

# Diverse Content and Reliable Distribution Are Driving the Africa Pay TV Market

Satellite is helping meet the needs of a younger, larger, more varied audience

A growing Pay TV audience in Africa means growing opportunities for programmers to broaden their content offerings—as long as they distribute that content using the most reliable method possible: satellite.

Our [Media Market Watch 2022: Africa](#) report revealed the opportunities and advantages satellite offers distributors in the region.

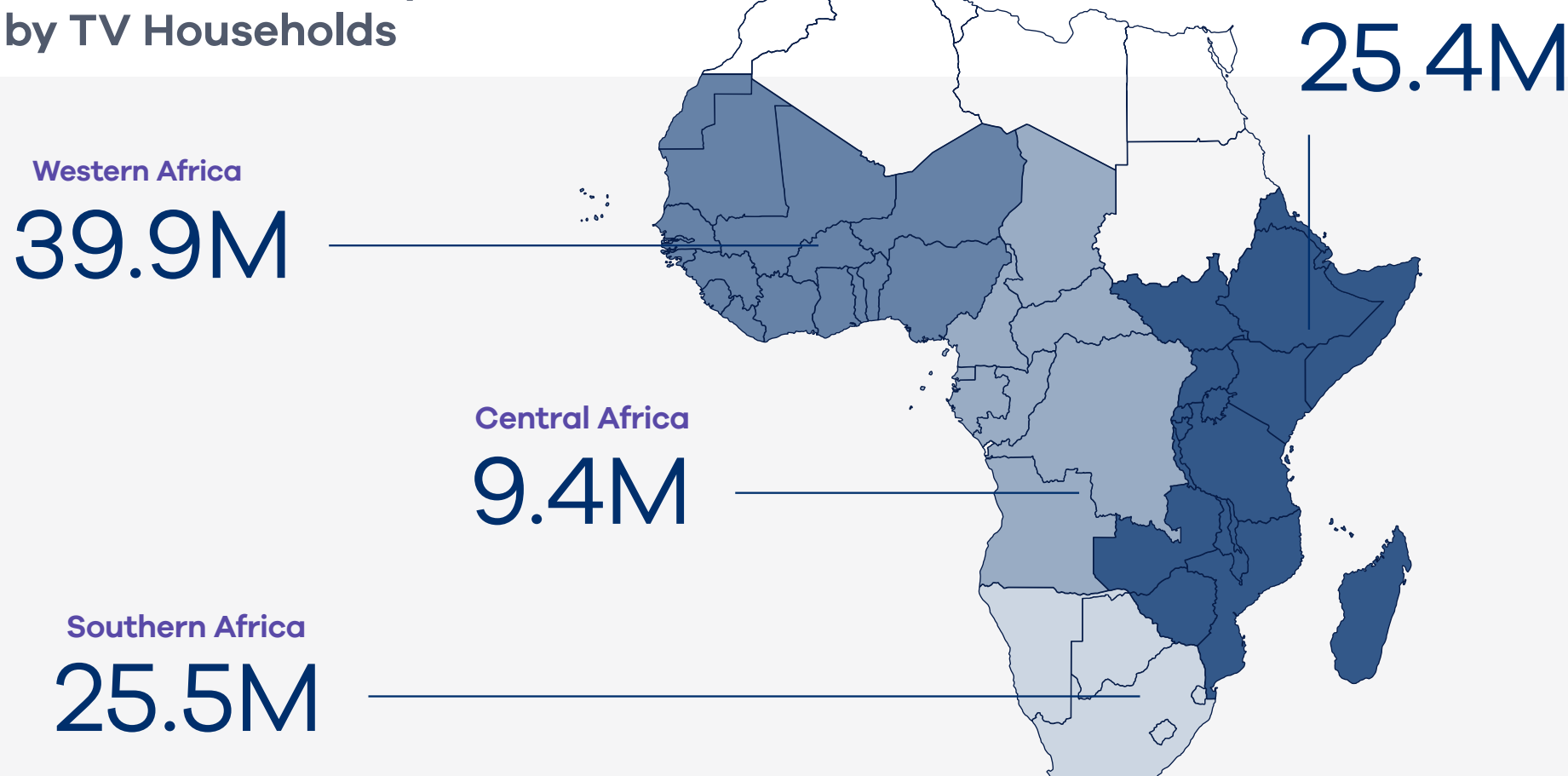
## Market Potential in the Africa TV Market

With only 42% TV penetration of the 240M Sub-Saharan African households, growth prospects in subscription and advertising revenue are also plentiful for content providers.

Total TV Households

**100M**

### Africa Market Snapshot by TV Households



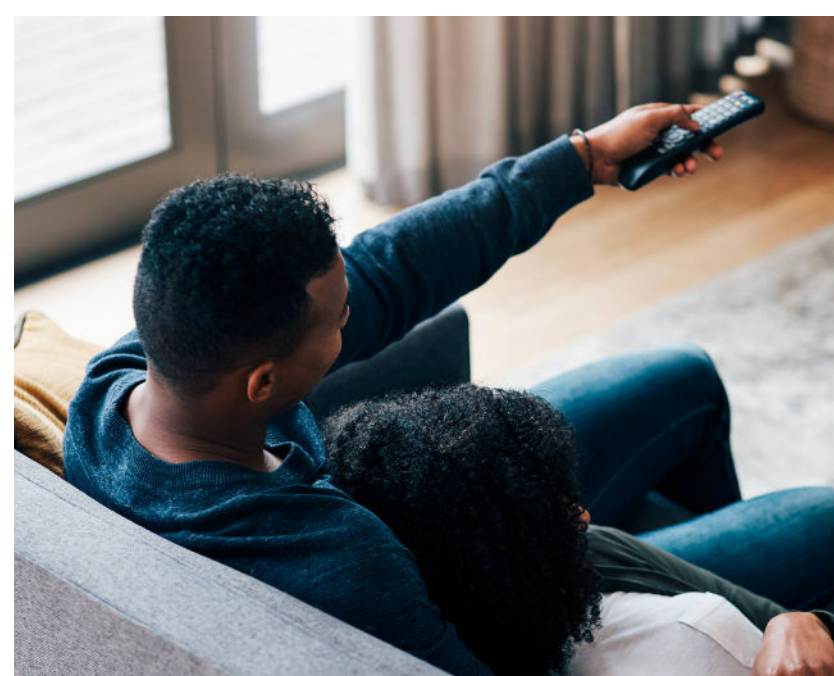
## Younger audiences want more content, in more languages

There is an abundance of opportunity to provide broader content offerings across approximately 2,000 African languages. And attracting Africa's younger audiences will ensure long-term growth.

Interestingly, while African audiences are culturally diverse, content preferences across the continent are remarkably consistent, with movies and entertainment skewing higher in some places.

### Preferences expressed for TV content vary by country:

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



Nigeria	Ghana	Tanzania
43% Movies	59% News	58% News
29% Entertainment	38% Sports	33% Sports
27% News	20% Religion	21% Religion

## Reach and Reliability Remain Essential to Distribution

While Over-the-Top is slowly making its way to Africa, linear content distribution still retains the lion's share of current and forecasted revenue.

OTT adoption is slow due to high cost and poor coverage

**~700M** People in Sub-Saharan Africa without access to the internet

**270M** People that live outside mobile broadband coverage areas



### Pay TV subscription revenue potential for Sub-Saharan Africa

**43.5%** Annual growth rate across all services through 2025

	Cable	Direct to Home	Digital Terrestrial Television
2020	\$126M	\$2.2B	\$476M
2025 Projection	\$144M	\$3.1B	\$698M

Source: Dataxis

## Intelsat 20: the premiere video neighborhood in Africa

Intelsat 20 (IS-20) covers most of Sub-Saharan Africa and carries over 600 channels, connecting people to content across multiple genres.



**600+** channels

**45M+** viewers

### Top Regions by Viewers

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



## Moving Media Forward With Satellite



### More content

Offers viewers access to more premium and regional channels



### More flexibility

Meets audiences where they are, leading them to higher-quality programming



### More coverage

Covers a larger expanse of the region than internet-based methods, and provides connectivity to other regions



### More revenue

Gives broadcasters confidence in the sustainability of their business model

Overall, a demand for more diverse content in more places, coupled with the ability to deliver reliable, high-quality coverage almost anywhere makes satellite the only choice for programmers in Africa.

To learn more, [download Media Market Watch 2022: Africa](#)