

EXPAND YOUR CONTENT VIEWERSHIP in sub-Saharan Africa with Intelsat 20

Television Viewership in sub-Saharan Africa

Television viewership in sub-Saharan Africa is skyrocketing, thanks to increasing options and opportunities to consume TV content both inside and outside the home. To reach these new markets and drive new revenue streams, programmers and broadcasters need to know who comprises the viewer population, understand their habits and preferences, and uncover how best to reach them.

Viewing Habits in One of the World's Fastest Growing TV Markets

With an expected 162 million TV households by 2022, sub-Saharan Africa is home to one of the fastest growing TV markets on the planet. However, there is still a major opportunity to reach even more viewers here as 58% of households await potential TV penetration. Understanding the viewing habits of those living in sub-Saharan Africa and partnering with a trusted satellite provider that knows the region are the first steps in reaching them.

GeoPoll surveyed television viewers in the sub-Saharan Africa region to help better understand the social norms and demographics of its viewers. The goal was to understand how best to position broadcasters and programmers to this market in an appealing way.

Here's what the survey results tell us about the sub-Saharan Africa viewer:

Direct-to-Home (DTH) and Direct Terrestrial Television (DTT) are the largest growth drivers.

43+ million DTH Free-to-Air (FTA) households and 55+ million DTT FTA households are projected by 2028.

TV is most popular with younger viewers and those in urban areas.

Viewers falling in the 15-34 age range watched more TV than their older or younger peers. Additionally, the majority of viewership comes from urban areas.

Viewers aren't just watching from their own homes on television sets.

Though 70-80% of viewers claimed their homes were a primary location of TV viewership, 16-20% reported watching TV at a friend's home. Additionally, 58-71% of viewers in the surveyed regions reported watching TV from their smartphones or on computers.

The way viewers watch differs by country.

Free-to-Air television is most popular in Ethiopia, Kenya, and Ghana, while pay-TV is more prevalent in Tanzania and Nigeria.



Grow Your Audience in sub-Saharan Africa with Intelsat

As the pioneer in content distribution through our video neighborhoods in Africa and established services for media using satellite broadband, Intelsat is well-versed in viewer preferences and habits in this market. We have served sub-Saharan Africa viewers since 1965 and have watched the region change and grow over the past 55 years.

Thanks to continuous innovation, Intelsat 20 (IS-20) enables programmers and content providers to break into the sub-Saharan Africa market affordably and strengthen their content's viewership. It is currently the most-watched media location in Africa with an existing market of nearly 40 million households. The IS-20 DTH video neighborhood is in a prime orbital location for video distribution at 68.5°E, reaching key markets in virtually all of sub-Saharan Africa.

Our customers trust Intelsat for expertise, reliability, and credibility in the region because we provide:

On-the-ground service:

Africa is home to three regional Intelsat offices. Proximity to our customers allows us to offer them sales and regional support needed to provide premier television services to viewers.

Upgrades to the latest technologies:

Intelsat helps customers make the switch from analog to digital and upgrade to the latest video formats including HD, SD, and 4K.

Reliable, dependable connection:

Our highly reliable satellites support safe and secure content. Strong, focalized Ku-band beams bring high-quality content to viewers in sub-Saharan Africa and beyond.

Affordable pricing models:

We offer our customers competitive and flexible pricing models, empowering programmers and content providers to affordably reach new and existing audiences.

Expansive reach:

Intelsat's fleet of satellites is the largest over Africa. Our video neighborhoods serve over 200 customers, providing international and local coverage to communities throughout the region connecting millions of people.

Nearly 40 Million Households Reached via Intelsat 20



Nigeria
14.9M



South Africa
8.5M



Kenya
5.1M



Ghana
2.7M



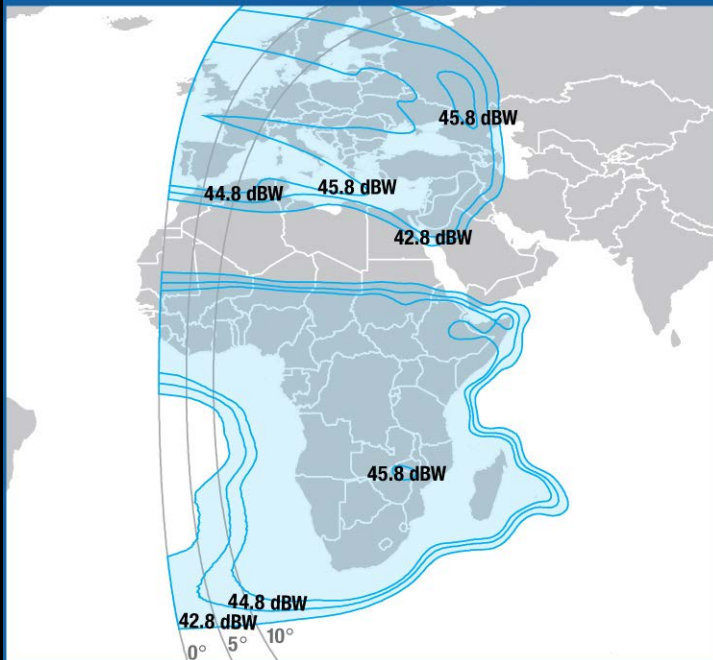
Tanzania
2.2M



Ethiopia
1.0M

Intelsat 20 at 68.5°E

Ku-band Europe/Africa Beam Peak up to 49.8 dBW



The sub-Saharan Africa region holds tremendous potential for those willing to make the move to strategically reach this growing audience. Content providers and programmers need a trusted partner who offers dependable service, exceptional connectivity, unmatched expertise, and understands the region to help them affordably expand into the market.



Learn more about our IS-20 video neighborhood by browsing our **Resource Center**.

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