

BMA Industry Survey On: Animation Content And Programming - State Of Play With Africa's Broadcasters And Content Publishers

Executive Summary

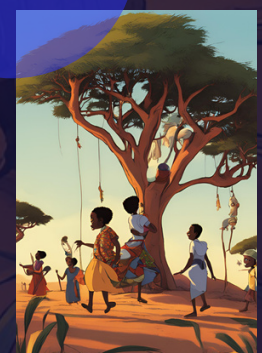
The survey, conducted by Broadcast Media Africa (BMA), explores the dynamics of animation content and programming across Africa. It focused on broadcasters, publishers, and animators and assessed trends in content acquisition, audience preferences, and production hurdles.

The "Animation Content and Programming - state of play" survey conducted by Broadcast Media Africa (BMA), explored the current dynamics, challenges, and opportunities within the African animation content industry.

With animation gaining popularity as a medium of storytelling and cultural expression, this survey targeted a diverse range of stakeholders, including broadcasters, content publishers and animation content producers. The survey looked at audience preferences, content acquisition practices, and production hurdles while identifying strategic opportunities for growth and development of the genre in Africa.

The survey indicated critical trends shaping the industry, including the demand for culturally relevant content, the dominance of children's programming, and the emerging role of partnerships in fostering local capacity.

Based on our analysis, despite significant challenges like limited resources and competition from international studios, the African animation sector shows immense potential to establish itself as a global player.



Summary of Findings and Takeaways

1. Interest in Animation Content

50% of the executives surveyed indicated that they regularly acquire animation content. The survey also revealed that while current representation in libraries is limited, planned increases in acquisition over the next five years suggest growing confidence in animation as a sustainable content category.

In our opinion, broadcasters must now explore how to diversify their animation portfolios to include other formats, such as short-form and adult animation, to expand their audience base.

2. Audience Demand & Trends

The survey revealed that the moderate demand for animation content points to an emerging but underdeveloped market.

In our view, to increase engagement, broadcasters and producers should invest in culturally resonant storytelling, family-focused themes, and innovative genres like Afro-futurism. By aligning content with audience preferences, the industry can gradually elevate the profile of animation across the continent.

3. Content Acquisition

The survey highlighted that African broadcasters' content acquisition strategies reveal a cautious but evolving approach. The survey also shows that reliance on licensing and co-productions underscores the importance of flexibility and shared creative control. Furthermore, African animation studios can position themselves as key partners in this ecosystem by addressing financial constraints and creating high-quality, culturally resonant content.

4. Sourcing and Partnerships

The survey found that heavy reliance on international animation underscores the need for strengthening local production ecosystems. However, the high interest in partnerships presents a significant opportunity for African studios to collaborate with international and regional stakeholders. Such partnerships can address resource gaps, enhance production quality, and create content that appeals to both local and global markets.