africans with their first phones, smartphones brought them their first internet access. Traditional media both lost customers to digital media but found new opportunities to repackage content.

Broadcast media still rules the media landscape

Television is the preferred entertainment for those who can afford TV sets, with viewership limited by poor electricity connectivity in places. Radio is relatively unconstrained by electricity shortages and remains the most popular medium overall.

TECHNOLOGY

Technological upgrades are consistent in all regions

The surveyed countries' technological evolutions have seen digital TV replace analogue television and that process is largely complete. Currently, 3G penetration is expanding from urban locations into areas where the internet is inaccessible. 4G coverage has been introduced and is expanding, and satellite TV service is now widely available.

Poor electricity availability is a drag on media growth

Only Ghana and South Africa have more than three-quarters of their populations with access to electricity, and no country has universal access. Poor electricity availability impacts negatively on media growth, including business advertisers seeking exposure on electronic media. All countries have energy plans to boost electricity supplies, but the execution is slow.

MEDIA CONSUMER

Literacy rates are tied to digital media consumption

Traditional media, like radio and TV, if not print, did not require the consumer to be literate. The operation of online media does require some education, and literacy is required to consume online content. The growth of digital media corresponds with continuing efforts by countries to expand educational opportunities and increase literacy.

Affordability drives consumer media choices

Decisions on what phone handset to purchase or whether to subscribe to satellite TV service is a weighty one for media consumers in countries where a large portion of populations are poor. Data prices determine internet usage more than any other factor. With the growth of Africa's middle-class, media use is accelerating.

GOVERNMENT AND LEGISLATION

Government reform is good for the media industry

From lessening censorship to selling off state media companies, governments pursuing reforms are creating more opportunities for media investors and more options for media consumers. Governments continue to control large broadcast operations and some are monopolies, but cost and competition are taking their toll on the sustainability of state media.

ICT is seen by countries as key to economic development

Under long-term developmental visions, media technology is uniformly highlighted as a means to raise living standards and progress countries' economic agendas. Enabling legislation, de-regulation and the break-up of government media monopolies have been occurring in all surveyed countries, with public-private partnerships launched to expand media services.

INDEX DIMENSIONS

An analysis of themes in the Africa Media Index

ECONOMY & BUSINESS

As the African Continental Free Trade Area comes into effect in 2019, individual regional differences will dissolve as the continental economy expands, one region lifting the others. Awaiting those developments, regional economies are doing better than a decade ago, with East Africa growing at the most rapid rate and South Africa's status as Africa's largest economy yielding to Nigeria. Governments are cognisant that national development cannot be accomplished with economies tied to raw material exports and seek economic diversification into manufacturing and services - including ICT and media. A growing middle-class is fuelling the retail sector as well as the media sector, demanding improved ICT infrastructure that, in turn, is increasing public and private partnerships. Much of countries' populations remain poor, but hyperinflation is not a problem currently in any country. Attention is being paid to increasing electricity supplies as essential to economic growth and ICT expansion. Africans' growing intolerance of despotic governments who are unaccountable for poor economies has resulted in newer democratic governments that are bringing needed economic reforms and facilitating doing business.

Market Opportunities

- Populations with large youth demographics provide large workforces and long-term return on skills training
- Most countries have moderate inflation rates, making investments more secure and reducing pressure on labour negotiations. Angola's 31% is highest
- Industrial growth is greatest in East Africa, propelled by greater and more stable electricity supplies, and is slowest in Southern Africa
- GDP per capita is strongest in the Southern African region, suggesting more consumer spending power for media products

Market Challenges

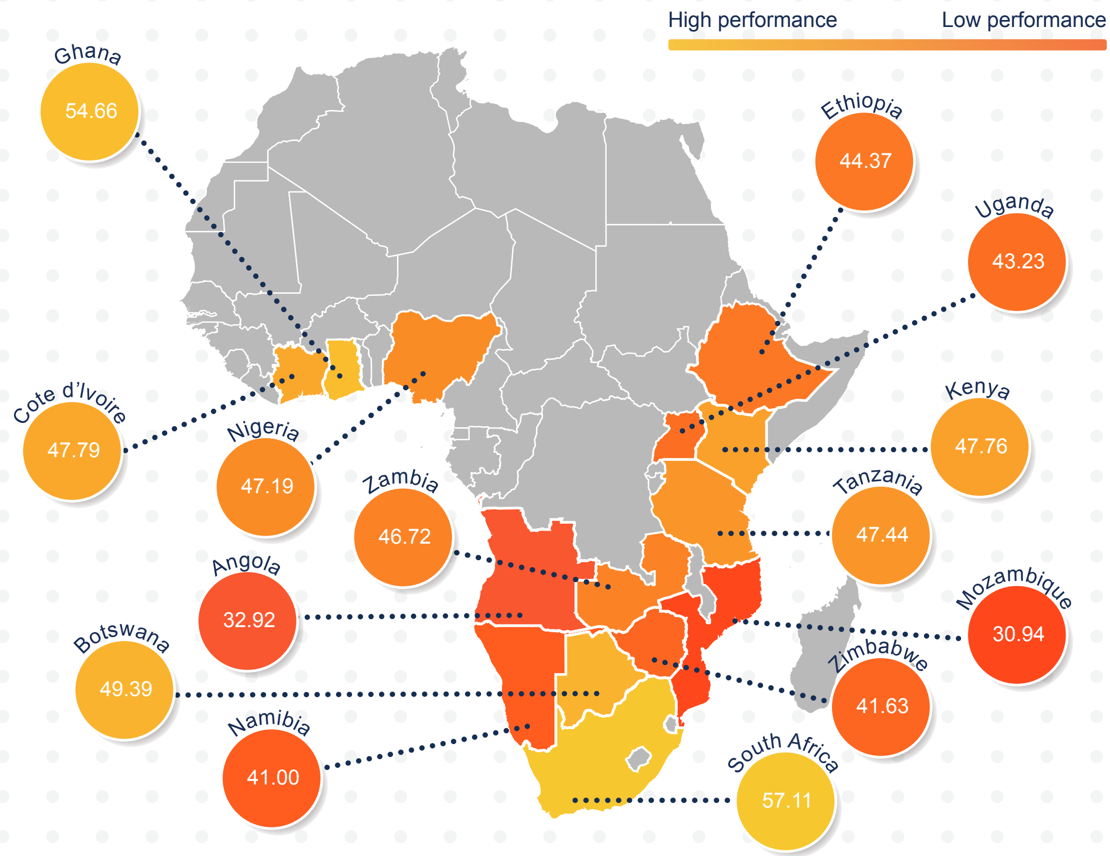
- Economic dependence on raw materials holds non-diversified economies hostage to fluctuating global commodity prices
- While economic growth rates are strong, particularly in East Africa, growth is from a low base and must be sustained to achieve robust economies
- Economic statistics are inconsistent between countries within regions, indicating that greater regional economic integration is required
- Corruption remains high in most countries and is cited as a concern by the private sector as being an encumbrance to doing business fairly and profitably

Results Summary

The investment indicators, as opposed to business confidence, for Southern Africa are good overall, led by South Africa, which takes three of the top five positions in overall Economy and Business rankings. However, one of the top five, Ghana, is West African, and another, Kenya, is East African, reflecting the mixed regional pictures where a country performs well compared to a neighbour. South Africa borders Mozambique, whose overall score is 34.89. Although Botswana and Namibia were ranked in the top five, South Africa's economic solidity is reflected in the high scores, with an overall score of 65.97 that is significantly ahead of the number two country, Ghana, with a score of 51.65. Nigeria has Africa's largest economy, but with a score of 44.10 is ranked in sixth position. If country scores within regions are inconsistent, so too are the scores for individual economic components that go into those national scores. Inspection of each country on its relevant merits is advised for investors, within the overall context of positive growth for all regions. The need to develop economies effectively is heard, and fiscal responsibility is increasingly practiced by governments.

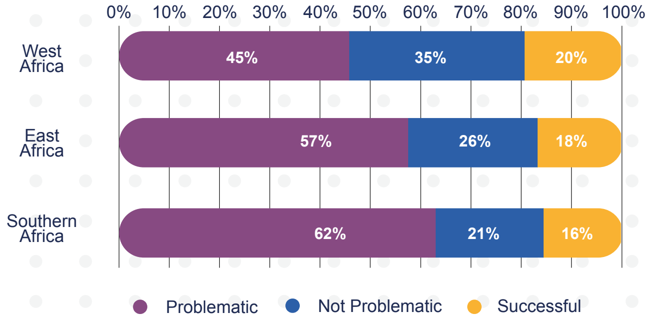
Country Performance in the Africa Media Index

South Africa	57.11
Ghana	54.66
Botswana	49.39
Cote d'Ivoire	47.79
Kenya	47.76
Tanzania	47.44
Nigeria	47.19
Zambia	46.72
Ethiopia	44.37
Uganda	43.23
Zimbabwe	41.63
Namibia	41.00
Angola	32.92
Mozambique	30.94



ECONOMY & BUSINESS

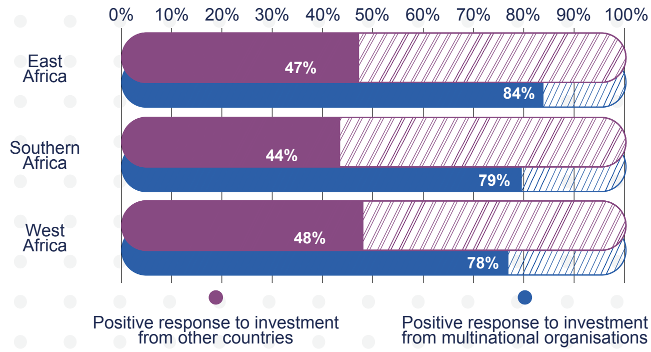
State of Economy



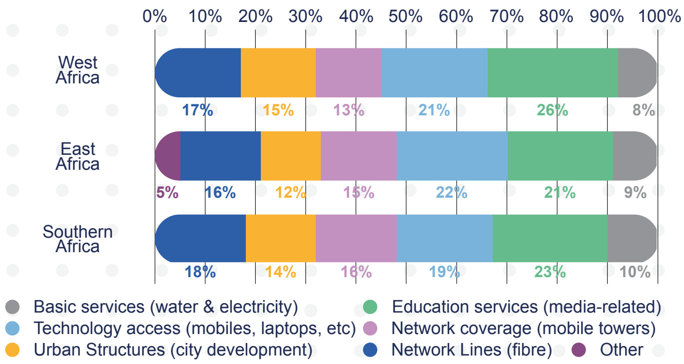
South Africa may have Africa's most advanced economy, but a two-third majority (66%) of respondents views the economy dragging down the Southern Africa region as a whole, where a total of only 37% of respondents considered the regional economies as performing well. South African business confidence is down after the initial welcoming of a new president was followed by the discovery that the ruling party's economic policies remain bad for business. Consequently, perceptions of Southern Africa, which has economic fundamentals equal to or stronger than East and West Africa, fall below those other regions. West African respondents have the sunniest views of their regions economies, by a 55% majority. East Africans have the most balanced views of the state of their economies, although pessimists outnumber optimists by 57% to 43%.

Attitudes Toward Foreign Investment in the Media

All respondents report that attitudes in their countries are significantly more favourable than unwelcoming toward foreign investors in their media sectors. East Africa reports the highest positivity, with 84% welcoming, compared to West Africa's 78%, which is the least favourable regional attitude toward outside investors. Southern Africa's openness to foreign investment in regional media stands at 79%, with South Africa tracking closely at 74%. The availability of media for investment influences attitudes. In East Africa, the large Ethiopian market is opening from state control, and investors are sought by government, while online media is proving popular elsewhere in the region and content providers and distributors are required. West Africa's media is more established. Southern Africa's two Portuguese-speaking countries are not entirely opened to non-state media opportunities.



Infrastructure Developmental Priorities



Perceptions from Africa's three surveyed regions show uniformed opinions about infrastructure development goals. The only exception is East Africa's rail transport priorities (included by 5% of respondents in "Other") that are creating Sub-Saharan Africa's first bullet train and most extensive rail network. Otherwise, the largest percentile difference is between media-related educational services, with 5% separating East and West Africa's emphasis. West Africa also places less importance on mobile telephone network coverage and basic services like water and electricity (listed by 13% and 8% of respondents). Electricity is a necessity for new media expansion. Southern Africa is viewed as prioritising fibre lines by 17.66% of respondents, particularly with the South Atlantic Cable System arriving in the region. More than East and Southern Africans, West Africans see their region as prioritising urban structures.

	Adults with Bank Accounts	GDP Growth Rate	Inflation Rate	Labour Force (% of pop.)	Innovation Capability
Top Performers	KENYA 81.57%	ETHIOPIA 10.20%	COTE D'IVOIRE 1%	ZIMBABWE 57.28%	SOUTH AFRICA 44
Bottom Performers	ANGOLA 29.32%	NAMIBIA -0.80%	ANGOLA 31%	COTE D'IVOIRE 36.17%	ANGOLA 17

MEDIA LANDSCAPE

Just as digital media has liberated individual Africans from dependency on a limited number of media outlets (usually state owned) and communications options, so also have online and other innovations revolutionised Africa's media sector, offering a variety of investment opportunities for businesses to serve the insatiable media appetite of consumers. Digital media has also created opportunities as well as rivals for traditional media: from online video platforms that require content from TV news services, to Nigeria's Nollywood film studios, print newspapers and magazines that produce online editions popular in East, Southern and West Africa. Mobile phones, as well as internet access, have brought telecommunications, for the first time, to a majority of Africans that now have financial services available too. Internet connectivity has created social media exchanges, whose influence for businesses is a powerful product marketing tool. Investment in infrastructure, from electricity distribution to fibre cables, is ongoing, and the liberalisation of media sectors by governments is expanding investment opportunities. Much of the rural regions is yet unconnected to media, signifying additional market potential.

Market Opportunities

- Liberalisation of the broadcasting sector by governments is expanding viewing and listening media from Nigeria's 401 radio stations to TV stations and satellite services
- Household internet access varies widely, from 8.5% in Tanzania to 29.50% in Namibia, but is still low and offers a large market for expansion
- Cote d'Ivoire's media statistics, such as 25.60% internet penetration, have not caught up with its revived economy, allowing significant investment
- The US$ 70.23 median cost of handsets shows that, despite poverty constraints, Africans are willing to buy media devices

Market Challenges

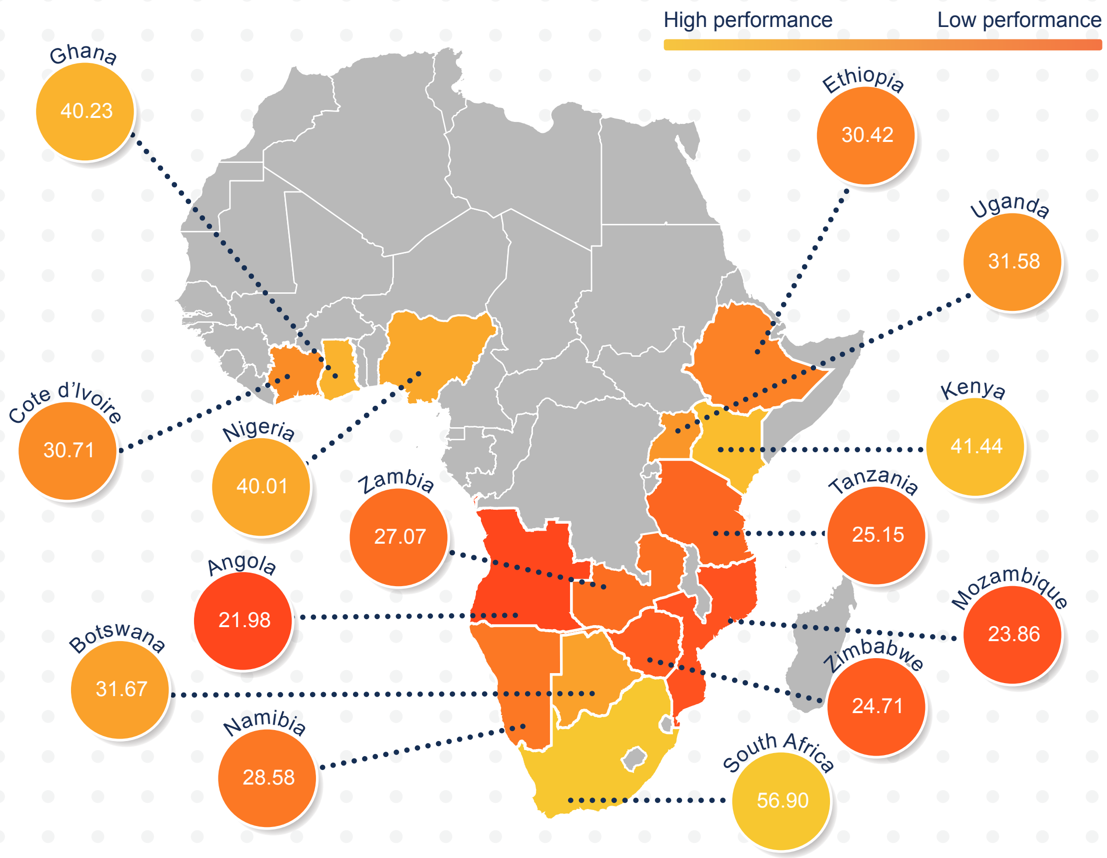
- Mobile infrastructure is low in all countries, with only South Africa scoring higher than 50 out of 100 points for this indicator
- Erratic or absent electricity supplies, which are required for electronic media, are a challenge even in the most advanced economies surveyed
- Poverty continues to constrain media growth, particularly in East Africa, where in low-income Tanzania home computer use is the lowest, at 3.9%
- While mobile phones are bringing internet use, physical infrastructure limitations are constraining bandwidths to extreme lows in Namibia and Ethiopia

Results Summary

National and regional media landscapes are tied to the economic conditions of countries, and investors should look at a country's overall economic performance. The poorest surveyed countries are also the lowest ranked media countries – Angola, Mozambique, Zimbabwe and Zambia, all in Southern Africa. The top ranked countries have the most prosperous economies, regardless of their regions – South Africa and Botswana in Southern Africa, Kenya in East Africa and Ghana and Nigeria in West Africa. Ethiopia, East Africa's largest economy, is an anomaly because media sector liberalisation has only just begun there. Economic indicators also illustrate how more advanced economies have the energy, educational and other infrastructures to sustain thriving media markets. Much growth is required in the media sector, indicated by an average score of 45.15 out of 100 for the surveyed countries. The highest scoring country, South Africa, scores only 56.90, and Southern Africa regionally averages well below 50. The scores for other regions indicate even greater need for sector improvement. Against conditions today is the promise of tomorrow, with indicators showing surging demand for media products in all regions.

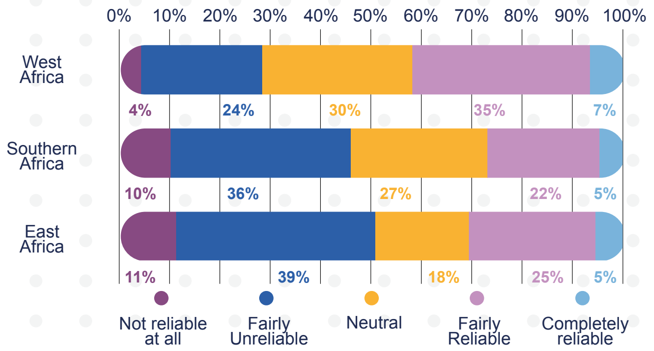
Country Performance in the Africa Media Index

South Africa	56.90
Kenya	41.44
Ghana	40.23
Nigeria	40.01
Botswana	31.67
Uganda	31.58
Cote d'Ivoire	30.71
Ethiopia	30.42
Namibia	28.58
Zambia	27.07
Tanzania	25.15
Zimbabwe	24.71
Mozambique	23.86
Angola	21.98



MEDIA LANDSCAPE

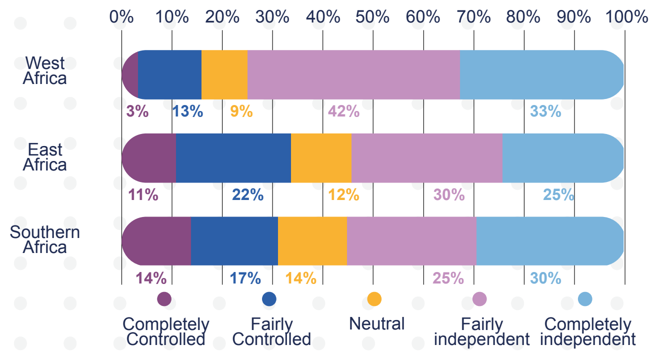
Media Reliability



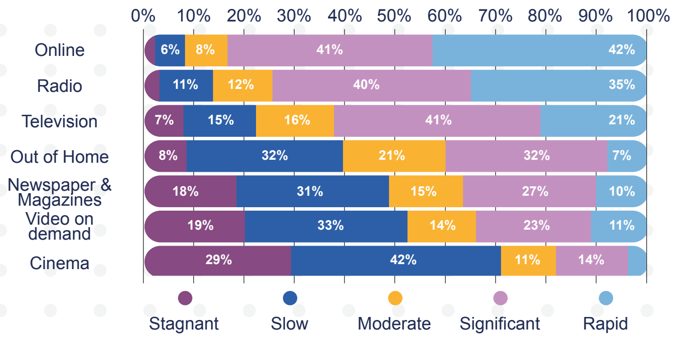
If media content compromised by political interference were the sole criteria, Africa's media reliability would be negligible. However, there are other factors that investors in the media sector can, with confidence, rely upon. One is exchange rates that are generally stable, assisting with the repatriation of profits and importation of media inputs. Similarly, inflation is not a significant problem. Government monitoring and regulation of the media sector has been given relatively high reviews by respondents. All these factors help to mitigate against the scourge of political interference. Half of respondents (50%) in East Africa, where politicians owning media houses is common and, like Ethiopia, government retain a monopoly on electronic media, find the media mostly or entirely unreliable. Less than half (47%) of West Africans view their media reliability favourably. Especially pessimistic are Southern Africans, as only 27% of these respondents view their media as reliable in some degree.

Media Independence

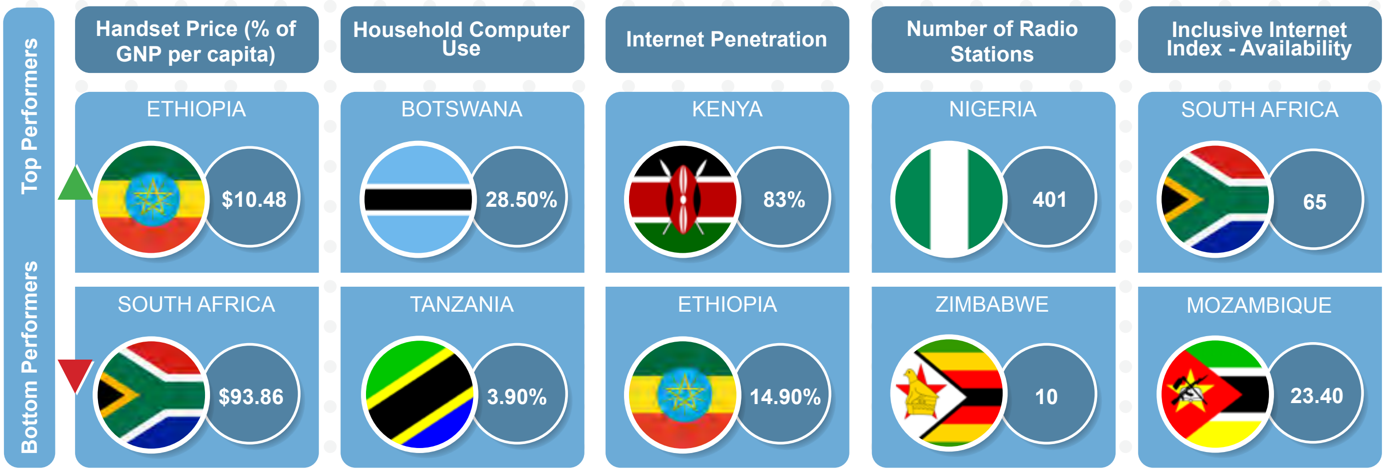
Media independence is measured by the degree that media companies, state-owned or independent, resist government pressure on news content. West Africans consider their media independent by an overwhelming majority, with 75% of respondents crediting their media with some degree of independence. The fight for media independence seems to be moving in the media's favour continentally, with half of East African respondents (50%) agreeing that their media was partly or fully independent, and 55% of Southern Africans feeling the same way. When it comes to views about the degree to which media is "completely controlled" by the state, the outcome is flipped. Only 3% of West Africans find their media suppressed, compared to 11% of East African respondents and 14% of Southern Africans. South Africans generally echo the perceptions of their region, but are more opinionated, as only 5% are neutral on the subject.



Media Channels Growth



Perceptions from Africa's three surveyed regions show a consistent belief in the dynamic growth of online media. More than four of five (83%) respondents find online media to be growing either significantly or rapidly. Radio, a traditional broadcast medium with new outlets through internet broadcasting, finds three out of four respondents (75%) viewing its growth as significant or rapid. Because radio can be accessed online in most surveyed countries, the medium's growth is tied to online growth. Respondents are also bullish on television, with nearly two-thirds (62%) confident of positive growth for another traditional broadcast medium that can now also be accessed online. Some degree of positivity is recorded for all other media but for cinema in traditional movie theatres, where nearly three-quarters (71%) of respondents perceive slow or stagnating growth.



MEDIA CONSUMERS

Africans have embraced cellular use in large numbers at their first real opportunity, with the availability of mobile services. As mobile phone penetration increases, media consumers are becoming customers of financial services, available to them for the first time. Mobile phones are the entryway to the internet and have enabled social media to continue and update the African oral tradition of communication, as stories are shared online. Growing literacy allows more Africans both the ability to text and to make educated judgments about online content, from the validity of news to the attractiveness of advertised products. Africa's media consumers are constrained by the economic conditions of their country, which limits incomes and enabling infrastructure like electricity supplies. However, Africa's middle class is growing in all countries, and with it, more media consumers. As they become more self-empowered online, the consumers are demanding from their governments better economies to obtain, among other things, more media. Access to media devices has prompted Africans to also demand a wider array of services.

Market Opportunities

- Regional populations that have mostly younger populations will fuel growing media growth for the foreseeable future
- Literacy rates vary widely, from 41% in Cote d'Ivoire to 98% in South Africa, but are improving in all countries and creating more media consumers
- Mobile subscriptions continue to rise, with multiple SIM card ownerships leading to Botswana having 141 subscriptions per 100 people
- Mobile social media penetration is highest in the Southern Africa region, led by Botswana where penetration stands at 36.20%

Market Challenges

- The price of data tracks countries' economic conditions, cheapest in terms of 1.59% of GNI in Africa's leading economy Nigeria and 32.97% in economically-chaotic Zimbabwe
- Fixed broadband subscriptions are very low in all countries, severely limiting the expansion of home-based internet
- Electricity supplies are erratic in urban areas and non-existent in many rural areas, putting constraints on media users' activities
- ICT imports are only a small percentage of total imports, and South Africa leads but with ICT imports only 8.62% of all imports

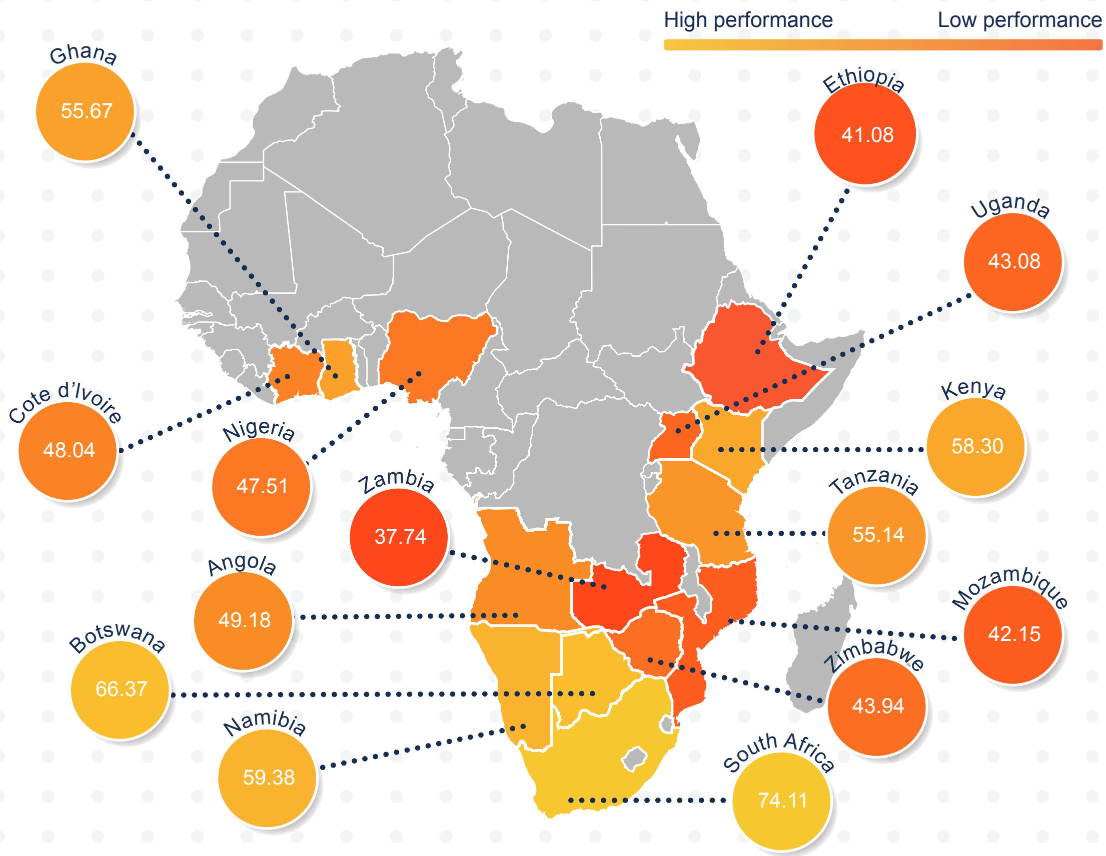
Results Summary

The most advanced economies and most ICT advanced countries of this evaluation are home to Africa's most avid media consumers. The Southern African region dominates thanks to South Africa's top ranked position. South Africa's media has benefited media consumers in neighbouring Namibia, a much poorer country economically, but whose media options are greater due to proximity with South Africa, and the more prosperous Botswana. Botswana and Namibia are the number three and two countries ranked for media consumption. Kenya and Ghana, both with thriving economies, are ranked four and five in the power of their media consumers.

The size and affluence of national and regional media consumer populations are directly related to the economic conditions of a country. One statistic that illustrates this is Affordability under the Inclusive Internet Index. Media is simply more affordable to consumers in more affluent countries because they have larger incomes. The inevitability of more media customers will accompany job creation and economy boosting policies that all governments are currently advocating.

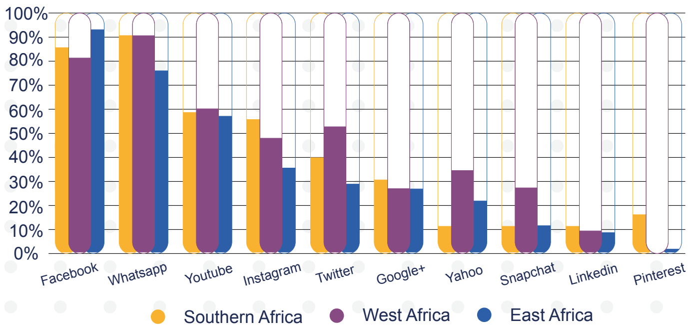
Country Performance in the Africa Media Index

South Africa	74.11
Botswana	66.37
Namibia	59.38
Kenya	58.30
Ghana	55.67
Tanzania	55.14
Angola	49.18
Cote d'Ivoire	48.04
Nigeria	47.51
Zimbabwe	43.94
Uganda	43.08
Mozambique	42.15
Ethiopia	41.08
Zambia	37.74



MEDIA CONSUMERS

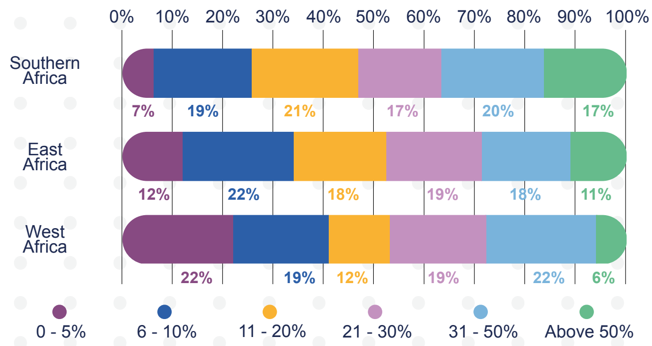
Social Media Platform Preference



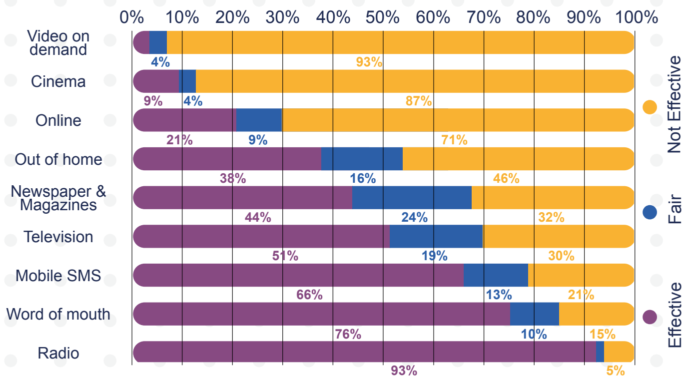
For businesses, as well as individuals using social media in the three surveyed regions, Facebook has attracted the most popularity because it is the oldest platform. WhatsApp's attraction for users is free voice and video calling. The popularity of social media is perceived similarly across all three regions. Facebook and WhatsApp are preferred by 75% to 90% of persons in all regions. Along with YouTube, averaging 58% of people online in the three regions, and Instagram, they are the most popular platforms in East, Southern and West Africa. Some variations exist in that Southern Africans are perceived as preferring the photo sharing experience of Instagram, while West Africa respondents report a regional preference for Twitter short messages. The professional connectivity platform LinkedIn has a small but equal popularity in all regions. All platforms have perceived users in the three regions, but for Pinterest in West Africa.

Monthly Expenditure on Technology

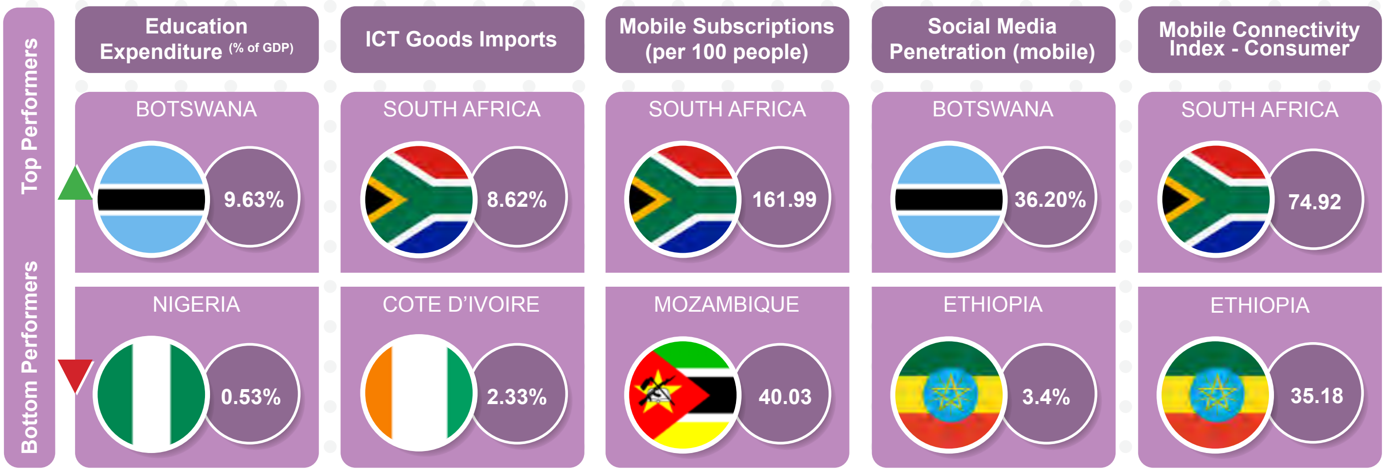
Survey respondents have varied views on the amount media consumers from their respective regions spend on media technology. West Africans report spending less on technology, from data bundles and satellite TV subscriptions to mobile phone devices and laptops, as 22% of respondents devote 5% or less of their monthly expenditures to technology. The price of technology is less expensive in West Africa relative to other African regions, respondents say. Southern Africans are much heavier spenders on technology, partly due to high internet connectivity costs in the region, as 17% direct more than half of their monthly expenditures to technological purchases. In South Africa, no one spends less than 6% on technology and 21% spend half or more of their monthly income on technology. In East Africa 11% of media consumers devote more than half of their monthly expenditures to technology.



Effective Advertising Channels In Rural Areas



The challenge for advertisers is how to reach a majority of Africa's populations, who are rural residents. Video on demand is perceived by 93% of respondents as a poor option to reach people far from cable TV services and internet connectivity. With movie theatres being few outside of major towns, cinema is seen as a bad advertising medium by 87% of respondents. Online advertisers and billboards aimed at rural consumers are seen as effective by 30% and 54% of respondents compared to the two-thirds (68%) who find newspapers and magazines as more effective. Because of increased mobile phone connectivity and continuing problems accessing reliable electricity, television (70%) was slightly less preferred to SMS messages (79%) sent to rural residents mobile phones. Radio is the dominant advertising medium to reach rural populations according to 95% of respondents.



TECHNOLOGY

Africa's mobile telephone revolution is leading the expansion of media technology on the continent. Television's technological transformation from analogue to digital broadcasting is ending, and flat screens and satellite TV dishes are now common. Digital radio requires no additional technology than the computers and smartphones used to access all internet. Coupled with new delivery systems – Amazon is scheduled to begin deliveries using drones in South Africa in 2021 – e-commerce services will expand as the African middle class grows. Jumia was already Africa's best-funded e-commerce start-up when, in March 2019, it became the first African technology company to be listed on a major world stock exchange by debuting on the New York Stock Exchange. African technology consumers have the same desire as tech buyers everywhere - to have the latest smartphone models, apps and better broadband through 4G. The lack of local manufacturing capacity means technology must be imported, ensuring that technology prices remain on the high side. However, tech prices vary widely from region to region, and the cost of data varies significantly from country to country.

Market Opportunities

- 3G data coverage exists in over half of the country in all countries surveyed, from 53% in Zambia to 98% in South Africa
- Internet speeds are improving as fibre optic and submarine cable systems expand, with Ghana achieving Africa's highest speed at 26.82 Mbps
- Urban populations, where tech consumers are concentrated, are growing in all surveyed countries, led by South Africa, which is now 63% urban
- Growing economies are producing more middle class income earners, who are the primary force behind demand for media technology

Market Challenges

- Electricity supplies remain inadequate in all surveyed countries, with power blackouts disturbing the most advanced nation, South Africa
- Only three countries have achieved half-coverage of 4G for its population, being Botswana, Ghana and South Africa
- The number of servers to facilitate internet vary hugely, from 1.49 in Ethiopia per million people to 12,114.29 per million in South Africa
- Affordability drives technology sales and, because of the number of low-income buyers, counterfeit technology is a problem in the market

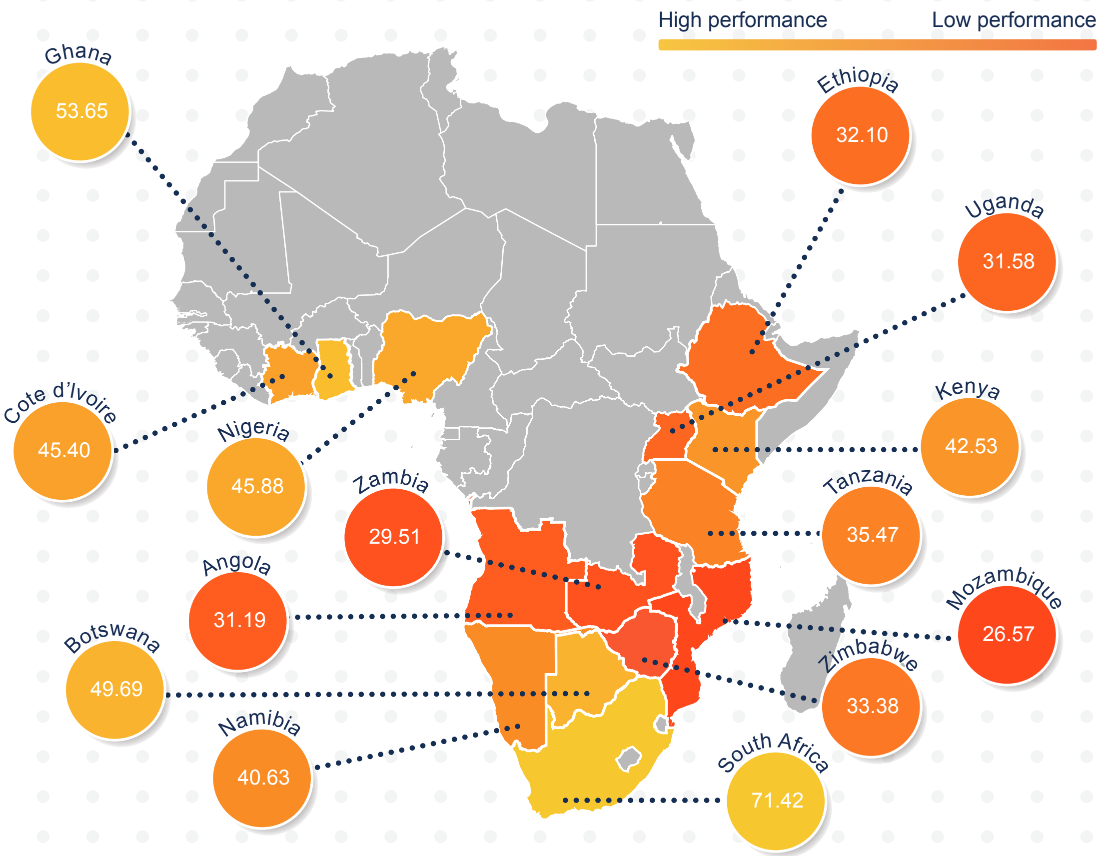
Results Summary

The most diverse and innovative economies, rather than the largest economies, lead in ICT technology. Nigeria, Africa's leading economy, is ranked in fourth position behind Ghana, in second position. The smaller economy of Cote d'Ivoire is in fifth position. The presence of three West African nations amongst the top five in the Technology Index shows the degree of ICT penetration in the West African region. Southern Africa is also ICT-intensive, with South Africa ranked in first position and Botswana as number two on the Technology Index. Three East African countries – Kenya, Tanzania and Ethiopia – and two Southern African countries – Namibia and Zimbabwe – make up the bottom of the Top 10 rankings.

However, in terms of scores, the surveyed countries do poorly. Only Ghana, with 53.65, and South Africa, whose 71.42 signifies its more sophisticated economy, score above 50. The three lowest scorers are in Southern Africa: Mozambique with 26.57, Zambia with 29.51 and Angola with 31.19. While this shows the significant gaps in technology in the region, it also indicates opportunities for ICT investors to expand media infrastructures.

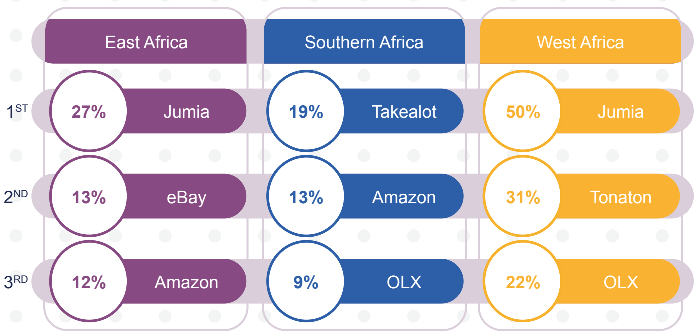
Country Performance in the Africa Media Index

South Africa	71.42
Ghana	53.65
Botswana	49.69
Nigeria	45.88
Cote d'Ivoire	45.40
Kenya	42.53
Namibia	40.63
Tanzania	35.47
Zimbabwe	33.38
Ethiopia	32.10
Uganda	31.58
Angola	31.19
Zambia	29.51
Mozambique	26.57



TECHNOLOGY

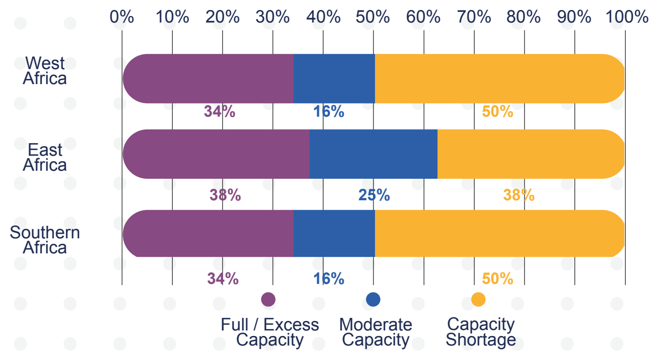
E-Commerce Platform Popularity



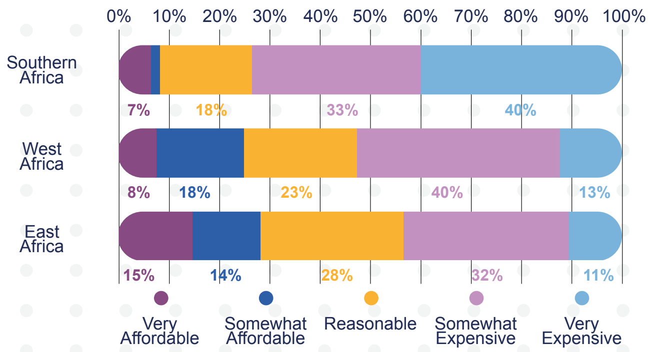
Some e-commerce platforms are electronic versions of a familiar African informal marketplace, allowing personal interactions, selling and buying. One is eBay, cited by survey respondents as the second most popular e-commerce company in East Africa. Another is the Ghana-based Tonaton, West Africa's second-most mentioned e-commerce platform. Akin to eBay, with its foreign headquarters, is OLX, based in India, which is the third most popular platform in West and Southern Africa. A popular platform that offers items for purchase but cannot be used to sell used goods, Amazon is usually accessed via its UK-based subsidiary, and is East Africa's third and Southern Africa's second most popular platform. The Cape Town-based Takealot is the most popular e-commerce company among Southern African respondents because South African purchases make up the majority of online purchases regionally. Lagos-based Jumia is the leading e-commerce platform in East and West Africa.

Media Technology Capacity

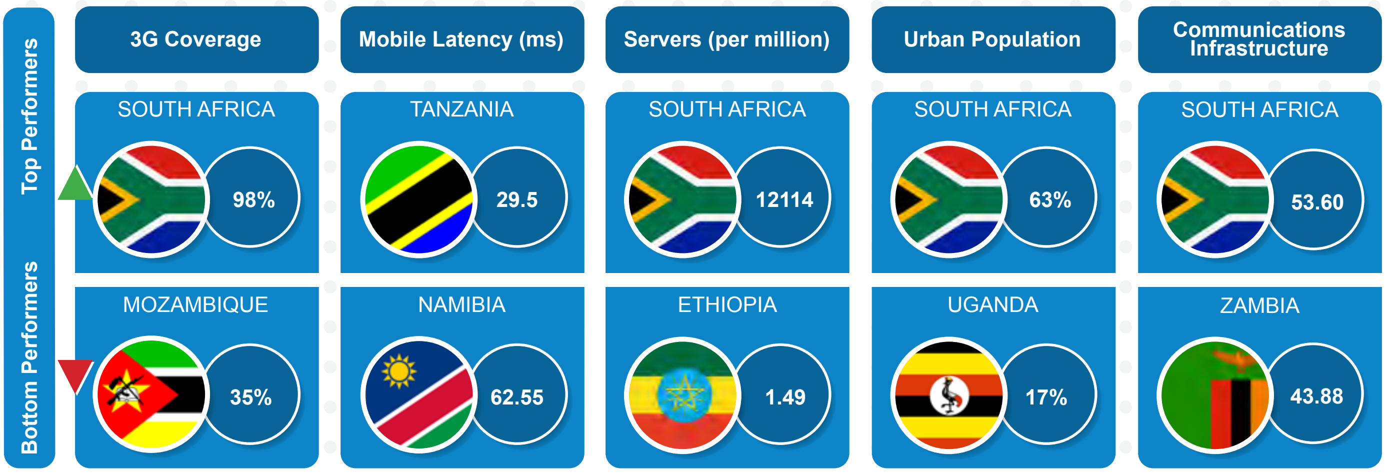
Only about a third of respondents from the three African regions viewed their regional technological capacity as functioning at full extent: 34% of Southern Africans and East Africans and 38% of West Africans. However, for Africa's technology leader, more than half (55%) of respondents said the sector was operating at full or excess capacity. Elsewhere in Southern Africa, half of respondents (50%) reported capacity shortages, as did half of East Africans and over a third (38%) of West Africans. Lack of electricity is one factor inhibiting full utilisation of technological capacity. No surveyed country has universal access to electricity, and the top performer, South Africa, has achieved only 84%. Internet speeds are also low relative to developed world markets. Respondents felt investment in technology would be welcomed in the receiving country and prove, in the long run, constantly profitable for ICT investors.



Data Affordablity



Because the internet is used for business, education and citizen communication, high data prices hinder national growth. Survey respondents are data consumers and sensitive to data costs, and prescribe investment to expand broadband and fibre optic infrastructure to lower data prices. Respondents from Southern Africa report the highest data prices, with three quarters classifying prices as expensive - 33% as somewhat expensive and 40% as very expensive. South African respondents reported the highest prices – 67% very expensive, 29% somewhat expensive, while only 4% found prices reasonable and no one found costs inexpensive. Half of West African respondents (53%) and less than half of East African correspondents (43%) consider their data prices expensive. A quarter of East Africans (29%) and West Africans (26%) consider data costs affordable.



GOVERNANCE & LEGISLATION

Governance challenges vary between regions. East Africa has longer-entrenched governments. West Africa's politics are more volatile. Southern Africa's politics are characterised by cynicism. Commonalities also exist, such as the prevalence of corruption in governments. One area of governance improvement is media legislation. Governments decry and try to stifle critical media, but recognize the value of media to achieve their own ends and to advance their national economies, particularly in ICT. They accept that media freedom and the advancement of the media industry are inextricable, and long-term national growth policies and legislation enacted to advance these reflect pro-media stances. Laws and their enforcement can be exclusive, and East Africa finds governments more willing to crack down on media, like Uganda and Tanzania, but with the worst offender, Ethiopia, reforming such practices. Southern Africa's freer media environment is reflected in legislation and resulting advances in ICT in those countries. West Africa has a sincere desire to expand regional ICT, but must focus an often-distracted political will to achieve this goal of development. As a general trend, all regions' media laws are improving.

Market Opportunities

- Voter turnout is good in all surveyed countries and media houses are required to spread political messages during elections to ensure voter engagement
- Low female representation in some of the oldest democracies offer the media industry an agenda of raising profiles of women politicians
- Military expenditures vary from country to country, but all nations' militaries require media for advertising and news media for information dissemination
- The media is required by governments as partners in social welfare issues, from sanitation initiatives to immigration information

Market Challenges

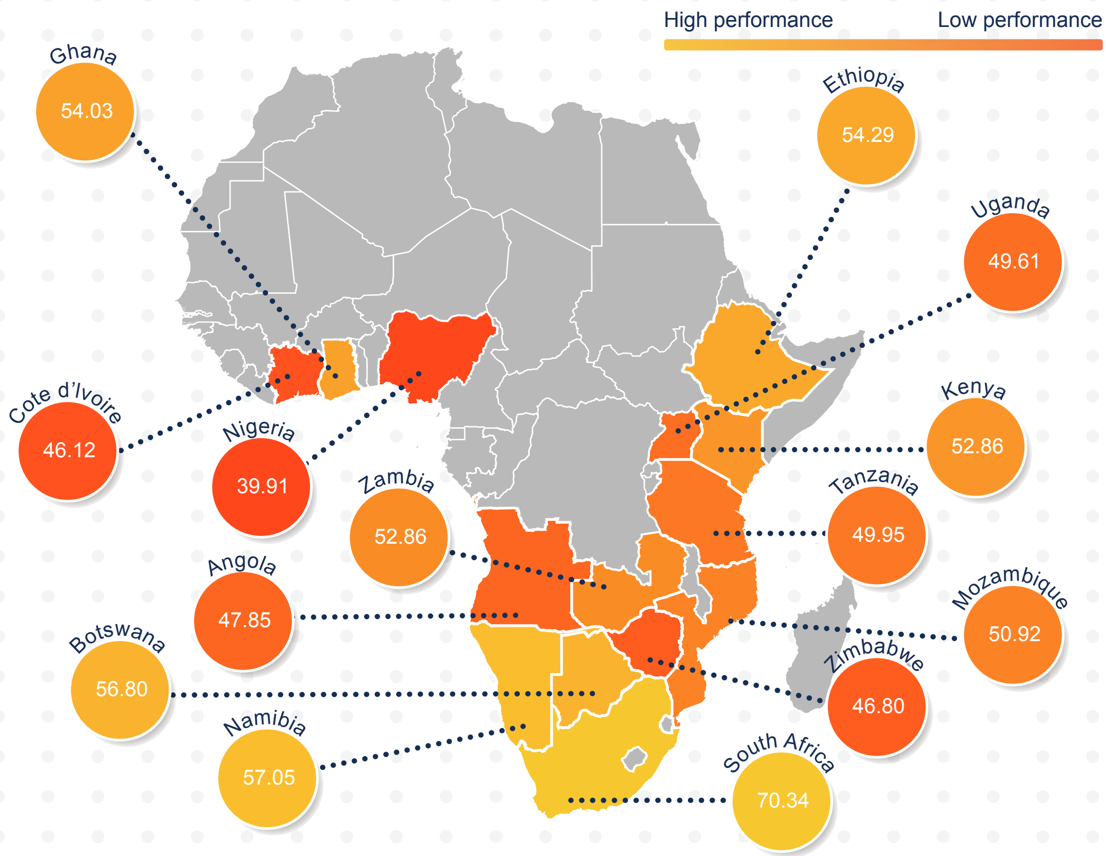
- Government corruption has an inhibiting effect on media operations and growth, the latter with licensing issues and new business
- Government control of media through censorship and onerous regulations interfere with the media sector's viability and ability to expand
- Countries' low scores for sustainable economic opportunity reflect poor governmental economic management
- Government rankings on rule of law vary widely amongst surveyed countries and require vigilant attention from investors investigating a prospective market

Results Summary

Southern Africa claims three of the five best performer slots in governance thematic areas, for Net Migration Flow, Improved Sanitation Services and Women in Parliament. However, two Southern African countries are also the index's worst performers, in Women in Parliament and Military Expenditures. In East Africa, Uganda has one of the more equitable governments, in terms of gender, but is enduring a negative migration rate. In other words, all countries and regions are characterised by striking divisions in governance performance indicators. In terms of individual scores, West African countries are the weakest performers. Nigeria received the lowest score, as they were unable to surpass the 40-point threshold, and were followed by Cote d'Ivoire and Zimbabwe. The four East African countries – Ethiopia, Kenya, Tanzania and Uganda – all scored below 55. Southern Africa was mixed, with Zimbabwe scoring 46.8, but other nations scoring near or above 55. Botswana, Namibia and South Africa scored highest, and therefore, national scores indicate that governance relating to media in Southern Africa is more conducive to investment than other regions.

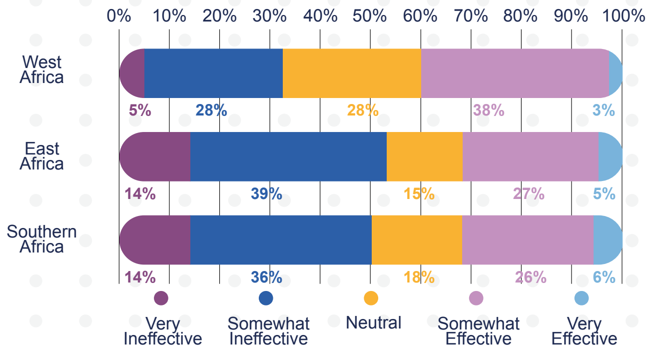
Country Performance in the Africa Media Index

South Africa	70.34
Namibia	57.05
Botswana	56.80
Ethiopia	54.29
Ghana	54.03
Kenya	52.86
Zambia	52.86
Mozambique	50.92
Tanzania	49.95
Uganda	49.61
Angola	47.85
Zimbabwe	46.80
Cote d'Ivoire	46.12
Nigeria	39.91



GOVERNANCE & LEGISLATION

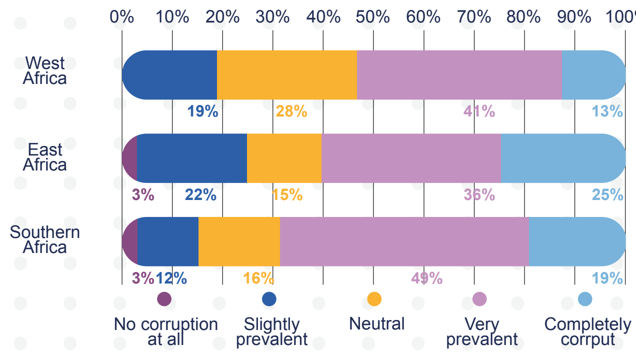
Effectiveness of Media Regulations



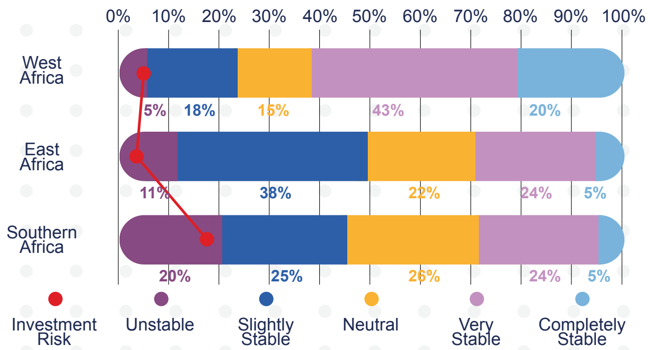
West Africa achieves the highest perceptions of media regulation effectiveness, with four out of ten respondents finding these highly or basically effective, compared to one-third who find regulations unsatisfactory and a quarter who view their effectiveness as neutral on media operations. The perceptions of East and Southern African respondents were nearly similar, with one third (32%) considering their regions regulations effective, compared to over half of East Africans (53%) and half of Southern Africans (50%) who find regulations harmful to the media. A much smaller percentage – 15% of East Africans and 18% of Southern Africans – view regulations as having a neutral effect overall. The regional viewpoints reflect a generally more positive media outlook held by West Africans, as well as East Africans' reactions to their governments' regulations that traditionally have hindered media growth.

Corruption in the Media

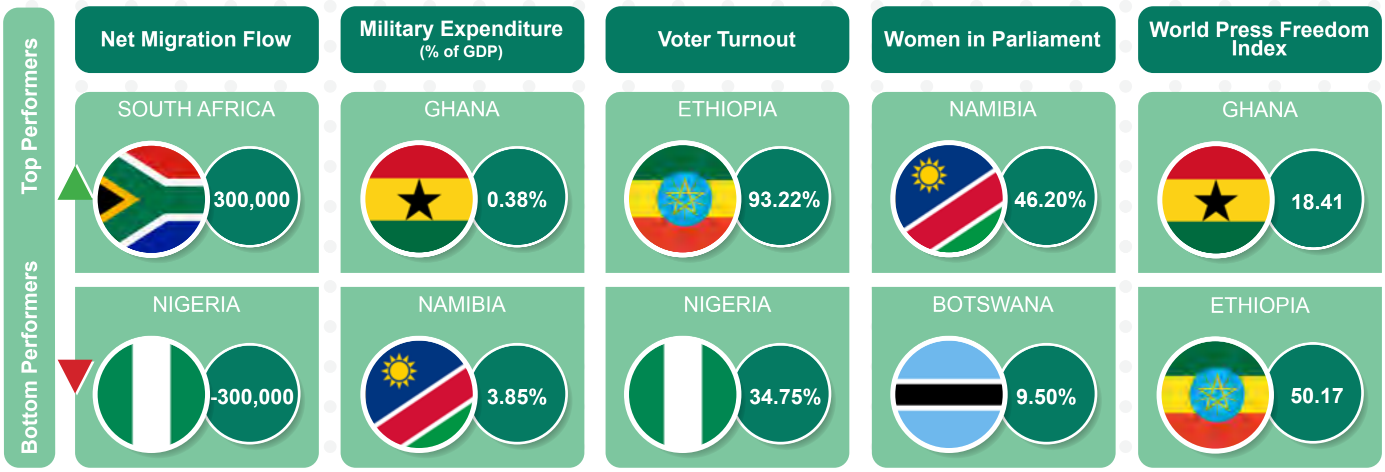
East and Southern African media experts were largely pessimistic about the probity of their sectors, with 19% of East Africans and 25% of Southern Africans classifying the regional media as completely corrupt and half of East Africans (49%) and over a third of Southern Africans (36%) finding corruption highly prevalent. Corrupt state media, bribe-taking journalists and self-censorship by the independent press were cited as examples of corruption. West African media professionals were not significantly more sanguine, with 13% finding their media hopelessly corrupt and 41% finding their sector corrupt to some degree. Interestingly, more Southern Africans find their media sector corruption minimal or non-existent than West Africans. In all regions, media corruption is a by-product of corruption at a national level, particularly with governments controlling large segments of the media environment.



Political Stability versus Investment Risk



As the bulwark of political stability in Africa a decade ago, Southern Africa's position has been forfeited to West Africa, while East Africans perceptions of their region's political stability is approximately the same as Southern Africans. West African media professionals are twice as likely to view the political environments in which they operate as stable (63%) than the other regions. Driving poor governance perceptions in all three regions are ruling parties seen to prioritise power over egalitarian nation building. It should be noted that an overwhelming majority of respondents in all three regions consider their political environments as being stable in some degree, with a third of East and Southern Africans viewing their political environments as very or completely stable. This is positive news to investors and testifies to democratic advances in the three regions that have engendered governance stability.



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Businesses
Media
Developers
Directory

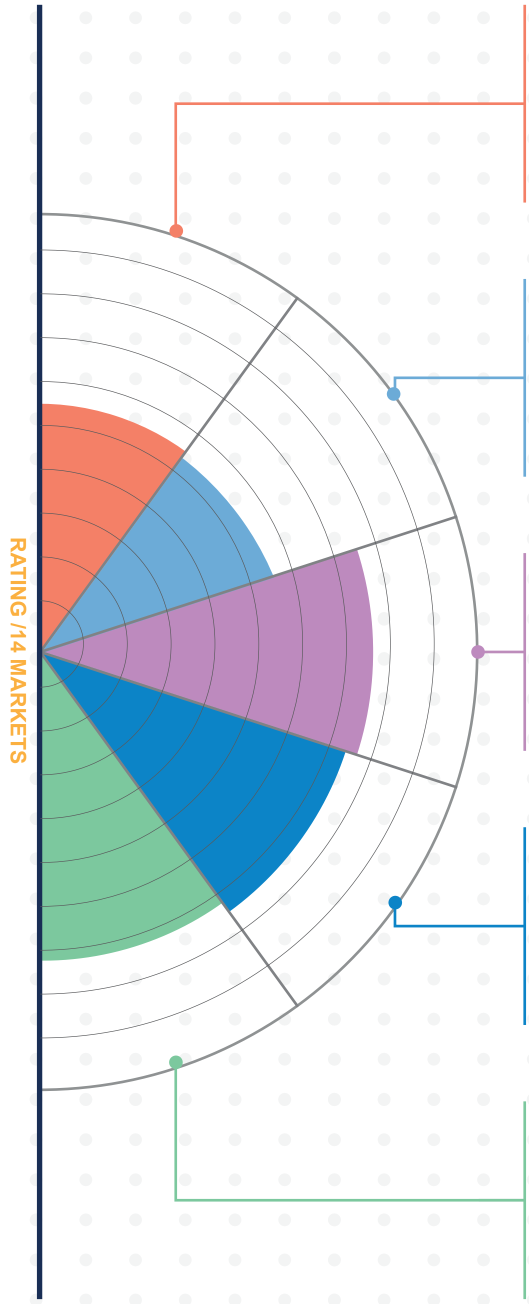
COUNTRY PROFILES

An analysis of country performance in the Africa Media Index

1ST

SOUTH AFRICA

South Africa's sophisticated and diverse economy has spawned a media environment that shares these characteristics. Having weathered state moves threatening media independence, the media industry emerges from recent political events strengthened and emboldened by consumer demand. New investors must vie with established companies, but the industry is competitive and expanding, propelled by a demanding and relatively affluent and large demographic of media consumers. This demographic will expand in the future, desirous of ever-newer technologies that bring opportunities for investors bearing innovations. While the economy is growing at a slow if still positive rate, as government seeks solutions to previous mismanagement, the overall economy is advancing on all fronts except for agriculture. The expansion of the media industry is paired with the advancement and expansion of undersea fibre cables, allowing widespread connectivity for individuals and businesses alike. All indicators can be expected to rise, from internet access, and thus social media penetration, to electricity access and mobile phone usage.



57.11 | 1st — ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	69.22%	3
GDP Growth Rate	1.30%	10
Labour Force (% of population)	40.46%	10
Lending Rate	10.38%	6
Global Competitiveness Report - Innovation Capability	44	1

56.90 | 1st — MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 93.86	11
Household Computer Use	24.40%	2
Internet Penetration	53.70%	1
Number of Radio Stations	330	3
Inclusive Internet Index - Availability	65	1

74.11 | 1st — MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	6.13%	4
ICT Goods Import (% of total imports)	8.62%	1
Mobile Subscriptions (per 100 people)	161.99	1
Social Media Penetration (mobile)	28.20%	2
Mobile Connectivity Index - Consumer	74.92	1

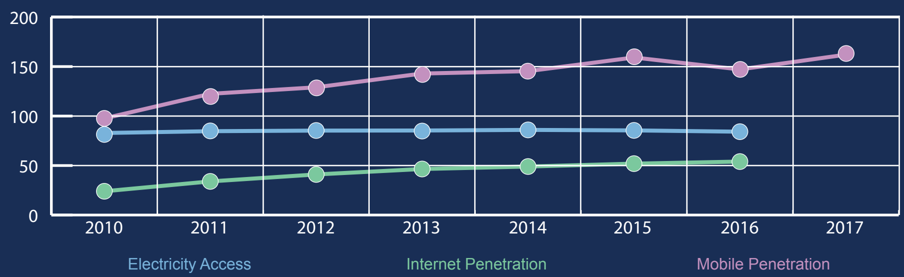
71.42 | 1st — TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	98%	1
Electricity Access	84.20%	1
Servers (per million)	12114	1
Urban Population	63%	1
Web Index - Communication Infrastructure	53.6	1

70.34 | 1st — GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	300,000	1
Military Expenditure (% of GDP)	1.08%	5
Voter Turnout	73.48%	6
Women in Parliament	42.70%	2
World Press Freedom Index	30.65	6

Penetration of Media Fundamentals



Web Traffic by Device

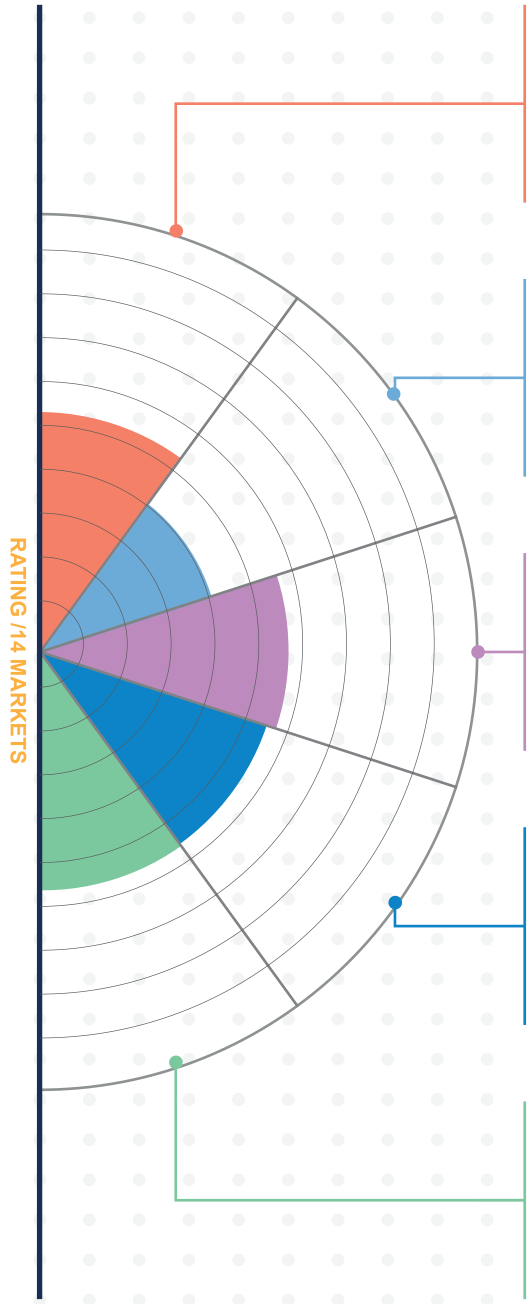
- 25% Laptop
- 71% Mobile
- 4% Tablet
- 0.05% Other

Key Media Players

- DSTv
- ETV
- Media24
- SABC
- Primedia

2ND GHANA

A booming economy and government commitment to stabilise the erratic electricity supply are benefiting the media sector. The phenomenal growth of internet penetration can be gauged by the doubling of internet advertising from US$ 13 million in 2016 to US$ 27 million by 2021. Ghana's advertising industry has been doing well and is projected to continue revenue earning rises for the immediate future, with 2013 revenues of US$ 90 million expected to nearly triple to US$ 250 million by 2022, having hit US$ 166 million in 2017. While newspaper growth is expected to grow at a reasonable 3.4% annually through 2021, digital newspaper circulation is growing ten times that rate. An encumbrance to media sector growth is the rate that Ghanaian politicians purchase media companies to promote their agendas. To lower the high cost of data that is limiting Ghanaians usage of ICT, government must confront the 'soft monopoly' of existing service providers, whose financial positions allow them to dominate the market. Government is slow to issue licenses and provide more competition.



54.66 | 2nd — ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	57.72%	5
GDP Growth Rate	8.50%	2
Labour Force (% of population)	45.42%	7
Lending Rate	16%	10
Global Competitiveness Report - Innovation Capability	33	4

40.23 | 3rd — MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 84.33	10
Household Computer Use	20.80%	3
Internet Penetration	33.60%	9
Number of Radio Stations	354	2
Inclusive Internet Index - Availability	54.40	3

55.67 | 5th — MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	4.51%	7
ICT Goods Import (% of total imports)	2.50%	13
Mobile Subscriptions (per 100 people)	127.46	4
Social Media Penetration (mobile)	17%	4
Mobile Connectivity Index - Consumer	59.80	6

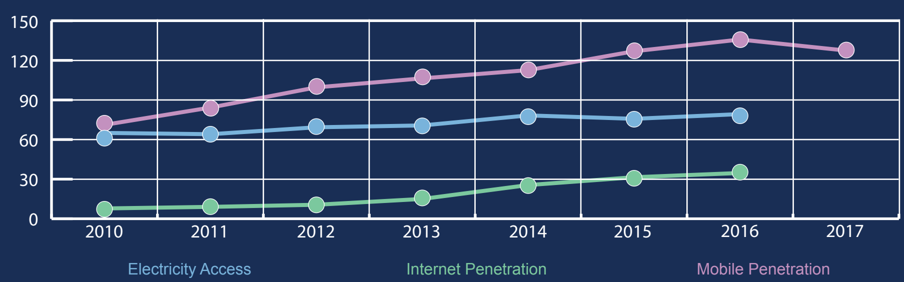
53.65 | 2nd — TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	80%	5
Electricity Access	79.30%	2
Servers (per million)	22.03	9
Urban Population	55%	2
Web Index - Communication Infrastructure	49.69	6

54.03 | 5th — GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-100,000	10
Military Expenditure (% of GDP)	0.38%	1
Voter Turnout	68.62%	8
Women in Parliament	12.70%	12
World Press Freedom Index	18.41	1

Penetration of Media Fundamentals



Web Traffic by Device

- 22% Laptop
- 75% Mobile
- 3% Tablet
- N/A Other

Key Media Players

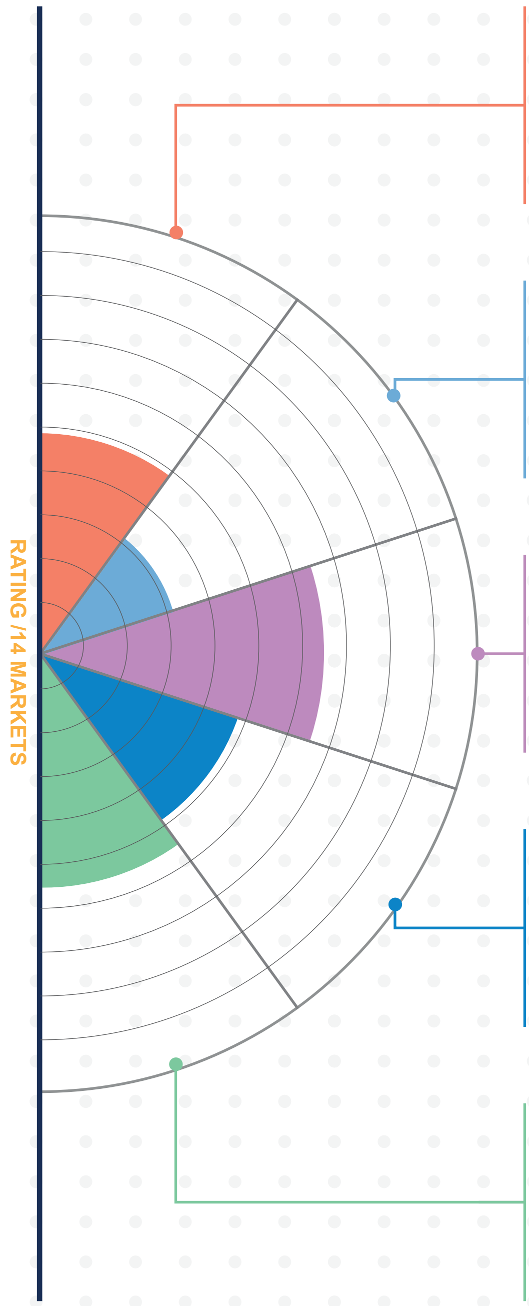
- Despite Group
- EIB Network
- Media General
- Multimedia Group
- Omni Media Group

3RD

BOTSWANA

Botswana's President, Mokgweetsi Masisi, began his administration in 2018 by prioritising a knowledge-based society, and an economy diversifying from diamonds and into services, of which ICT was to lead. Masisi followed this up by establishing an Information Age Council that would advise government of developments in ICT in order to create or revise ICT policy in light of what the industry actually needed to prosper in the country. Connecting sparsely populated areas has been financially unfeasible, and will only be achieved through public/private partnerships.

Neighbouring South Africa's media is prominent in the country, and the largest service providers are local subsidiaries of South African firms. While the number of households with telephone lines is declining, households with mobile phones are becoming nearly universal. Radios and televisions are found in equal numbers in households. Local content is prized, with Botswana television stations the most watched and Botswana radio stations the most listened to. Growing internet connectivity has emboldened businesses to connect with customers online.



49.39 | 3rd
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	51.03%	7
GDP Growth Rate	5.60%	5
Labour Force (% of population)	53.14%	2
Lending Rate	6.88%	2
Global Competitiveness Report - Innovation Capability	31	5

31.67 | 5th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 95.49	14
Household Computer Use	28.50%	1
Internet Penetration	38.90%	7
Number of Radio Stations	25	11
Inclusive Internet Index - Availability	47.60	5

66.37 | 2nd
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	9.63%	1
ICT Goods Import (% of total imports)	2.65%	11
Mobile Subscriptions (per 100 people)	151.41	2
Social Media Penetration (mobile)	36.20%	1
Mobile Connectivity Index - Consumer	72.64	2

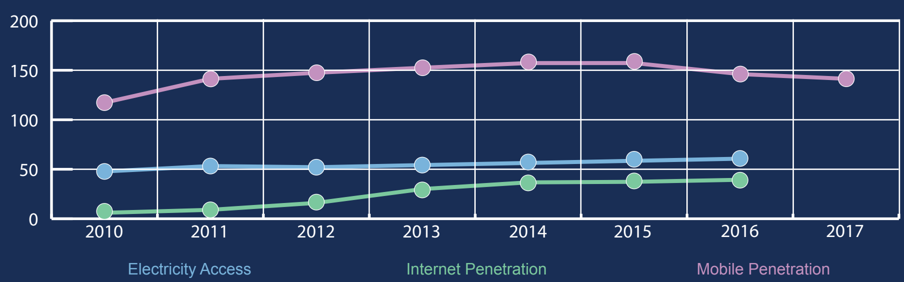
49.69 | 3rd
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	84%	4
Electricity Access	60.69%	4
Servers (per million)	129	5
Urban Population	53%	3
Web Index - Communication Infrastructure	51.16	5

56.80 | 3rd
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	15,000	3
Military Expenditure (% of GDP)	3.30%	13
Voter Turnout	84.75%	4
Women in Parliament	9.50%	14
World Press Freedom Index	25.29	4

Penetration of Media Fundamentals



Web Traffic by Device

49% Laptop
48% Mobile
3% Tablet
0.06% Other

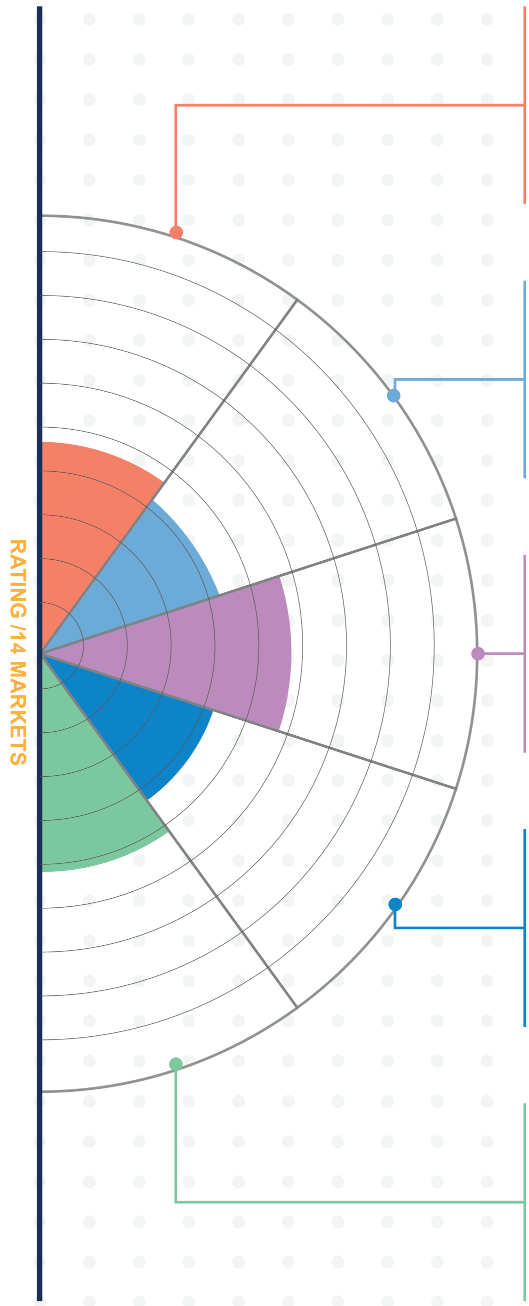
Key Media Players

Botswana Television
Daily News
eBotswana
RB1 and RB2
The Voice

4TH

KENYA

The financial capital of East Africa has a large, ICT-advanced market, a tech-savvy consumer base and a diverse economy that encompasses a growing media sector. Kenya's advertising industry has recorded rising revenues in recent years, and advertising revenues are projected to grow by 6.7% in both 2020 and 2021. Driven by mobile connections, internet services will see revenues hit US$1 billion in 2020, when high-speed mobile internet connections will increase nearly 85%, as the number of mobile internet subscribers more than doubles from 2016 to reach 33 million in 2021. Kenya's courts have given relief to the media industry by ruling that government's Media Act of 2013 and the Kenya Information and Communications Act of 2014 infringe on media freedom by going against Articles 33 and 34 of Kenya's 2010 Constitution, which provide for freedom of expression and freedom of the media. The ruling protects both citizens and media practitioners from state abuses. Still, internet service providers in Kenya can be held liable for illegal content, such as copyright violations and hate speech.



47.76 | 5th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	81.57%	1
GDP Growth Rate	4.80%	6
Labour Force (% of population)	41.62%	10
Lending Rate	13.67%	8
Global Competitiveness Report - Innovation Capability	37	2

41.44 | 2nd
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 80.43	9
Household Computer Use	14.80%	5
Internet Penetration	83%	1
Number of Radio Stations	243	4
Inclusive Internet Index - Availability	56.30	2

58.30 | 4th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	5.24%	5
ICT Goods Import (% of total imports)	5.35%	3
Mobile Subscriptions (per 100 people)	86.15	6
Social Media Penetration (mobile)	14.10%	6
Mobile Connectivity Index - Consumer	62.52	5

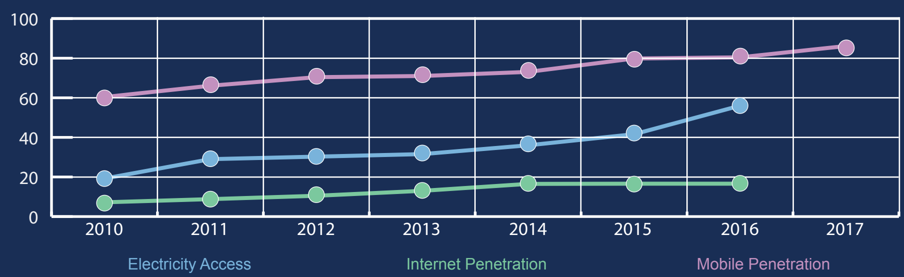
42.53 | 6th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	78%	6
Electricity Access	56%	6
Servers (per million)	219	2
Urban Population	27%	12
Web Index - Communication Infrastructure	48.24	8

52.86 | 6th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-50,000	8
Military Expenditure (% of GDP)	1.33%	7
Voter Turnout	79.49%	5
Women in Parliament	21.80%	9
World Press Freedom Index	30.82	7

Penetration of Media Fundamentals



Web Traffic by Device

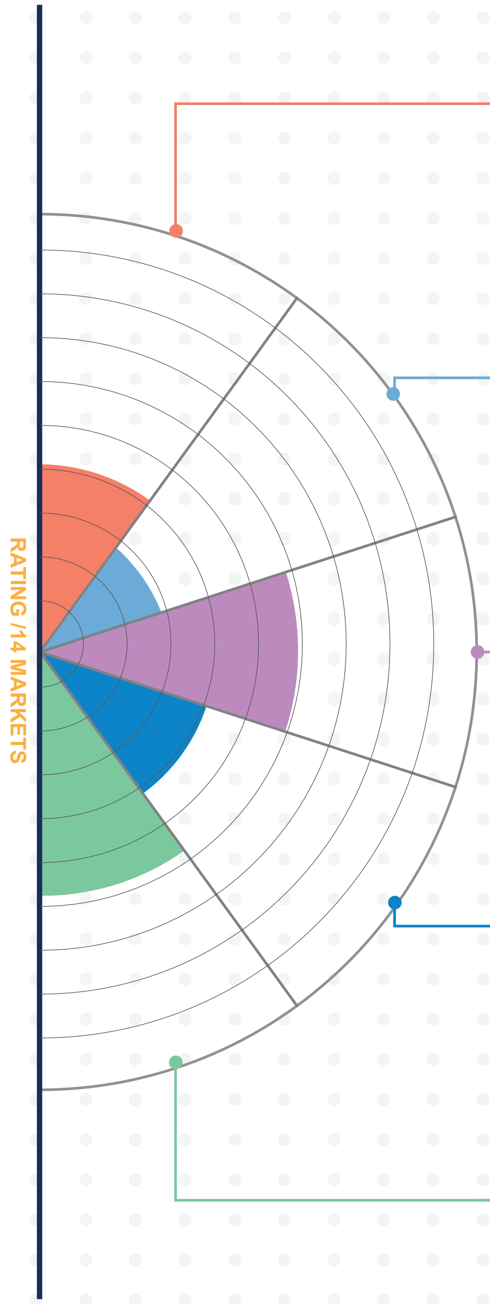
16% Laptop
83% Mobile
1% Tablet
0.03% Other

Key Media Players

Media Max Group
Nation Media Group
Radio Africa Group
Royal Media Services
Standard Group

5TH NAMIBIA

Namibia's continuing economic recession has made investment in the media sector less attractive, despite the sector's growth potential. Outside the capital, Windhoek, little local media exists. Namibia's mobile phone network population coverage is close to universal. Internet connectivity has increased with the proliferation of smartphones because more Namibians are accessing the internet using these devices, along with cheaper data. Namibia is the second cheapest country in the Southern African region for low cost prepaid mobile broadband data. However, initial connectivity costs can be high, reflecting the cost of laying infrastructure across Namibia's far-flung but sparsely populated expanses. Because of these distances, much of Namibia remains under-served by ICT. Television is the preferred medium for those who can afford them, with 65% of Namibians prioritising TV viewing over other media. One quarter of TV watchers have satellite TV subscriptions. TV broadcasts for years were only available in Windhoek, before later becoming available in Oshakati and Walvis Bay.



41.00 | 12th

ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	80.63%	2
GDP Growth Rate	-0.80%	14
Labour Force (% of population)	38.51%	12
Lending Rate	10.04%	5
Global Competitiveness Report - Innovation Capability	34	3

28.58 | 9th

MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 71.29	7
Household Computer Use	20%	4
Internet Penetration	30.20%	10
Number of Radio Stations	18	12
Inclusive Internet Index - Availability	40.10	8

59.38 | 3rd

MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	3.10%	11
ICT Goods Import (% of total imports)	3.08%	8
Mobile Subscriptions (per 100 people)	104.50	5
Social Media Penetration (mobile)	22.50%	3
Mobile Connectivity Index - Consumer	71.96	3

40.63 | 7th

TECHNOLOGY

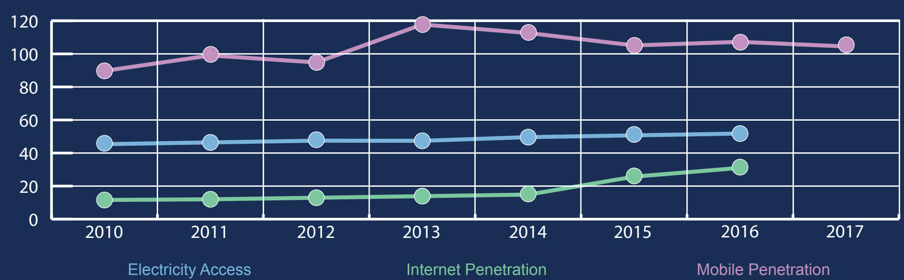
CRITERIA	SCORE	RANK
3G Coverage	53%	12
Electricity Access	51.78%	7
Servers (per million)	141.42	4
Urban Population	49%	6
Web Index - Communication Infrastructure	52.71	2

57.05 | 2nd

GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-2,200	5
Military Expenditure (% of GDP)	3.85%	14
Voter Turnout	71.76%	7
Women in Parliament	46.20%	1
World Press Freedom Index	20.24	2

Penetration of Media Fundamentals



Web Traffic by Device

31% Laptop

66% Mobile

4% Tablet

0.09% Other

Key Media Players

DSTv & GOtv

NBC

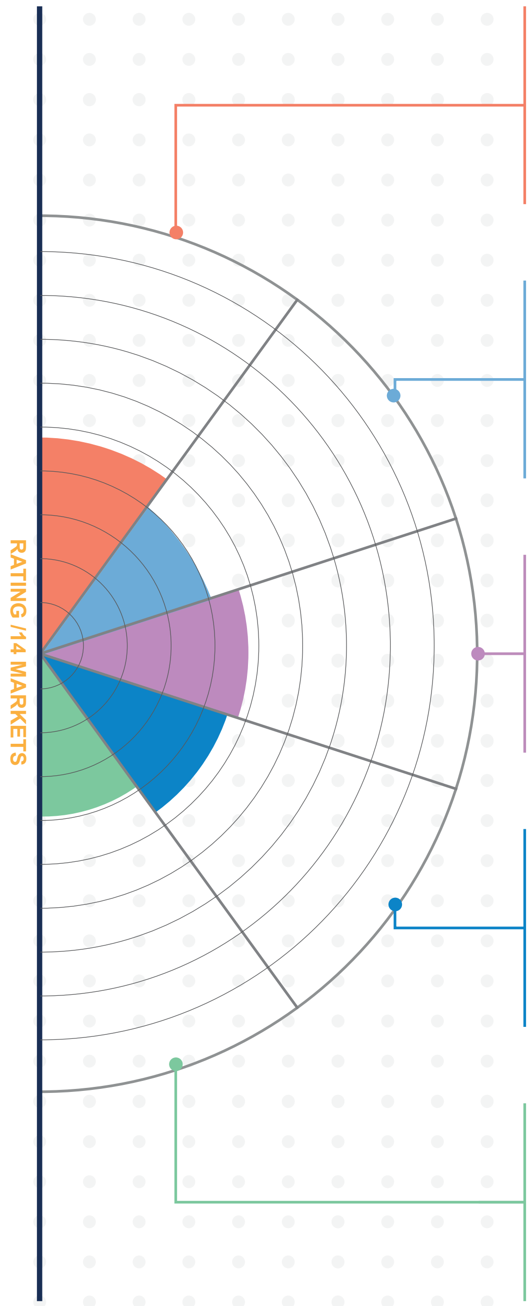
One Africa

The Namibian

The Republikein

6TH NIGERIA

Africa's largest economy is based on oil, although there is room for a robust media industry with Nollywood cinema production the star attraction. Nigeria is projected to be the world's fastest-growing entertainment and media market over the next five years. Nigeria has the second-largest pay TV market in Africa after South Africa. A majority of Nigerians watch TV at least four hours a day using various devices. By the end of 2019, Nigeria will have more than 90 million internet subscribers. The biggest boost government could give the media sector was the successful conclusion of the 2019 elections - political uncertainty had made ordinary consumers cautious about spending on media and put off investment into these technologies. Politics also undermines media independence and integrity that are supposed to be protected by the National Broadcasting Commission (NBC), which regulates and controls the broadcasting industry and sets policies with respect to broadcasting. The NBC's independence to enforce the National Broadcasting Code and issue broadcast licenses can be overruled by the Minister of Communications.



47.19 | 7th — ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	39.67%	12
GDP Growth Rate	0.70%	13
Labour Force (% of population)	31.52%	14
Lending Rate	17.55%	11
Global Competitiveness Report - Innovation Capability	31	5

40.01 | 4th — MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 65.39	5
Household Computer Use	10.60%	7
Internet Penetration	55.50%	2
Number of Radio Stations	401	1
Inclusive Internet Index - Availability	44	7

47.51 | 9th — MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	0.53%	14
ICT Goods Import (% of total imports)	3.93%	6
Mobile Subscriptions (per 100 people)	75.92	9
Social Media Penetration (mobile)	8.90%	8
Mobile Connectivity Index - Consumer	44.15	11

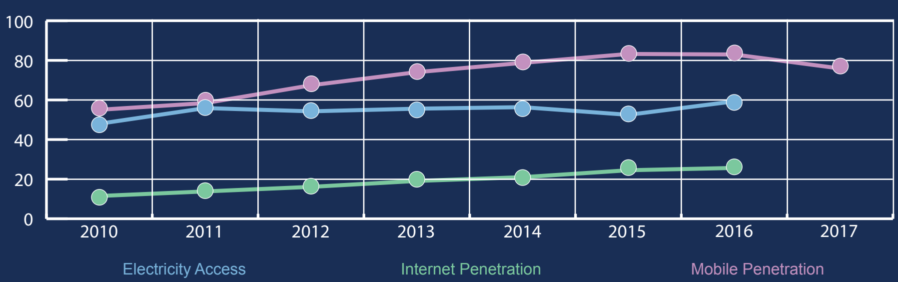
45.88 | 4th — TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	54%	11
Electricity Access	59.30%	5
Servers (per million)	184	3
Urban Population	52%	4
Web Index - Communication Infrastructure	51.41	4

39.91 | 14th — GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-300,000	14
Military Expenditure (% of GDP)	0.43%	2
Voter Turnout	34.75%	14
Women in Parliament	17%	11
World Press Freedom Index	37.41	11

Penetration of Media Fundamentals



Web Traffic by Device

16% Laptop

81% Mobile

3% Tablet

0.01% Other

Key Media Players

AIT

DSTv & GOtv

FRCN Radio Network

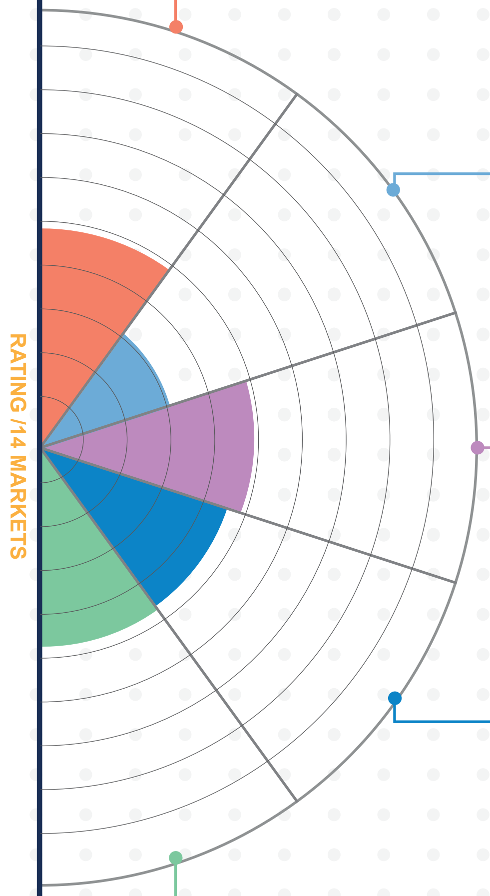
NTA

Raypower Radio Network

7TH

COTE D'IVOIRE

An impressively growing post-civil war economy encompasses the media sector, which contributes 8% to GDP, mostly from telecommunications. The ICT sector is well-developed, with one of the highest mobile phone penetration rates in West Africa. The mobile phone industry is primarily a prepaid market, and the country has one of the highest multi-SIM rates in the world. By 2020, half of all mobile connections will be made with a smartphone. E-money services accelerated in usage after the Central Bank updated regulations to allow MNOs to provide such services without partnerships with financial institutions. There are no private terrestrial TV stations, but satellite TV services now allow for a wide programme selection. Hindering media sector investment is uncertainty about how to control media excesses that led to violence in the 2011 civil war, and yet, avoid criminalising media offenses that could result in the arrest of journalists. At present, the print media regulator, the Conseil National de la Presse, has the power to close down newspapers whose stories run counter to the national press code.



ECONOMY & BUSINESS

47.79 | 4th

CRITERIA	SCORE	RANK
Adults with Bank Accounts	41.33%	11
GDP Growth Rate	7.60%	3
Labour Force (% of population)	36.17%	13
Lending Rate	5.14%	1
Global Competitiveness Report - Innovation Capability	28	8

MEDIA LANDSCAPE

30.71 | 7th

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 94.83	13
Household Computer Use	N/A	N/A
Internet Penetration	25.60%	11
Number of Radio Stations	52	7
Inclusive Internet Index - Availability	45.40	6

MEDIA CONSUMERS

48.04 | 8th

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	4.36%	8
ICT Goods Import (% of total imports)	2.33%	14
Mobile Subscriptions (per 100 people)	130.68	13
Social Media Penetration (mobile)	15.60%	5
Mobile Connectivity Index - Consumer	41.12	12

TECHNOLOGY

45.40 | 5th

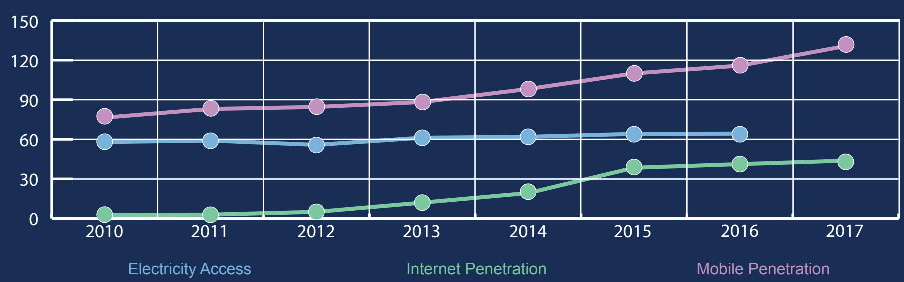
CRITERIA	SCORE	RANK
3G Coverage	56%	9
Electricity Access	64.30%	3
Servers (per million)	11.72	11
Urban Population	52%	4
Web Index - Communication Infrastructure	N/A	N/A

GOVERNANCE & LEGISLATION

46.12 | 13th

CRITERIA	SCORE	RANK
Net Migration Flow	30,000	2
Military Expenditure (% of GDP)	1.72%	9
Voter Turnout	52.86%	12
Women in Parliament	10.60%	13
World Press Freedom Index	30.08	5

Penetration of Media Fundamentals



Web Traffic by Device

38% Laptop

60% Mobile

02% Tablet

0.01% Other

Key Media Players

Groupe Cyclone

Groupe Go Media

Groupe Olympe

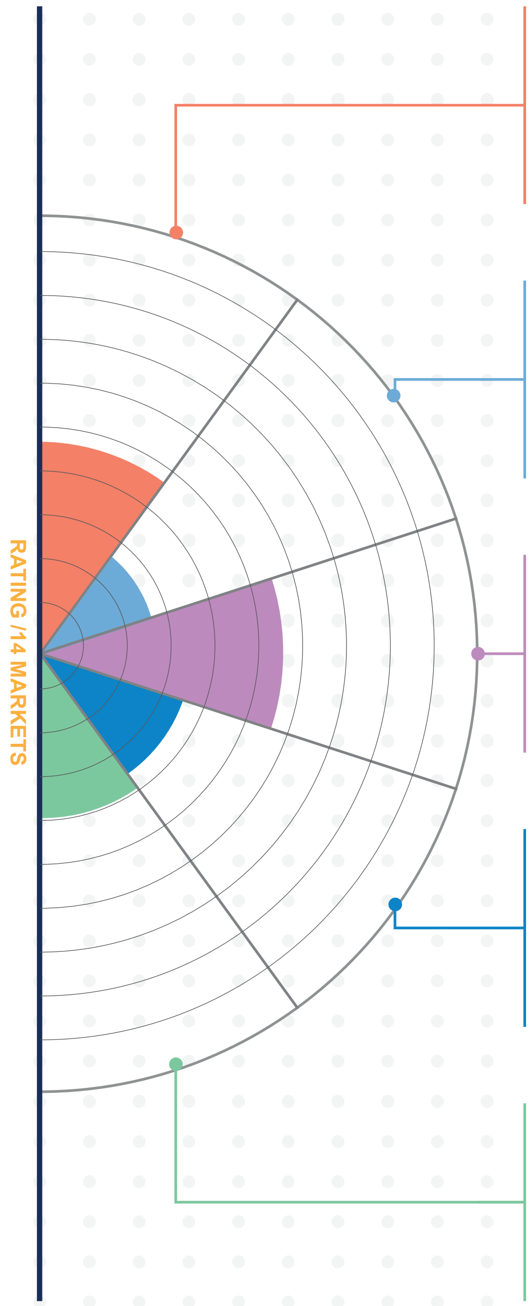
Groupe RTI

Multisonsult Gestion

8TH

TANZANIA

The specific goals set for the ICT sector in government's Five Year Development Plan II are an increase in access to telephone services by two-thirds of Tanzanians by 80% by 2025; an increase in the percentage of Tanzanians using the internet to 80% by 2025 and the proportion of public institutions connected to eGovernment reaching 100% by 2020. Development of ICT cannot be separated from the need to expand electricity supplies, and government's energy policies are being implemented in tandem with ICT policies. As such, Tanzania has one of the world's most active money transfer markets. Tanzanians' options expanded after the sector was liberalised, although the broadcasting sector is made up of a few stakeholders who own multiple TV stations and/or radio channels. A total of 29 television stations compete for Tanzanian viewers and against the 47 radio stations in operation nationwide. The administration of Magufuli has curtailed media freedom with four laws that have expanded state control, which collectively allow the Minister of Information to close media companies at the minister's discretion.



47.44 | 6th

ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	46.75%	8
GDP Growth Rate	6.70%	4
Labour Force (% of population)	46.13%	6
Lending Rate	17.62%	12
Global Competitiveness Report - Innovation Capability	27	10

25.15 | 11th

MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 70.57	6
Household Computer Use	3.90%	13
Internet Penetration	37.80%	8
Number of Radio Stations	47	9
Inclusive Internet Index - Availability	35.70	9

55.14 | 6th

MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	3.48%	9
ICT Goods Import (% of total imports)	4.23%	4
Mobile Subscriptions (per 100 people)	69.72	10
Social Media Penetration (mobile)	7.50%	10
Mobile Connectivity Index - Consumer	58.99	7

35.47 | 8th

TECHNOLOGY

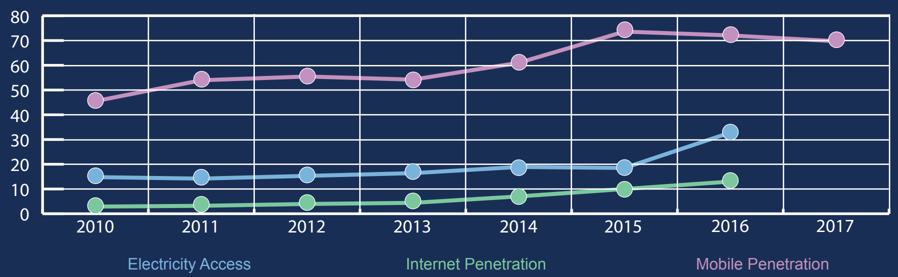
CRITERIA	SCORE	RANK
3G Coverage	85%	2
Electricity Access	32.80%	11
Servers (per million)	26	8
Urban Population	33%	9
Web Index - Communication Infrastructure	N/A	N/A

49.95 | 9th

GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-200,000	13
Military Expenditure (% of GDP)	1.14%	6
Voter Turnout	67.34%	10
Women in Parliament	37.20%	5
World Press Freedom Index	36.77	10

Penetration of Media Fundamentals



Web Traffic by Device

14% Laptop

85% Mobile

1% Tablet

0.01% Other

Key Media Players

Bakhresa Group

Clouds Media

IPP Media

Sahara Media

TBC

9TH

UGANDA

Uganda's media environment is characterised by an ICT system whose under-development offers lucrative payback for investments. The ICT sector has grown 19.7% on average each year since 2013, adding 3.1% annually to the country's GDP. At the same time, internet bandwidth costs have dropped thanks to the creation of a national fibre optic network. The percentage of Ugandans possessing mobile phones is relatively low for Africa, although the total number of phones, 20.2 million, is substantial. Since government's liberalisation of the ICT sector in 2015, 1,800 km of fibre optics have been laid, creating a fixed fibre backbone infrastructure that, by 2018, covered over half of Uganda's districts. Most rural areas and second-tier cities are covered by 3G, and 4G networks exist in all major cities and national parks. However, Uganda still has the highest mobile data costs in East Africa. Media freedom is circumscribed by various laws, including the Press and Journalist Act of 2000 that requires journalists to register with the Media Council, whose members are appointed by the president.

43.23 | 10th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	59.20%	4
GDP Growth Rate	3.90%	8
Labour Force (% of population)	50.67%	3
Lending Rate	21.28%	13
Global Competitiveness Report - Innovation Capability	30	7

31.58 | 6th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 34.87	2
Household Computer Use	7.60%	10
Internet Penetration	41.60%	4
Number of Radio Stations	150	5
Inclusive Internet Index - Availability	31	12

43.08 | 11th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	2.64%	12
ICT Goods Import (% of total imports)	4.21%	5
Mobile Subscriptions (per 100 people)	58.21	12
Social Media Penetration (mobile)	6.10%	11
Mobile Connectivity Index - Consumer	51.04	10

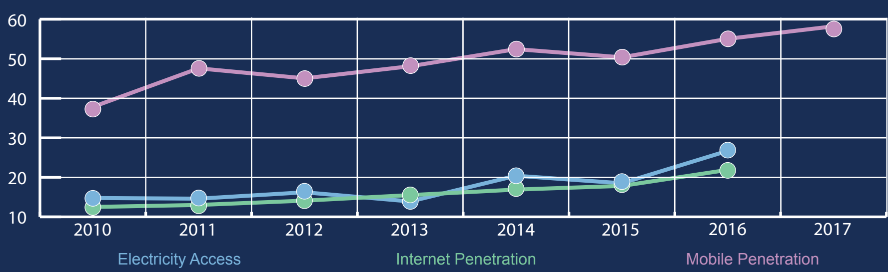
31.58 | 11th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	64%	7
Electricity Access	26.70%	13
Servers (per million)	20	10
Urban Population	17%	14
Web Index - Communication Infrastructure	52.65	3

49.61 | 10th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-150,000	12
Military Expenditure (% of GDP)	2.06%	10
Voter Turnout	67.61%	9
Women in Parliament	34.30%	6
World Press Freedom Index	20.39	3

Penetration of Media Fundamentals



Web Traffic by Device

20% Laptop
79% Mobile
1% Tablet
N/A Other

Key Media Players

Capital FM Limited
Nation Media Group
Next Media Group
Uganda Broadcasting Corporation
Vision Media Group

10TH

ETHIOPIA

Ethiopia's remarkable economic growth now seems poised to include the ICT sector. Governmental control over the telecommunications industry, which has constrained media sector development and discouraged private investment in the sector, is being loosened, with a first step the awarding of bandwidth expansion tenders to private firms. Landlocked Ethiopia has access to international undersea cables via seven submarine cables and is in good position for ICT growth. The Chinese firms Huawei and ZTE have been dominant in Ethiopia's telecommunications sector and instrumental in expanding ICT infrastructure. France Telecom has provided Ethio Telecom with technical assistance. ICT national development policy goals include an increase in the number of mobile subscribers to 103 million and broadband internet and data users to 39.1 million, narrowband internet users to 16.9 million, and data subscribers of fixed telephone lines to 10.4 million by the end of government's 2019/20 financial year. Also sought is the doubling of the mobile service penetration rate.

44.37 | 9th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	34.83%	13
GDP Growth Rate	10.20%	1
Labour Force (% of population)	50.14%	4
Lending Rate	7%	4
Global Competitiveness Report - Innovation Capability	27	10

30.42 | 8th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 10.48	1
Household Computer Use	5%	12
Internet Penetration	14.90%	14
Number of Radio Stations	35	10
Inclusive Internet Index - Availability	34.30	11

41.08 | 13th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	4.60%	6
ICT Goods Import (% of total imports)	6%	2
Mobile Subscriptions (per 100 people)	59.66	11
Social Media Penetration (mobile)	3.40%	14
Mobile Connectivity Index - Consumer	35.18	14

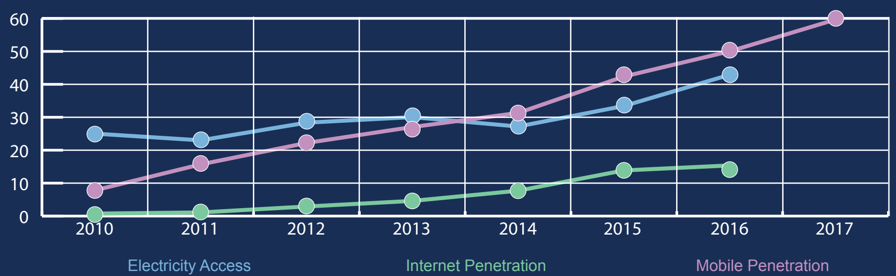
32.10 | 10th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	85%	2
Electricity Access	42.90%	8
Servers (per million)	1.49	14
Urban Population	21%	13
Web Index - Communication Infrastructure	N/A	N/A

54.29 | 4th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-60,000	9
Military Expenditure (% of GDP)	0.67%	3
Voter Turnout	93.22%	1
Women in Parliament	38.80%	4
World Press Freedom Index	50.17	14

Penetration of Media Fundamentals



Web Traffic by Device

28% Laptop

71% Mobile

1% Tablet

N/A Other

Key Media Players

Bemedia Program Preparation

EBC

EBS

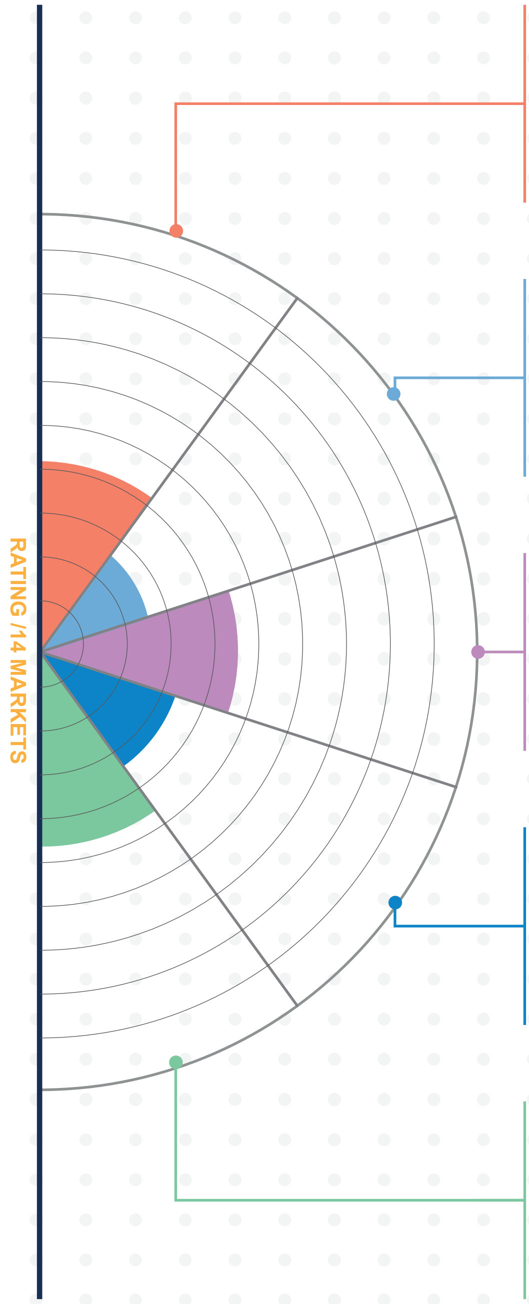
FBC

Zami Public Connections

11TH

ZIMBABWE

If the administration of President Mnangagwa is serious about attracting foreign investors to help pull the country from its current economic crisis, a rethinking of media laws is required. Under the Mugabe regime, laws were crafted not to promote the media sector but to constrain media practitioners and control content for political purposes. By law, all journalists and media companies are required to follow the communications ministry's directives on whether and how they may operate. The Computer Crime and Cyber Crime Bill 2017 allows government to monitor and censor information, particularly online. Zimbabwean media consumers are unhappy with all these legal encroachments into media freedom. Televisions are owned by 47% of Zimbabweans and radios by 60%. The print medium is highly restricted, and most major outlets are controlled by the state. After government agreed to competition in the telecommunications sector in 2012, cellular voice and mobile broadband increased significantly. State-owned Zimbabwe Broadcasting Corporation has been the only TV broadcaster since national independence in 1980.



41.63 | 11th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	55.29%	6
GDP Growth Rate	2.90%	10
Labour Force (% of population)	57.28%	1
Lending Rate	6.91%	3
Global Competitiveness Report - Innovation Capability	26	13

24.71 | 12th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 50.02	4
Household Computer Use	12.90%	6
Internet Penetration	39.30%	6
Number of Radio Stations	10	14
Inclusive Internet Index - Availability	N/A	N/A

43.94 | 10th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	7.53%	2
ICT Goods Import (% of total imports)	3.73%	7
Mobile Subscriptions (per 100 people)	85.25	7
Social Media Penetration (mobile)	5.30%	13
Mobile Connectivity Index - Consumer	65.37	4

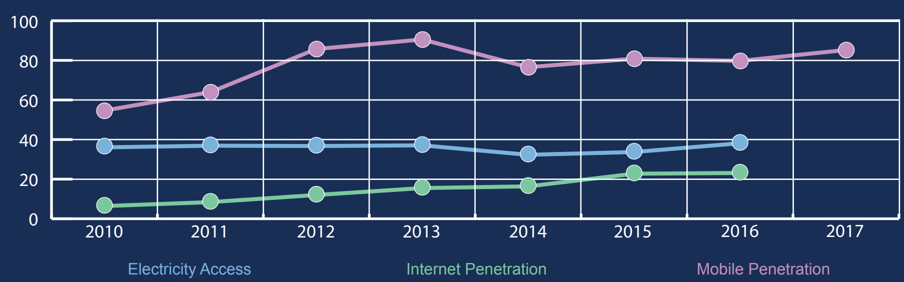
33.38 | 9th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	55%	10
Electricity Access	38.15%	10
Servers (per million)	40	7
Urban Population	31%	11
Web Index - Communication Infrastructure	45.06	9

46.80 | 12th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-100,000	10
Military Expenditure (% of GDP)	2.20%	11
Voter Turnout	86.84%	3
Women in Parliament	31.50%	7
World Press Freedom Index	40.53	13

Penetration of Media Fundamentals



Web Traffic by Device

28% Laptop
67% Mobile
5% Tablet
0.02% Other

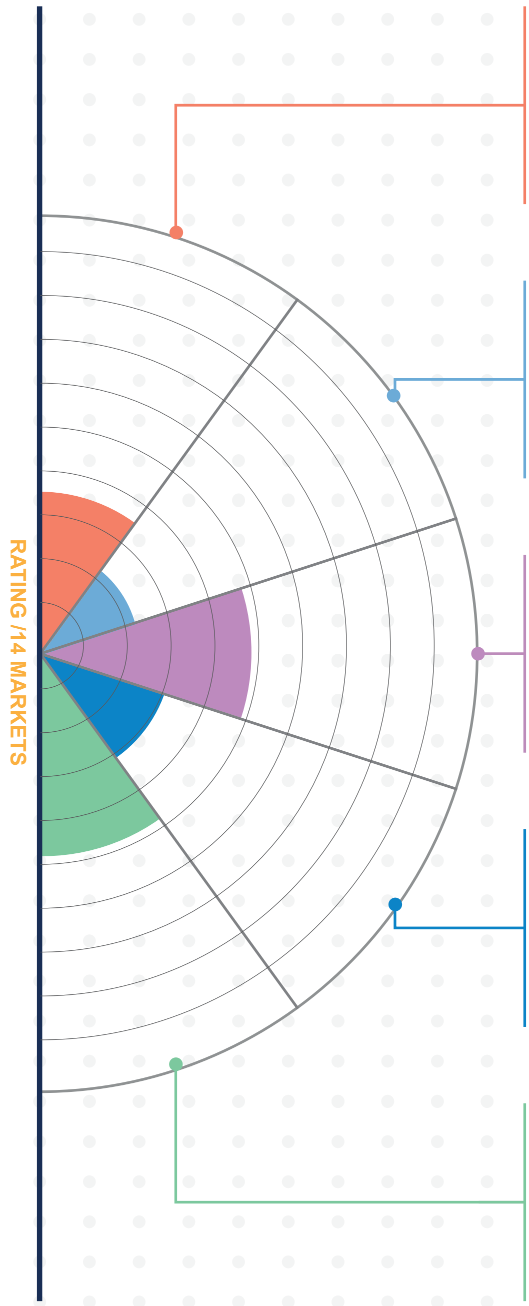
Key Media Players

DSTv & GOtv
The Independent Group
ZIFM
ZBC
Zimpapers Group

12TH

ANGOLA

Angola's media landscape is growing more promising to foreign investors as President João Lourenço liberalises the sector from its domination by the state, which is a role-player in 80% of activities contributing to GDP. Broadcasting is under state control. Although Angola receives Africa's second largest FDI inflow of any country besides Nigeria, this investment is confined to the energy sector, and government sees an expanded services and communications sector as a means for economic diversification. Angola was the first country in Africa to test high speed internet technology (LTE-advanced), with speeds up to 400Mbps. However, internet penetration has reached only one-fifth of the country. The US$ 300 million AngoSat-1 geostationary communications satellite is expanding television and telecommunications services. Angola is well-positioned to be the Portuguese language content provider for Africa. The South Atlantic Cable System has landed on Angolan shores and the connectivity positions Angola as the ICT gateway for Africa. Locally, bandwidth is set to expand and data prices set to decrease.



32.92 | 13th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	29.32%	14
GDP Growth Rate	1.60%	11
Labour Force (% of population)	42.68%	9
Lending Rate	15.81%	9
Global Competitiveness Report - Innovation Capability	17	14

21.98 | 14th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 88.73	11
Household Computer Use	10.5%	8
Internet Penetration	22.30%	12
Number of Radio Stations	18	12
Inclusive Internet Index - Availability	34.50	10

49.18 | 7th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	3.48%	9
ICT Goods Import (% of total imports)	3.01%	9
Mobile Subscriptions (per 100 people)	44.73	13
Social Media Penetration (mobile)	8.7%	9
Mobile Connectivity Index - Consumer	52.12	9

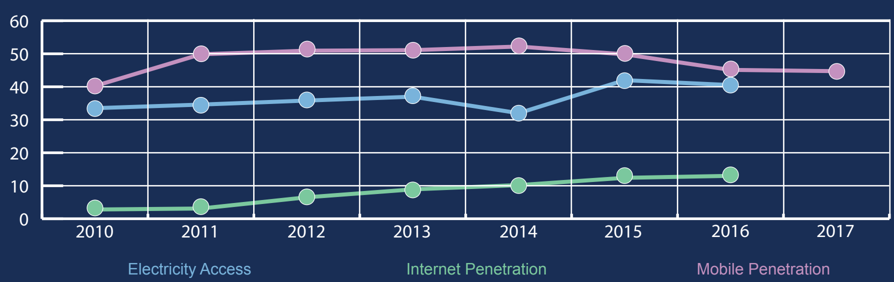
31.19 | 12th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	62%	8
Electricity Access	40.52%	9
Servers (per million)	11.21	13
Urban Population	38%	8
Web Index - Communication Infrastructure	N/A	N/A

47.85 | 11th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	0	4
Military Expenditure (% of GDP)	2.64%	12
Voter Turnout	90.40%	2
Women in Parliament	30.50%	8
World Press Freedom Index	38.35	12

Penetration of Media Fundamentals



Web Traffic by Device

29% Laptop
68% Mobile
3% Tablet
0.17% Other

Key Media Players

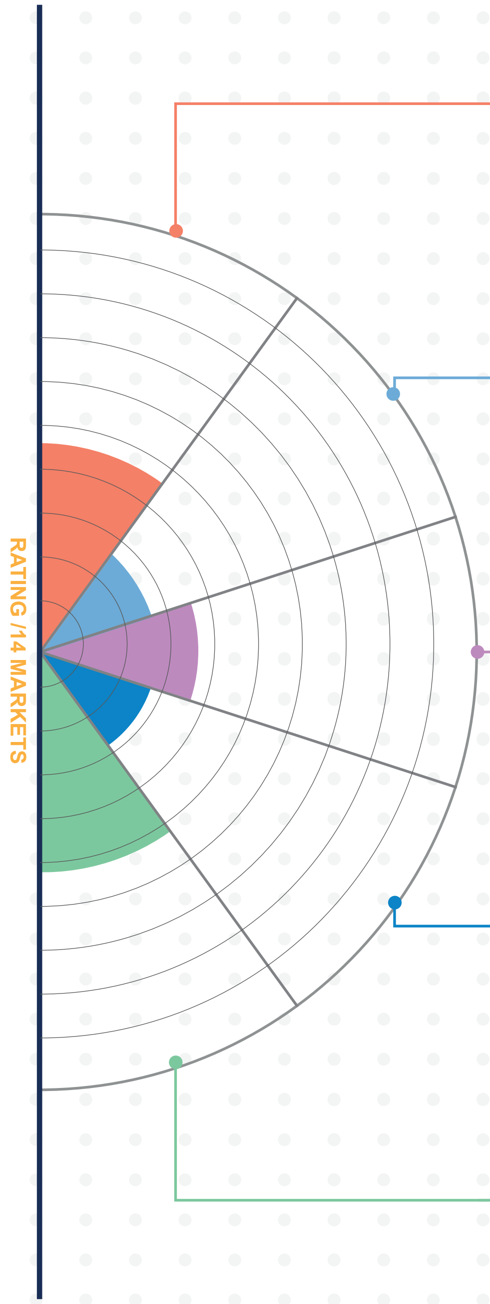
DSTv
Grupo Medianova
Rádio Nacional de Angola
Televisão Popular de Angola
Zap Viva

13TH

ZAMBIA

The least developed of surveyed countries, with over half of their population living in poverty, Zambia's economy is still tied to mining. However, if Zambia is considered to have a relatively advanced ICT landscape for Southern Africa, it is because the mining sector demanded good telephonic and internet connectivity that then became available to the public at large. Still, the 71% of Zambians who own mobile phones is below the regional average. Only about 45% of Zambians own a radio or TV, due in part to a lack of electrical connectivity in their homes.

Once they are connected, Zambians find their media's diversity is fairly advanced, offering a large number of broadcasting outlets available to the public. There are a total of 154 radio and TV stations and satellite-TV services operating in the country. Government's Smart Zambia initiatives to promote the use of ICT led to a new licensing framework in 2017, which can allow a fourth mobile service provider to operate in the country, and a National Data Centre to boost ICT skills.



46.72 | 8th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	45.86%	9
GDP Growth Rate	4.10%	7
Labour Force (% of population)	43.19%	8
Lending Rate	12.50%	7
Global Competitiveness Report - Innovation Capability	28	8

27.07 | 10th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 73.17	8
Household Computer Use	8.10%	9
Internet Penetration	40%	5
Number of Radio Stations	109	6
Inclusive Internet Index - Availability	50.50	4

37.74 | 14th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	1.10%	13
ICT Goods Import (% of total imports)	2.61%	12
Mobile Subscriptions (per 100 people)	78.61	8
Social Media Penetration (mobile)	9.40%	7
Mobile Connectivity Index - Consumer	58.38	8

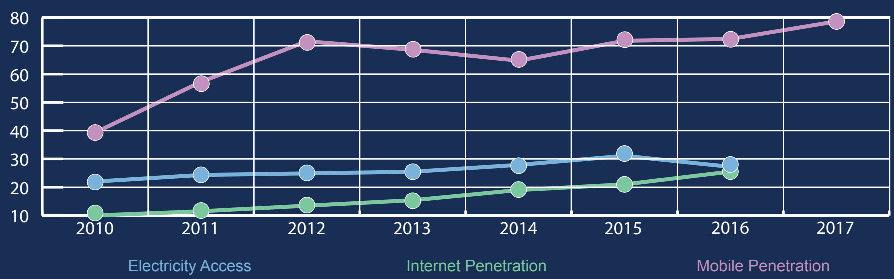
29.51 | 13th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	53%	12
Electricity Access	27.22%	12
Servers (per million)	41	6
Urban Population	42%	7
Web Index - Communication Infrastructure	43.88	10

52.86 | 7th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-40,000	7
Military Expenditure (% of GDP)	1.45%	8
Voter Turnout	56.45%	11
Women in Parliament	18%	10
World Press Freedom Index	35.36	9

Penetration of Media Fundamentals



Web Traffic by Device

13% Laptop
84% Mobile
3% Tablet
0.01% Other

Key Media Players

DSTv & GOtv

Muvi

Qtv Media Services

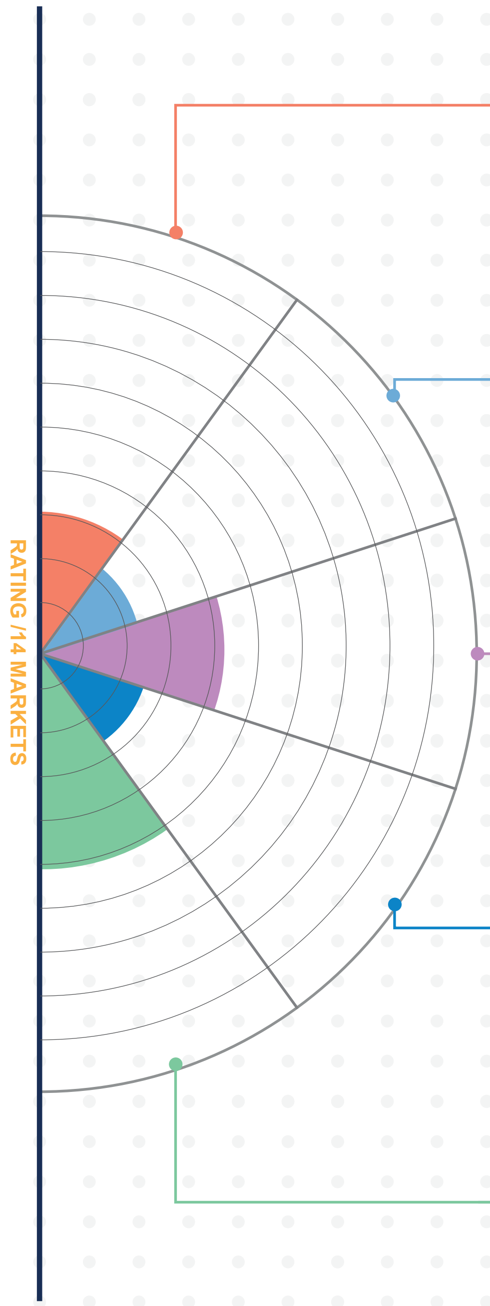
The Post

ZNBC

14TH

MOZAMBIQUE

About 12 million Mozambicans are mobile phone users, or about 40% of the country's population are mobile phone service subscribers, the lowest percentage of surveyed countries. Formerly expensive bandwidth has gone down in price, with four submarine cable systems that are now providing service. Internet users number about five million, or 18% of the population. The country's mobile phone service providers offer coverage in all the main cities and key roads, offering 3G mobile internet services in urban areas. Government has liberalised the telecommunications sector on paper, but in practice, there is an oligopoly controlling the media, despite the Mozambique Competition Law 10 of 2013. Lack of competition has created market inefficiencies, which have impacted prices and sector growth by discouraging investment. Government shows favouritism toward the service provider Movitel, partially owned by the ruling party. Public and community radio has expanded in recent years. In print, newspapers are starting distribution via e-mail or fax, and once readership is established, actual print editions are produced.



30.94 | 14th
ECONOMY & BUSINESS

CRITERIA	SCORE	RANK
Adults with Bank Accounts	41.67%	10
GDP Growth Rate	3.70%	9
Labour Force (% of population)	48.85%	5
Lending Rate	27.86%	14
Global Competitiveness Report - Innovation Capability	27	10

23.86 | 13th
MEDIA LANDSCAPE

CRITERIA	SCORE	RANK
Handset Price (% of GNI per capita)	US$ 42.54	3
Household Computer Use	6.50%	11
Internet Penetration	16.80%	13
Number of Radio Stations	50	8
Inclusive Internet Index - Availability	23.40	13

42.15 | 12th
MEDIA CONSUMERS

CRITERIA	SCORE	RANK
Education Expenditure (% of GDP)	6.48%	13
ICT Goods Import (% of total imports)	2.83%	10
Mobile Subscriptions (per 100 people)	40.03	14
Social Media Penetration (mobile)	6.10%	11
Mobile Connectivity Index - Consumer	39.84	13

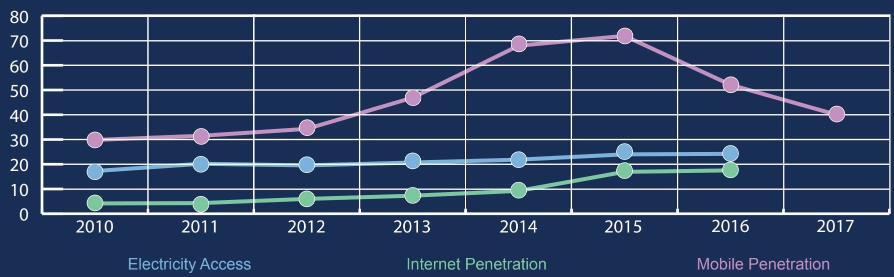
26.57 | 14th
TECHNOLOGY

CRITERIA	SCORE	RANK
3G Coverage	35%	14
Electricity Access	24.20%	14
Servers (per million)	11.43	12
Urban Population	32%	10
Web Index - Communication Infrastructure	49.29	7

50.92 | 8th
GOVERNANCE & LEGISLATION

CRITERIA	SCORE	RANK
Net Migration Flow	-25,000	6
Military Expenditure (% of GDP)	1.03%	4
Voter Turnout	48.64%	13
Women in Parliament	39.60%	3
World Press Freedom Index	31.12	8

Penetration of Media Fundamentals



Web Traffic by Device

13% Laptop
85% Mobile
2% Tablet
0.01% Other

Key Media Players

Miramar Group
Nove Media
Radio Indico
Soico Group
Televisao De Mocambique

CONCLUSION

Africa's media industry is a dynamic business that continues its two-decade transformation from traditional media of broadcast and print to digital media, which, in turn, has given a new outlet for traditional media. The revolution began in the 2000s with the wide-spread penetration of mobile phones, giving Africans their first telecommunications tools on a massive scale. As new generations of phones permitted internet access, Africans were able to choose the sources of their news and entertainment. The first wave of media in the 20th century – telephones, radio and television – was driven by the state, with the private sector largely confined to the print media. The 21st century digital media wave has been driven by the African people themselves, choosing delivery systems and content. In this report, a separate thematic section was devoted to Media Consumers, of equal weight to other factors that comprise the media industry when examined holistically – a country's overall media landscape, technological capacity and governance. Before 2000, there would have been no need for such a category. Africans consumed what they were given, which was state-run broadcasting, newspapers that were not interactive, advertising that was force-fed before the days of consumer surveys and when fixed-line telephones were available to few. In the 20th century, bank accounts were a luxury and financial services restricted to a minority of people. With the recent proliferation of internet access via mobile phones, financial services are available to all.

Every market presents its own unique circumstances for investment

Sweeping change occurring in the media landscape, propelled by the digital revolution, is the only common factor amongst the 14 key media markets surveyed in this report. Each country differs from the others, even radically from its neighbours, with governance, societal conditions and economies weighing heavily on the growth of its media industry. Each country presents opportunities and challenges. Poor countries, like Mozambique and Zambia, are hobbled by limited financial resources to develop their media markets; however, these markets are virgin territory, offering rewards to pioneer investors when economies improve and consumers' disposable incomes increase. Zimbabwe is a country of perennial potential tantalizing to investors, but its government has no effective answer to ongoing economic crisis. South Africa has a sophisticated, powerful economy, but a crisis in governance has made the local business community skeptical of rewarding economic growth and frightened about government policies, like land confiscation. The economy of Ethiopia is booming, but the telecommunications industry is state-owned. Although Angola is liberalising its governance after years of autocracy, a language barrier and an impenetrably close-knit local business community discourage outside investors. The economy of Nigeria, like the country's population, is giant, but the economy is all about oil, and an epidemic of instiutionalised corruption is off-putting for investment. Cote d'Ivoire is doing well now, economically and politically, but investors are still uncertain of national stability after the trauma of civil war. Ghana has many fine points, but electricity availability is not one of them. Tanzania's media market is increasingly constrained by growing autocratic tendencies of government, as has the media market of Uganda under one of Africa's longest-ruling leaders. Kenya is East Africa's financial and technological capital, but is also hobbled by corruption and governance issues. Botswana and Namibia are well-governed and corruption free, but are small media markets tied to South Africa, and their sparsely-populated interiors require considerable investment for media connectivity with a problematic return on investment.

Human input balancing data provides a complete investment picture

The national assessments made in this index, which must conclude with investor advice to weigh potential markets' pluses and minuses to assess a level of risk considered tolerable, were made through the input of the media experts surveyed for this report. Their on-the-ground familiarity with media markets added a human perspective to the mountain of data assembled for each media market. For instance, the prominence of data costs in the everyday considerations of media consumers was not a matter that could be ascertained through statistics, and the severity of data costs' constraints on media usage – from watching TV online to reading electronic editions of newspapers – is also a matter only obtained anecdotally. The media experts presented portraits of countries at differing points in their media development. The data clearly show South Africa's media industry as the continent's most prosperous, sophisticated and influential. However, media experts echo the country's low business confidence index, and while welcoming new investors (no surveyed country did not welcome investment), implied investors must be wary until governance issues are sorted out. Fortunately, a national election on 8 May 2019 has given national direction. Human input in this report also provided a surprising unanimity of optimistic thought with regard to the West Africa region, one of the three regions of Africa assessed (the others being East and Southern Africa). Statistically, West Africa's investment picture is mixed. However, the media experts were having none of that, and they assessed segments of their own countries' media landscapes in some cases twice as favourably as Southern Africans. Overall, West Africans were bullish about their region.

From a combination of expert testimony and data inputs, an analysis of this report's five dimensions reveals the following:

Economies and business environments are improving

Africa as whole is seeing improved economies and rising standards of living, which bode well for the media industry that is consumer-driven. Poverty remains widespread, but employment creation is prioritised by governments along with agricultural reform and a recognition of a need to diversify economies away from raw natural resource exports, whose profitability fluctuates with world commodity prices. Southern Africa's economies are the richest, but East Africa's economies are growing at the fastest rate, while West Africa's business confidence is so high it is infectious to investors. No country suffers hyperinflation, although Zimbabwe's economy is currently in crisis and Namibia is struggling to emerge from recession. Natural disaster has hindered Mozambique's growth in 2019, a reminder that economies may be upset by the still unknown ramifications of climate change. Governance is another variable factor influencing economies. Governance challenges are responsible for depressed business confidence in South Africa, worry over the autocratic tendencies of leaders in Tanzania and Zambia, and the unreformed cronyism that is responsible for corruption in Angola, Kenya, Mozambique and Nigeria. Importantly, digital media is empowering citizens toward activism, giving them the communications tools that have led to better governance in several countries.

Media landscapes are evolving

New mapping of Africa's media industry terrain has been required since 2000. The mobile phone revolution completed the internet revolution, as the internet became available to the majority of Africans via later-generations of mobile devices. Submarine cable systems and national fibre backbones are increasing bandwidths and lowering costs. These enable mobile phone and internet service providers to disseminate content that both competes with the traditional media of cinema, radio, print, outdoor advertising and television and provides platforms for these traditional media to evolve electronically. This index documents the rise on mobile phone connectivity unprecedented in the history of African media. This comes at a time when community radio is expanding broadcast diversity and listener options, and satellite TV is freeing viewers from the domination of state-run TV, while offering them an uncensored window into the outside world. The digital media, particularly the internet, has rewritten the news industry by allowing users access to a multitude of news platforms. Internet has also enabled social media, which has proved an irresistible force in African's daily lives.

The Media Consumer is the new king of the African economy

As mentioned, mass media was established in Africa by the colonial and later independent state governments – telecommunications, broadcasting and print, but for some independent newspapers. In retrospect, that media was very limited compared to the communications and entertainment options available through the digital media. The demand for digital media has not been from governments but from ordinary Africans, from the poorest who want and then find invaluable their mobile phones to the growing demographic of middle-class Africans who want and then find they cannot live without 3G and then 4G data service, satellite TV and Facebook. No government has been yet directly overthrown for not giving media consumers what they want, but a consumer desire for digital media has led to democratic reform in Ethiopia, which had regularly shut down internet. Media consumers are powerful additions to the economic performance of countries' retail and service sectors, and foreign media consumers, in the form of tourists and business people, have ensured good connectivity in places like Tanzania's game reserves and Zambia's copper belt. Investors in Africa's media industries can be assured that African media consumers are the same as media consumers everywhere, perpetually craving better media services.

Digital media and telecoms pushing an ongoing technological revolution

Who could have imagined in 1999 even the most isolated African home illuminated within by the glow of a TV set, its inhabitants chatting on their own telephones? No electricity or phone lines reach such remoteness today – solar-generated electricity and mobile phone connectivity do the task. In terms of communication, a profound revolution has transformed African society in recent years. Few residents remain untouched, and in place of the initial introduction of mobile phones and internet in the 2000s, recent years have been characterised by improvements on existing technologies, as 3G broadband is upgraded to 4G, with 5G on the horizon. The media technology itself varies little from one African media market to another, with variables being such factors as electricity supply. This index documents the large percentage of monthly incomes Africans are spending on media technology – expenditures that were negligible or non-existent 20 years ago. While the technological trend is definitely toward mobile devices, there remains a preference for traditional technology when the viewing experience is enhanced by the presence of others – movies seen in theatres and sports and entertainments seen on home or bar TVs. Technological advances in home entertainment systems and cinemas will be welcomed.

Governance for the people, and the people want media

The wave of democratisation that has retired so many African dictators in the past decade has been driven by new communications tools that allow activists to organise, from the Arab Spring Uprisings to this year's transformations in Algeria and Sudan. Digital media has presented text stories and videos to the African masses that show alternatives to lives of oppression. Democratic governments have curtailed media controls, which is what newly media-savvy peoples want. Government regulations that constrained media growth are also being reformed, allowing for more media investment. In Africa, media advertisers and clients arrive at a propitious historical time: when digital media has driven pro-media change in governance and, in turn, new governance has produced policies enabling more forms of media to flourish.

METHODOLOGY

IOA approached the creation of the GroupM AMI using multiple data sources and analytical techniques. The ultimate goal was to craft a comprehensive and adaptable measurement tool for media landscapes in Africa, starting with 14 key media markets on the continent. The following section briefly describes our methodology, which included desktop research, in-depth interviews, web surveys and data analytics.

Index Dimensions

Each of the 14 countries were extensively researched and assessed across the five AMI dimensions:

- Economy & Business
- Media Landscape
- Media Consumers
- Technology
- Governance & Legislation

In-Depth Interviews

Interviews were conducted with a range of specialists from 6 of the 14 focus countries. These 6 nations were seen as priority markets because of their established media landscapes. Ultimately, IOA recorded 1,540 minutes of talk-time (+-30 hours) during 52 interviews, averaging 29.6 minutes per interview, and ranging from 14-55 minutes. Interviews were conducted with a mixture of media associations, media clients, media experts and media owners.

Interview Respondent Distribution

Desktop Research

The basis for all analysis presented in this index is a wide-ranging and layered investigation into publicly available resources on a wide range of related topics spanning the five index dimensions. The resources assessed during the desktop research included:

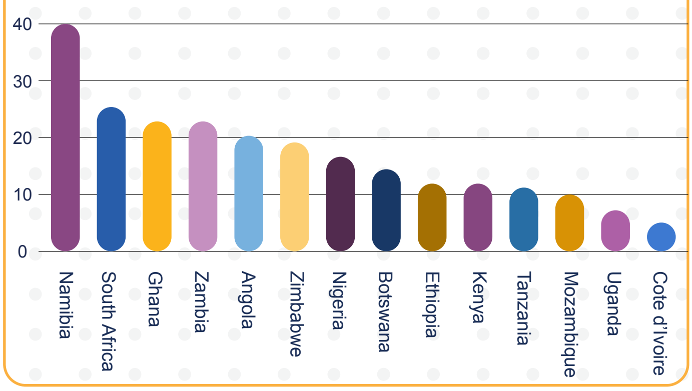
- **News articles**, such as those released by the BBC, AllAfrica and Africa News
- **Industry reports**, such as those released by PwC, Nielsen and We Are Social
- **Government publications**, policy documents and regulatory information
- **Data repositories**, such as those updated by the World Bank and the IMF

We also drew important data from relevant and well-established indexes, deepening the value and accuracy of the analysis. IOA used components of these indexes to further inform those in the AMI. The indexes, and their subcomponents, are listed on the following page.

Survey Rollout

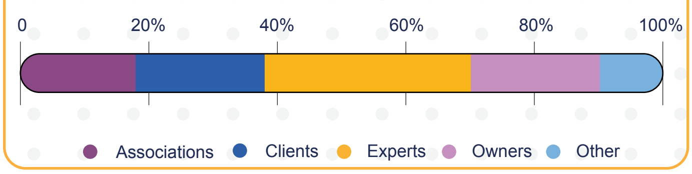
A web survey focusing on the five index dimensions of the index was rolled out across the 14 markets.

Survey Responses per Market



A total of 231 responses were collected from media associations, media clients, media experts and media owners, all with wide-ranging media experience in their respective markets to help inform the analysis and index results.

Survey Responses Distribution



METHODOLOGY

Index Data Collection

For each dimension of the AMI calculations, IOA collected and evaluated a minimum of 10 reputable datasets, allowing sufficient variety in source and statistic-type to ensure that the market assessments were holistically well-informed.

Many well-known and dependable data repositories were utilised, such as:

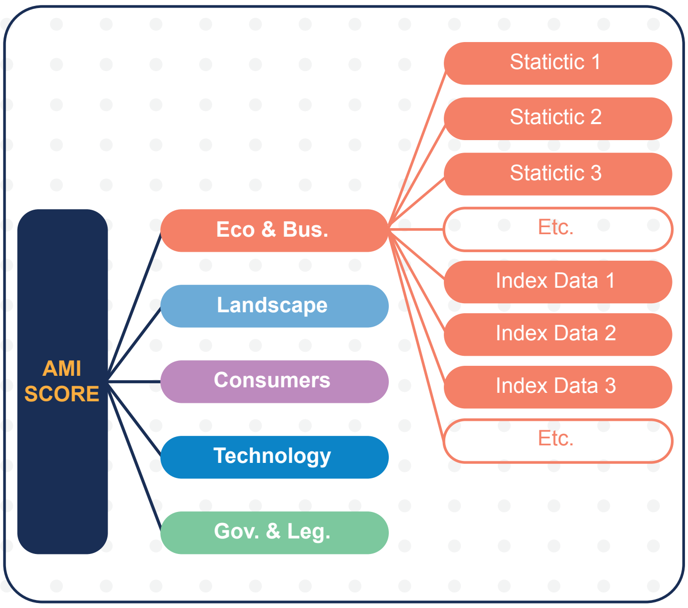
- World Bank
- CIA World Factbook
- International Monetary Fund
- United Nations
- GSMA Intelligence
- International Telecommunications Union

A key consideration in identifying sources was balancing the integrity of data with the availability of the information for each of the selected countries. Finally, the subcomponents of identified indexes were examined and allocated to the relevant dimensions.

Index Calculations

Each of the five dimensions were equally weighted (20%), which therefore had equivalent influence on the final index score for each market. Within each of the five contributing dimensions, individual statistical results, presented in the table on the right, were converted, if necessary, into scores out of 100. This provided a uniform scoring base across each data point in the analysis.

The index had few examples of 'missing' data, and in those cases, the weighting system ensured that a country was neither benefitted nor disadvantaged, by adopting an adjusting weighting system. The contribution a single statistic made to the dimension score was dependent on whether the full complement of data was available.



Dimension	Statistics	Indexes
Economy & Business (20%)	- Adults with bank accounts - Currency and gold reserves - FDI stock - GDP growth rate - GDP per capita - Industrial growth - Inflation rate - Labour force - Lending rate - Unemployment rate	**Doing Business Report** Starting a business Getting credit Protecting minority investors **Global Competitiveness Report** ICT adoption Business dynamism Innovation capability
Media Landscape (20%)	- Handset price - Household computer use - Households with internet access - Internet bandwidth per user - Internet penetration - Number of radio stations	**Mobile Connectivity Index** Content and services Infrastructure **Inclusive Internet Index** Availability Readiness
Media Consumers (20%)	- Communications and PC imports - Education expenditure - Fixed broadband subscriptions - ICT goods imports - Literacy rate - Mobile subscription - Price of data - Social media penetration	**Mobile Connectivity Index** Affordability Consumer **Inclusive Internet Index** Affordability Relevance
Technology (20%)	- 3G coverage - 4G coverage - Electricity access - Internet speed - LTE/WIMAX coverage - Mobile latency - Secured servers - Urban population	**Web Index** Communication Infrastructure **Measuring the Information Society** Access
Governance & Legislation (20%)	- Improved sanitation services - Military expenditure - Net migration - Voter turnout - Women in parliament	**Ibrahim Index of African Governance** Safety and rule of law Sustainable economic opportunity **World Press Freedom Index** **Business Bribery Index** Interactions with government Anti-bribery deterrence and enforcement

CONTACT US

GroupM is the world's leading media investment company responsible for more than $45B (COMvergence) in annual media investment through agencies including Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM creates competitive advantage for advertisers via its worldwide organization of media experts who deliver powerful insights on consumers and media platforms, trading expertise, market-leading brand-safe media, technology solutions, addressable TV, content, sports and more.

Discover more about GroupM at www.groupm.com

PHONE: + 27 (0) 10 036 0200
EMAIL: marketing.africa@groupm.com
WEB: www.groupm.com
A WPP Company

ADDRESS: The Base, 3012A William Nicol drive, Bryanston, Sandton, 2191, South Africa

@groupm
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In On Africa (IOA) is one of the leading Africa-focused research, consulting and publishing firms, based in Africa and focused solely on Africa. IOA was founded in 2007 and aims to ensure data-driven decision-making through quality research and analysis. IOA offers a wide range of services to help clients to better understand Africa and to accelerate growth on the continent.

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PHONE: + 27 (0) 11 027 4027
EMAIL: info@inonafrica.com
WEB: www.inonafrica.com

ADDRESS: 6 The Vines Place, Fairland, 2030, Johannesburg, South Africa

@inonafrica
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GroupM commissioned Africa-focused research consulting firm In On Africa (IOA) to conduct a comprehensive assessment of the media landscape in selected African countries, with a focus on economies, consumers, landscapes, technology and governance, culminating in an assessment index. This publication has been compiled by IOA for release by GroupM.

The research was conducted from IOA's offices in Johannesburg and through a web survey with more than 200 media professionals across Africa. While IOA and GroupM believe that the information and opinions contained herein are reliable, they do not make any warranties, express or implied, and assume no liability for reliance on or use of the information or opinions contained herein. Furthermore, IOA and GroupM indemnify themselves from unforeseen errors due to certain sources being gathered from third parties.