Media and Content Issues

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“Traditional” media platforms

• Southern Africa is a radio region.
• TV and Radio facing reach challenges
• Infrastructure limitations
• Rise of satellite television (DSTV estimated 13.4 million subscribers across Africa)
• Growing shifts towards online content consumption & Restless audience
Modern alternatives to traditional media platforms

- Complains on DSTV costs & poor programming to its cheaper bouquets
- The dissatisfaction combined with increase in internet access and use led to rise in Video-on-Demand streaming such as Netflix, Showmax, Kwese-Iflix
- But these platforms still competing on foreign content
- Use of bundles to generate and access content
Media meets the mobile phone

“The digital revolution has disrupted the media industry to an extent that journalists and media managers have been forced to adapt their processes for story-telling and to rethink business strategies if they are to remain competitive. First to arrive was the Internet and then the mobile phone followed in quickly, spreading at a pace of a bush fire.” - Churchill Otieno: Doing Digital Media in Africa
Why the phone is such a popular platform
... & mobility

1. Content sharing Apps such as YouTube, Instagram, and lately Facebook, and Netflix now share a significant portion of media content on mobile platform Apps
2. This is the present and future of media content and distribution in Africa
3. This shift in the nature of the platform on which media content is distributed is fusion esp media and information communications technology
A look into Africa’s OTT Market

VOD revenues in Africa are expected to double from $260 million to $452 million by 2021

Video Advertising in Kenya to grow big contributing $151 million by 2021

Audio streaming to generate $88 million revenues in 2021

SVOD revenues in Nigeria to reach $729 million by 2021

All figures in USD
Threats to digital sharing of content

• Reduced access to smartphones and Internet access in rural areas
• Internet shutdowns
• Anti-free expression laws and policies, for example Zambia, Uganda, Tanzania’s Bloggers Tax etc
• Digital Illiteracy
• Lack of understanding of digital rights issues
• Media sustainability challenges
Recommendations:

1. Review regulations/craft new ones to consolidate and grow local content
2. Set thresholds on indigenous language development and translations
3. Enforcement of standards on content quality and cost of use
4. A seat on the table for content creators on internet governance
5. Conventional media sustainability in the age of misinformation
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