

INDUSTRY SURVEY ON

# Broadcast Content Monetisation Via Advertising



# Executive Summary

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Broadcast Media Africa (BMA) conducted an industry survey on the monetisation of Broadcast Content via advertising within the African landscape.

The survey provides valuable insights into the evolving dynamics of revenue generation strategies for players and practitioners in this space.

Drawing feedback from industry stakeholders, including broadcasters, streamers, advertisers, content creators, and technology enablers, the industry survey explored the current state of monetisation methods within the African marketplace ecosystem.

It sought to identify challenges and the impact of emerging technologies like AI and data analytics and highlighted growth opportunities through strategic partnerships and regulatory considerations.

Key findings reveal that advertising-supported models remain dominant, with significant attention being paid to expanding digital advertising revenue and branded content partnerships.

However, challenges like limited consumer willingness to pay, increasing data costs, and market saturation persist. Furthermore, AI-driven solutions and data analytics are identified as underutilised yet critical tools for optimising monetisation strategies.

This report serves as a strategic resource for organisations aiming to navigate the evolving marketplace and enhance their content monetisation efforts.

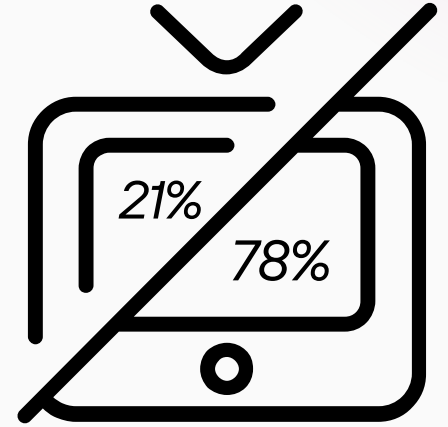
# Summary of Findings and Takeaways

## 1. Audience Media Consumption Behaviour

Most respondents (78%) say that their audiences consume content through digital and traditional platforms.

Only a small segment (**21%**) relies exclusively on digital or streaming platforms.

**Key Takeaway: Linear TV and radio still play a key role in audience consumption habits, although there is a clear need for a multi-platform distribution strategy to effectively reach and retain viewership**

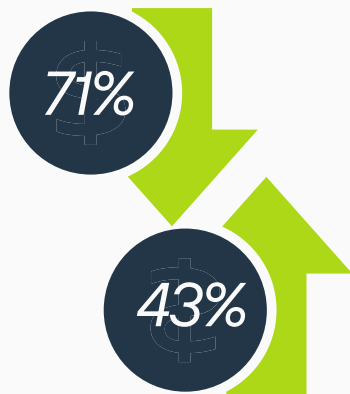


## 2. Current Monetisation Strategies

**(71%)** of respondents say they utilise sponsored content and brand partnerships

**(64%)** are deploying direct advertising sales and programmatic advertising - reflecting a dual approach that leverages long-standing direct relationships with advertisers while embracing automated, data-driven programmatic platforms

**Key Takeaway: The monetisation strategies employed across the broadcast and digital media industry revolve around combining traditional and modern advertising models. The survey responses show that although traditional advertising remains the bedrock of revenue generation, there is a clear trend toward diversifying income streams through technology-enabled ad solutions.**



## 3. Monetisation Factors And Dynamics

**71%** of the industry says consumers prefer free or low-cost content access. According to respondents, this is because most content consumers in Africa do not see the need or have the willingness to pay for content.

**43%** of those who responded says high costs associated with acquiring new audiences is a major dynamic affecting the ability to monetise content

**Key Takeaway: The findings from this survey underscore the need for content strategies that consider innovative pricing methods and cost-effective content distribution solutions.**

# Summary of Findings and Takeaways

## 4. Advertising Effectiveness In Africa's Marketplaces

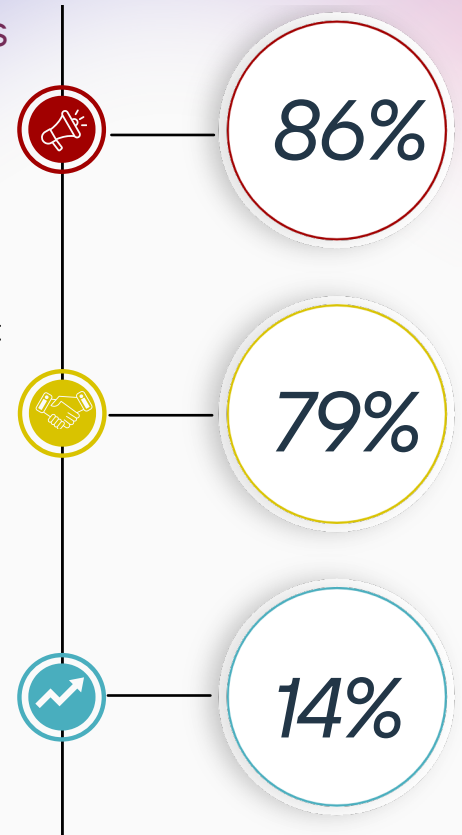
**86%** of survey participants say direct ad placements, as an ad-revenue generator, has the highest return on investment.

**79%** identified sponsorships or branded content as the most dependable revenue generators.

**43%** say programmatic advertising generates moderate returns on investment due to issues of ad saturation or audience targeting inefficiencies.

Only **14%** see performance-based advertising models - such as cost-per-click or cost-per-action - as impactful.

Key Takeaway: **Advertisers and publishers alike are leaning toward strategies that balance visibility, engagement, and control. While digital tools continue to evolve, the most successful revenue streams are those that prioritise meaningful audience connections and relationships over sheer automation.**



## 5. Technology Adoption and AI Impact

**65%** are not currently utilising AI at all. While these respondents get the promise of AI, it is believed that some of its promised real-world applications are still very limited.

**43%** of those already deploying AI reported no noticeable impact from AI integration in their advertising or content monetisation strategies.

Key Takeaway: **Insight into how technology, specifically AI and data analytics, affects broadcast content monetisation for Africa's players suggests there are still significant barriers to effective AI deployment stemming from technical limitations, budget constraints, or lack of expertise.**

## 6. Regulations & Monetisation Of Broadcast Content Via Ads

**57%** of industry say that the regulatory environment within their jurisdictions is somewhat restrictive.

Less than **10%** view the regulatory and policy issues as significantly and actively hindering content monetisation via advertising.

Key Takeaway: **Data from the industry survey indicates that although compliance with advertising and data usage rules poses a degree of challenges, these are generally seen as manageable and not overly obstructive to business operations, reflecting a regulatory environment that, while vigilant, is also not a major deterrent to growth or revenue generation.**

