

OTT STREAMING AND VOD BUSINESS IN AFRICA

BROADCAST
MEDIA
AFRICA

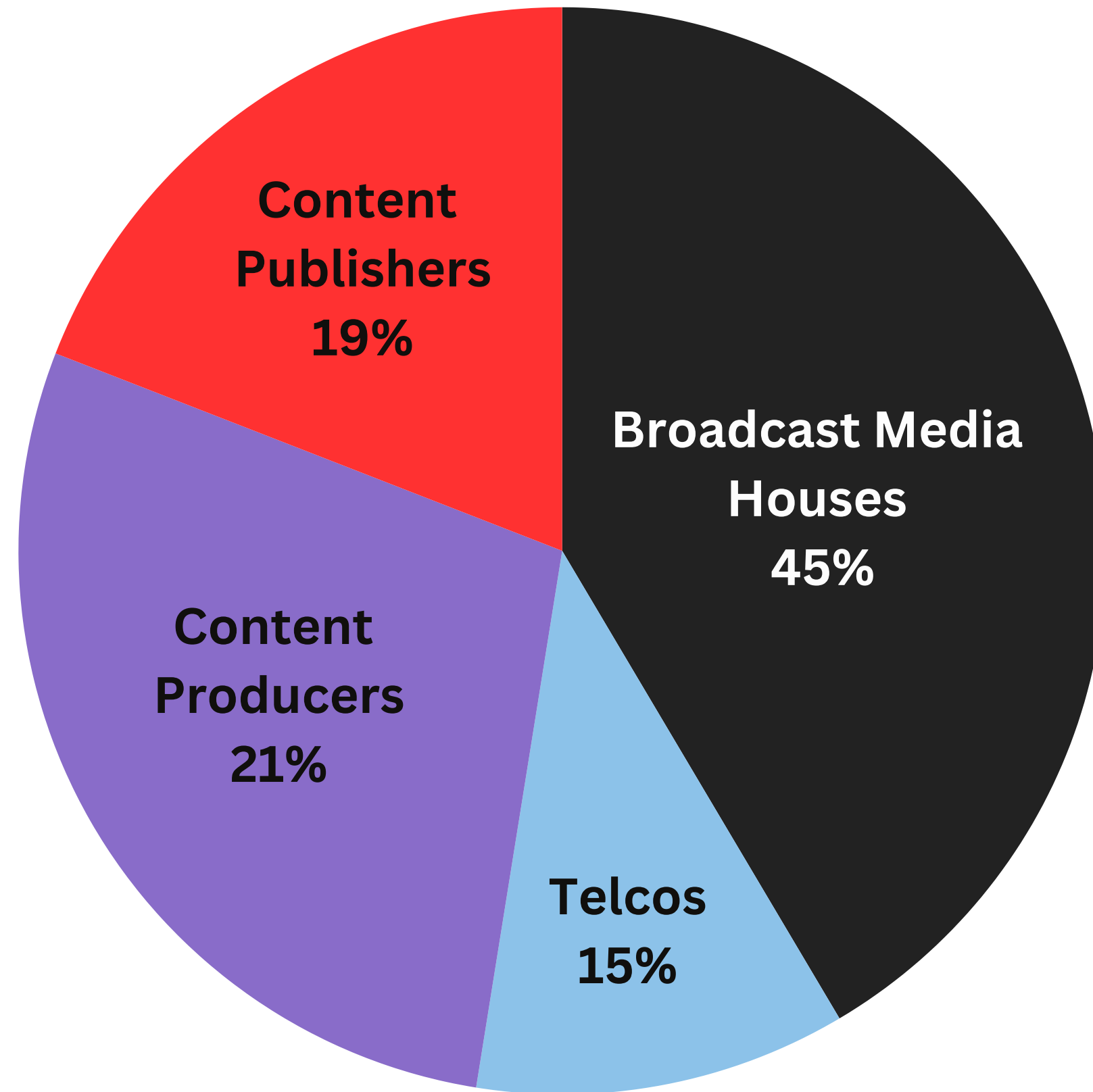
STATE OF PLAY



- **Does your organisation currently offer its own OTT streaming and or Video On-Demand service?**
- **If not, does your organisation plan to offer OTT streaming services?**
- **If yes, when / what time-frame do you envisage you will start to offer your own OTT streaming and/or Video on demand (VoD) services?**
- **If you are currently not offering and have no plans to offer your own services, what are the reasons behind the strategy?**
- **Do you currently share or show your content online (on the internet) in any form?**
- **If yes, which online platform does your organisation use to share or show its contents?**
- **If not, is your organisation planning to share or show its content online in the nearest future?**

- **How long has your organisation been offering its own OTT streaming / VoD services?**
- **What is / are the main reason(s) behind your organisation's OTT streaming / VOD service offerings?**
- **What are the age segments of your OTT / VOD services users?**
- **What types of content genres are you offering on your OTT / VOD space?**
- **What is the balance between local and international content on your OTT service?**
- **What monetisation mode(s) are you using (or considering using) for your OTT / VOD service?**
- **What is the monthly subscription price for your OTT / VOD service?**
- **What is the monthly revenue/user for your OTT / VOD service?**
- **What plans does your organisation have to expand or enhance OTT services?**

WHO WE ASKED, BY SECTOR



WHO WE ASKED, BY JOB POSITION



WHEN WE ASKED PARTICIPANTS IF THEY CURRENTLY SHARE OR SHOW THEIR CONTENT ONLINE

66.67%

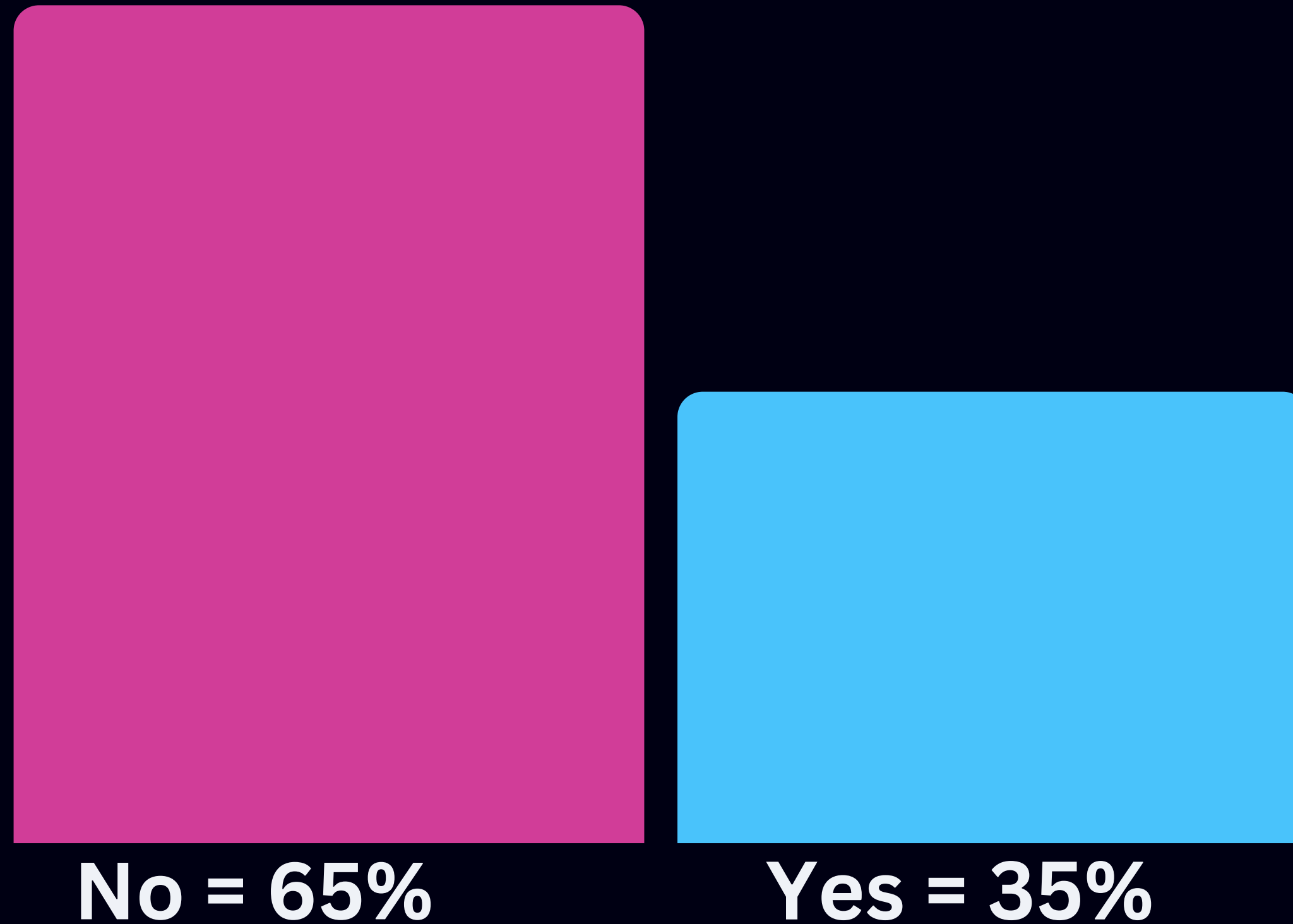
YES

33.33%

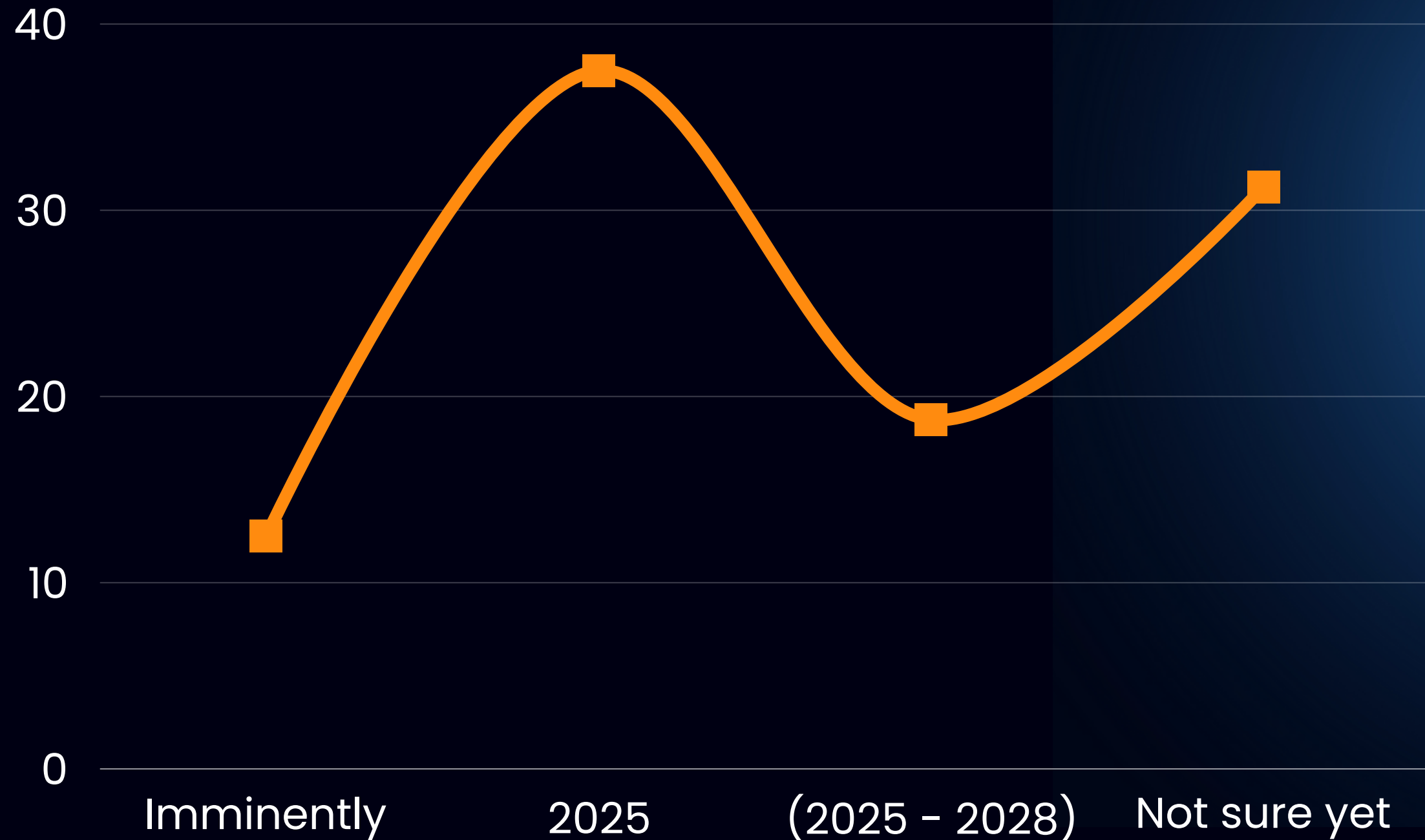
NO



Are You Currently Offering Your Own OTT Streaming And/Or VOD Service?



IF ALL IS WELL, WHEN WOULD YOU IDEALLY LIKE TO START YOUR OWN OTT STREAMING SERVICES

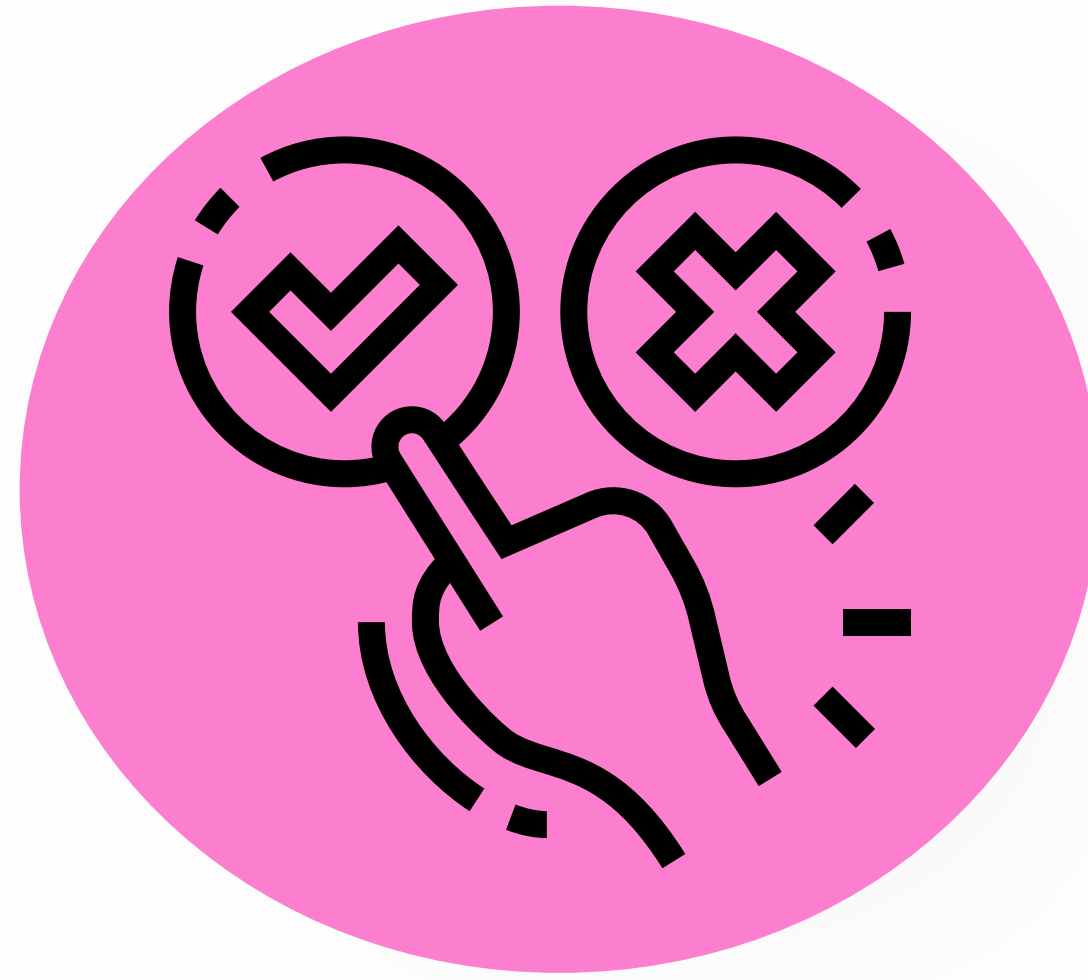


WHY ARE YOU NOT YET OFFERING STREAMING + VOD SERVICES?



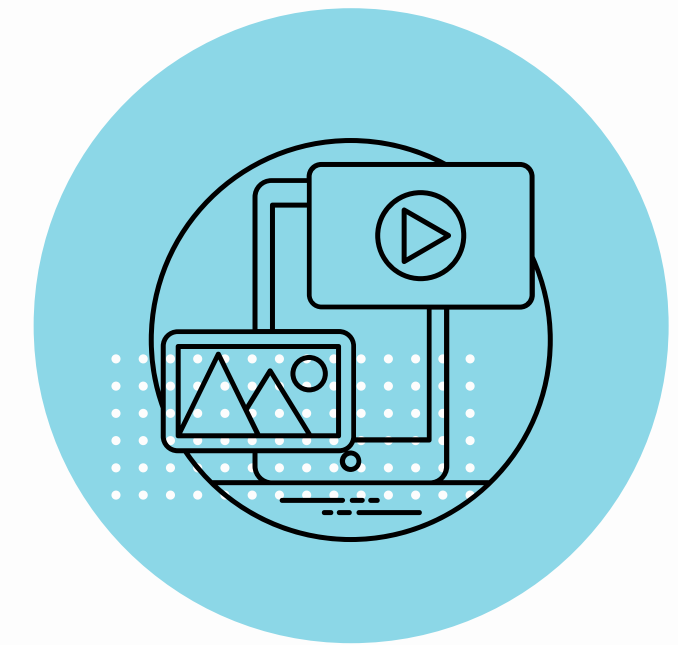
25%

No understanding of how streaming / VoD offering will benefit our business offering



55%

The cost of setting-up and operating OTT services is considered too exorbitant



13%

Lack of consumer awareness/interest in using OTT in our market

BALANCE OF CONTENT: LOCAL VS INTERNATIONAL







Local Content
55%

International Content
45%

MONETISATION MODE(S) USED (OR CONSIDERING USING) FOR OTT / VOD SERVICE



	ADVERTISING	46%
	SUBSCRIPTION	27%
	HYBRID	22%
	TRANSACTIONAL	5%

**IT'S WHAT WE
FOUND!**

Thanks for Listening!

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