



national film and video foundation
SOUTH AFRICA
an agency of the Department of Sport, Arts and Culture

Audio-visual Content for Africa

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Creating and Producing Quality Local Content in Africa

Background

About the survey

Sustained creation and production of local audio-visual content have been identified as critical drivers of Africa's economic growth, and with the rapidly changing ecosystem of today's audio-visual content provisioning, quality content creation and production are now, more than ever, paramount.

Considering the above, Broadcast Media Africa (BMA), under #ContentForAfrica Industry Programme, conducted an industry survey to examine the current drivers for the development and sustainability of quality content creation and production in Africa.

The survey was shared with content creators, producers, commissioners and practitioners working in the African audio-visual creative sectors..



Key Findings

Survey Findings

A key finding from the results revealed that 66% of surveyed participants are of the view that script and resonance of storyline with the target audience is the most crucial determinant of content quality.

When industry executives were asked what method, they use to determine content required by their audiences, 32% stated that they use formal market research.

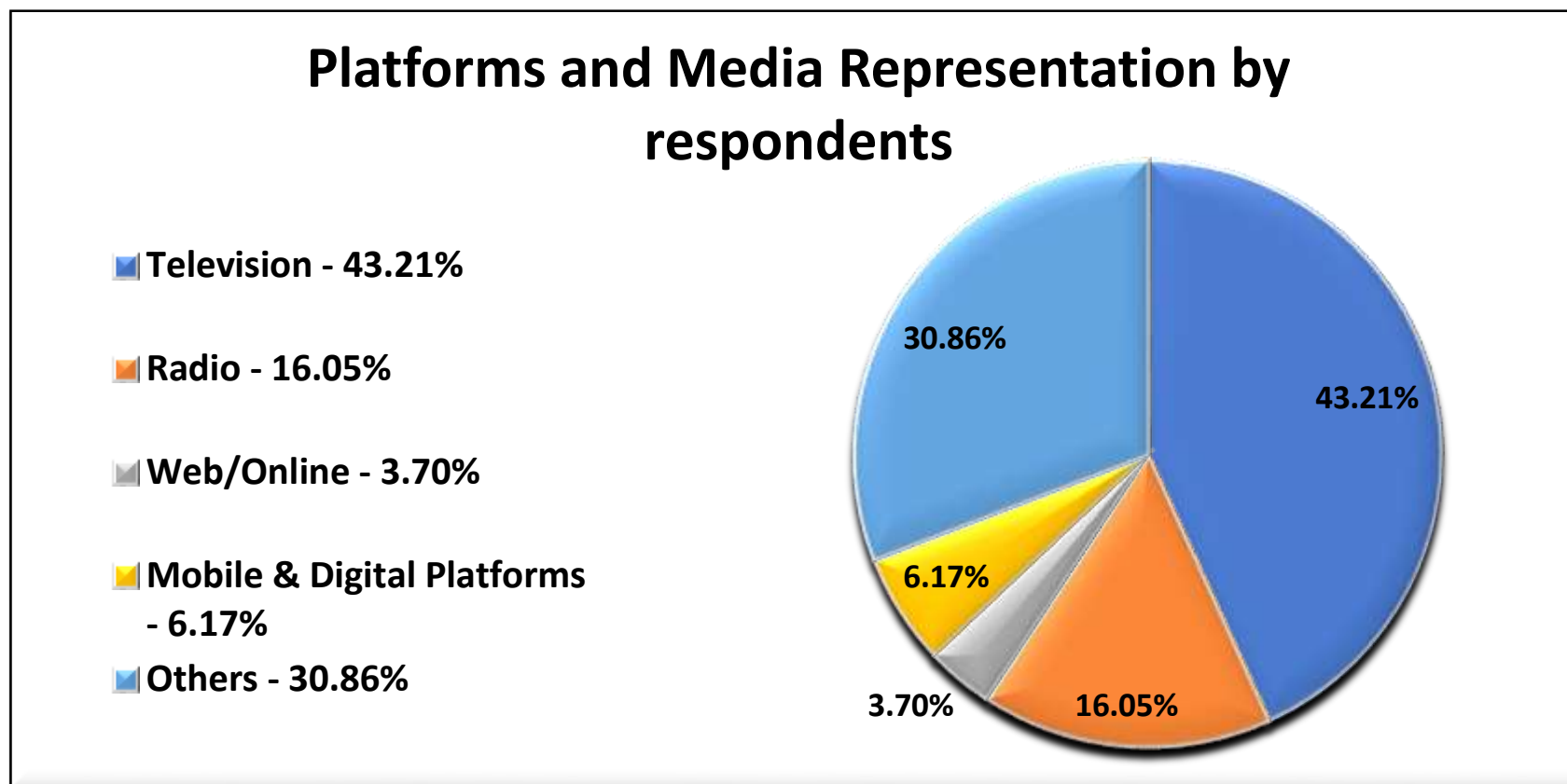
46% of respondents said that partnership initiatives are needed to sustain the local content ecosystem, with financing structure barriers to creating quality content.

Participants were asked how they funded the content they created. 40% indicated that they self-fund their content, while 22% fund via sponsorship and advertising.

Participants were asked if their organisation offered skills development training for content creators, 58% of the respondents were aware of skills development initiatives, and 41% were unaware of any skills development initiatives at their organisation.



Platforms and Media Representation

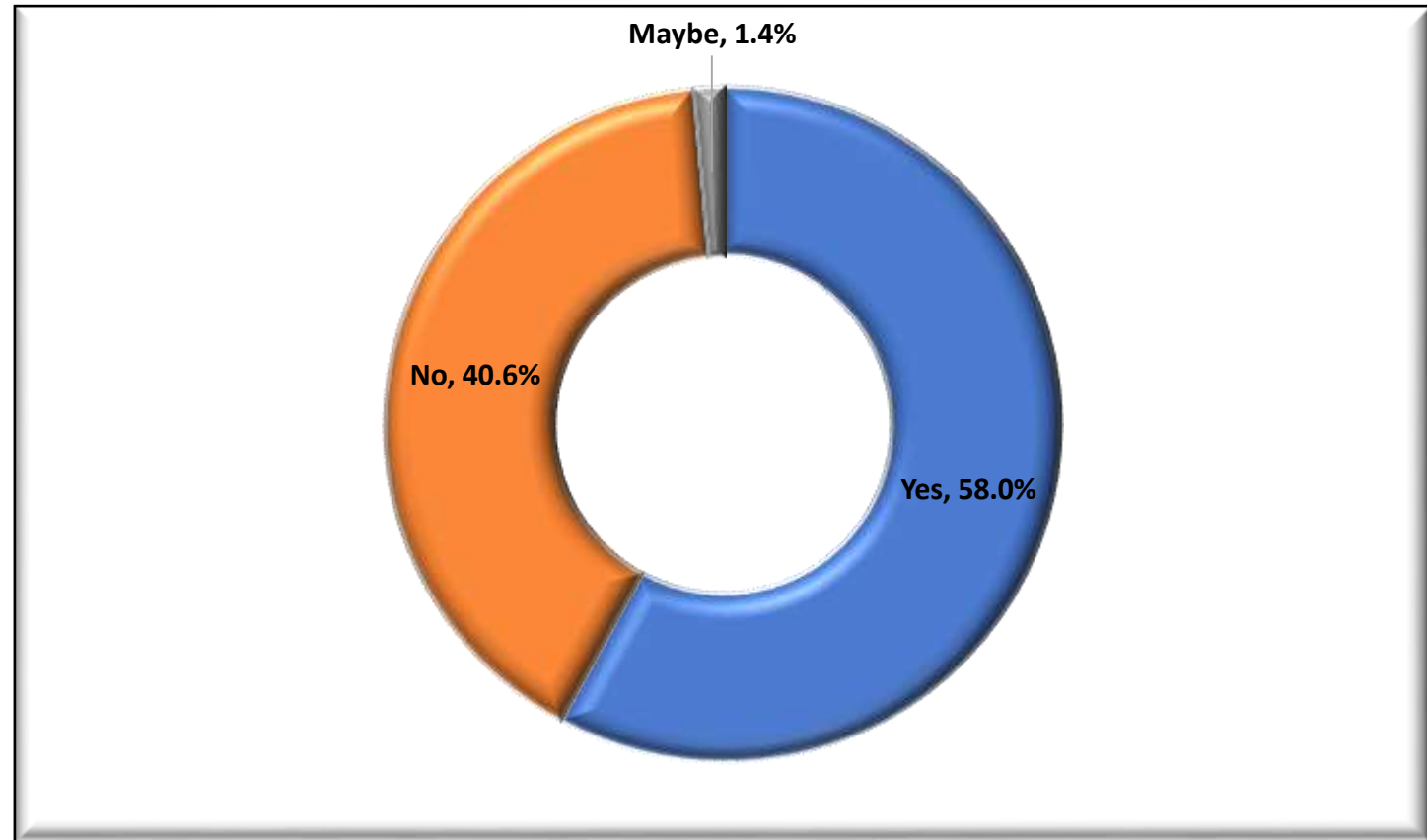


As broadcasting and media organisations seek to make their content available over multiple platforms and devices in order to remain competitive, Television is the most popular platforms (43.21%) in a transforming global and local industry landscape.



Skills Development

Participants were asked if their organisations offer skills development training for content creators...58% said Yes



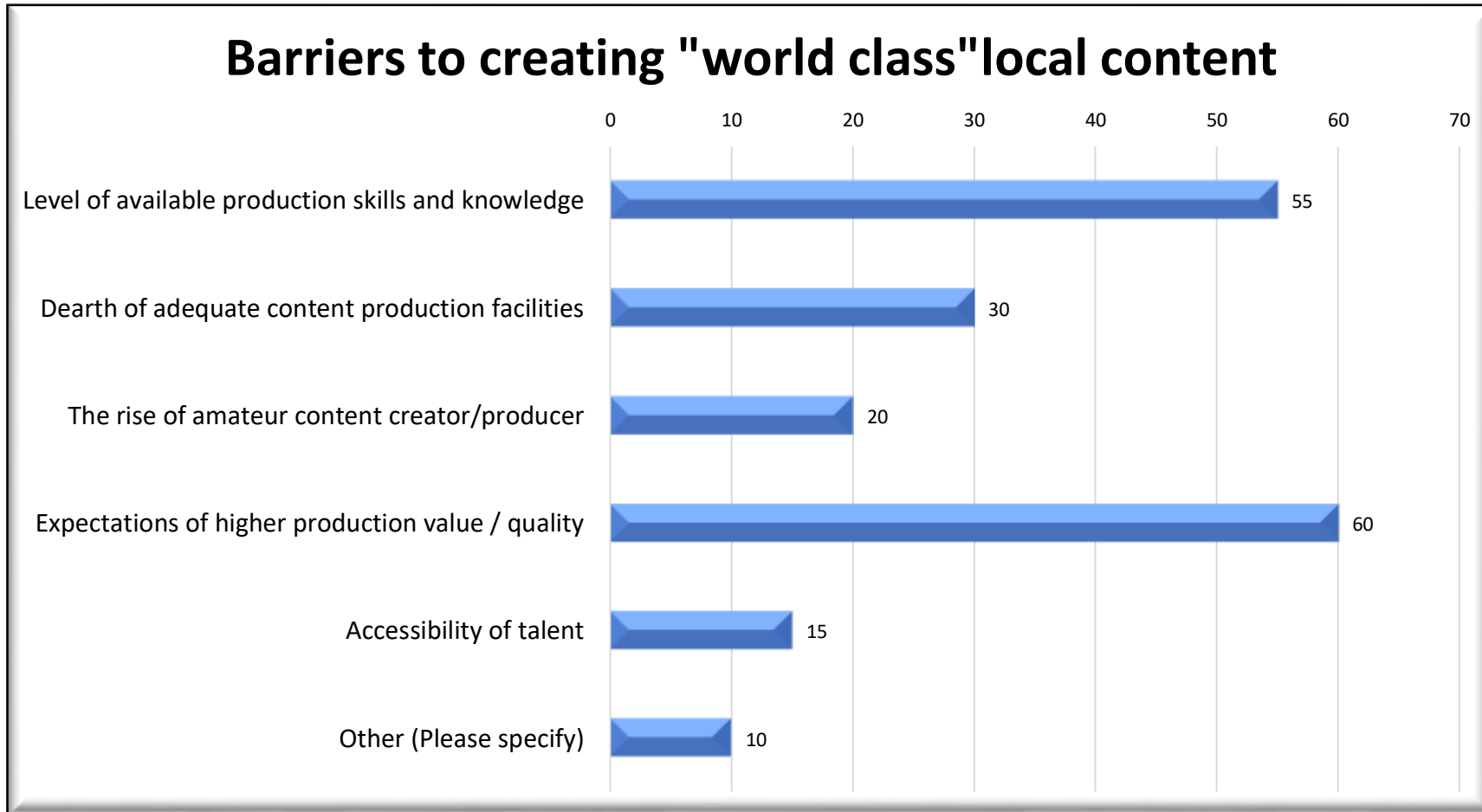
Funding

The participants were asked how the industry currently fund content development, production, distribution and marketing.

- 40% of respondents said their organisations have budget allocated for content management.
- 32% indicated that they get funding through variety of partnerships.



Barriers to creating “world-class” local content



Market Research

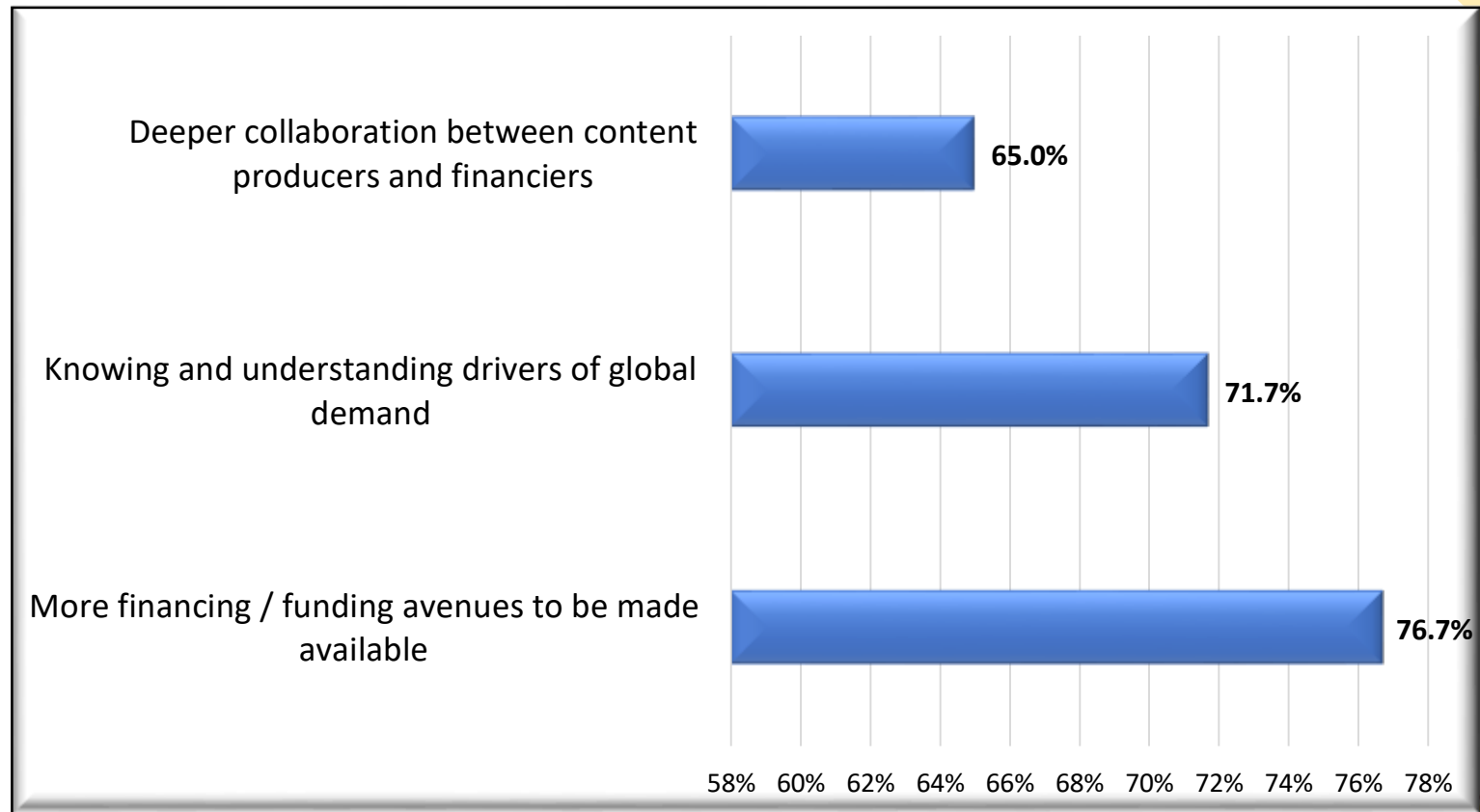
Industry executives were asked what kind of Market Research they do to determine content for their audience:

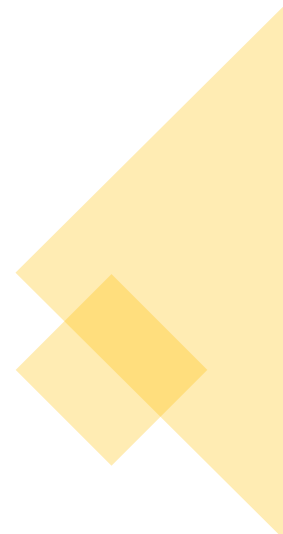
- 38.46% stated that they used Informal Market Research processes to determine the content required.
- A further 32.31% indicated that they used Formal Research processes determine what the audience want.



3 most important to-do for Afro-centric Content to scale up to International Demand

Participants were asked what are the 3 most important to-do for Afro-centric Content to scale up to International Demand





Source:

Broadcast Media Africa. 2022. Audio-visual Content for Africa. Accessed Online: 10 June 2022.

Available:<https://broadcastmediaafrica.com/wp-content/uploads/2022/06/CFA-Briefing-Report.pdf>





THANK YOU



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