

OTT STREAMING AND VOD BUSINESS IN AFRICA - STATE OF PLAY

10 Notables From BMA's Industry Survey on The State Of Play Of OTT Streaming And VOD Business In Africa

Introduction

Broadcast Media Africa (BMA) recently conducted a detailed industry survey on The State Of Play for OTT Streaming And VOD Business In Africa.

Here are some of the notable highlights and fact summaries from what the industry told us in the survey.

Basic Demographics of the 3500 industry executives surveyed:

- 42% = Broadcast Media Organisations
- 28% = were Content Producers/Aggregators/Distributors
- 16% = Telco/Telecom Services Providers
- 8% = OTT/VOD Platform Providers
- 6% = Others



65% - a majority of respondents are at the executive/leadership level within their organisations, and a significant number (61%) of respondents said that they are not part of a larger media group (i.e. having activities beyond a single country/jurisdiction).

10 Notable Market Highlights From The Industry Survey

1. 33% of respondents currently offer their own OTT Streaming or video-on-demand (VoD) service - which means just over 65% do not
2. Among those not currently offering OTT services, about 55% say they will implement OTT streaming within the next three (3) years
3. The survey revealed that broadcasters and content publishers would implement OTT streaming for two major reasons:
 - a) to attract new types of customers and
 - b) to enhance the company's competitive profile
4. The user base spans for those currently providing streaming services varied; however, most user traction comes from the 25-34 age segment



5. The content distribution pattern for streamers in Africa shows a balanced mix of local and international content, with approximately 50% local and 50% international
6. The survey shows that respondents utilise a mix of advertising, subscription, and hybrid monetisation models. Advertising and subscription models are equally popular
7. The monthly subscription price varies, indicating diverse pricing strategies
8. Subscription Pricing: Monthly subscription prices vary widely, with some charging less than 1 USD and others more than 10 USD
9. The majority of respondents indicated a monthly revenue per user of less than 5 USD
10. A significant portion of respondents say they would like to expand and diversify content libraries, enhance user experience through technology, and create original content to attract more subscribers.

Conclusion

This BMA industry survey underscores the dynamic and evolving nature of Africa's OTT and VOD market. Stakeholders must, therefore, navigate the opportunities (and challenges) with



innovative solutions to cater to the unique demands of the African market.