Africa is one of the world’s fastest growing TV markets, with an abundance of opportunity. A recent GeoPoll survey looked at five sub-Saharan African audiences to form a better understanding of viewership of free-to-air (FTA) channels and ultimately unlock opportunity in this market.

Get to Know the sub-Saharan African Viewer

- 58% Still Have the Potential to be Reached by TV Penetration
- Direct-to-Home and Digital Terrestrial TV Are the Largest Growth Drivers
- Ages 15-34 Watch the Most TV
- Most Viewership Comes from Urban Areas

Understanding Viewership Habits of FTA Channels

- Of the 68% who watch FTA, 35% receive content from Intelsat 20
- Of the 22% who watch FTA, 7% receive content from Intelsat 20
- Of the 68% who watch FTA, 34% receive content from Intelsat 20
- Of the 49% who watch FTA, 34% receive content from Intelsat 20

The location of TV viewership varies:

- At home: 70% - 85%
- A friend’s home: 15% - 20%
- Bar or restaurant: 7% - 11%
- Church: 1% - 3%

- 58% – 73% of viewers within the surveyed regions watch video on smartphones and computers.

Fueling the Transition to Digital Broadcasting

Many sub-Saharan African viewers receive TV content from satellite:

- Ghana – 70%
- Nigeria – 93%
- Kenya – 81%
- Tanzania – 82%
- Ethiopia – 93%

The Desire for HD Content

A large segment of sub-Saharan African viewers are interested in receiving HD channels in and outside their homes.

1. Kenya
   - 81%
2. Tanzania
   - 82%
3. Nigeria
   - 93%
4. Ethiopia
   - 93%

58% – 73% of viewers within the surveyed regions watch video on smartphones and computers.

Intelsat 20 (IS-20) – Africa’s Leading Direct-to-Home (DTH) Neighborhood

- IS-20 allows viewers to instantly reach key FTA markets across Africa and Western Europe.
- In fact, nearly 40 million TV households in Africa already receive FTA channels from IS-20

- OVER 680 SD AND HD CHANNELS WITH 192 FTA CHANNELS
- IS-20 IS AFRICA’S TOP DTH PLATFORM, AND IS IN THE PRIME ORBITAL LOCATION FOR VIDEO DISTRIBUTION
- THE IS-20 NEIGHBORHOOD IS HOST TO THE LARGEST PAY TV PLATFORM WITH THE BIGGEST REACH INTO FTA Viewers

Contact us today to find out how the Intelsat 20 Ku-band DTH platform can help you reach the right audience.

www.intelsat.com/solutions/media