



Press Release

How digital is driving media growth in Africa

African Affluent at the forefront of adopting new media technologies

Amsterdam, 13th September 2018 - The 5th Affluent Survey Africa, released by Ipsos on September 13th, revealed:

- Despite internet penetration in the continent lagging behind other regions of the world, Africa's Affluent population have embraced digital technology more rapidly than their European counterparts: many more of them are watching TV on their tablets, computers and smartphones and more of them read their newspapers digitally.
- International TV channels now enjoy a higher reach amongst the Affluent population than national channels
- Social media is now considered the first port of call for news amongst a substantial proportion of the Affluent population

The biennial study measures the media use and consumption behaviour of the top 15% of income earners in Cameroon, Ghana, Kenya, Morocco, Nigeria, South Africa and Uganda.

Growth of international media brands. In the past two years, there has been a major roll-out of digital television broadcasting services across the continent, increasing the availability and reach of many international media channels. On a monthly basis, 96% of the African Affluent population watch an international television network. In fact, on a daily level, the combined reach of international television channels – at 81% - is now higher than that of national channels, watched by 71% of this select group of people.

While all types of international media are popular amongst Africa's top 15%, the survey results show they are heavily business-news oriented. 69% of the African Affluent look at business-news media brands on a monthly basis, compared to just 44% of the Affluent in Europe.

Digital minded. Although internet penetration in Africa still lags much of the rest of the world, this has not stopped the Affluent population there from embracing the digital revolution. Two-thirds of Affluent Africans claim to watch television on devices other than their TV set; far higher than the 41% claiming to do the same in Europe.

Four out of five African Affluent claim to read digital versions of newspapers some of the time, compared to a little over 70% in Europe and the Middle East. One-fifth claim to mainly read their newspapers digitally.

Proportion of time spent reading/watching on digital devices*

	Total	Cameroon	Ghana	Kenya	Morocco	Nigeria	South Africa	Uganda
Read print, digital version 	80%	62%	79%	91%	88%	83%	76%	80%
Watch TV, not on TV-set 	67%	64%	56%	79%	85%	68%	59%	68%

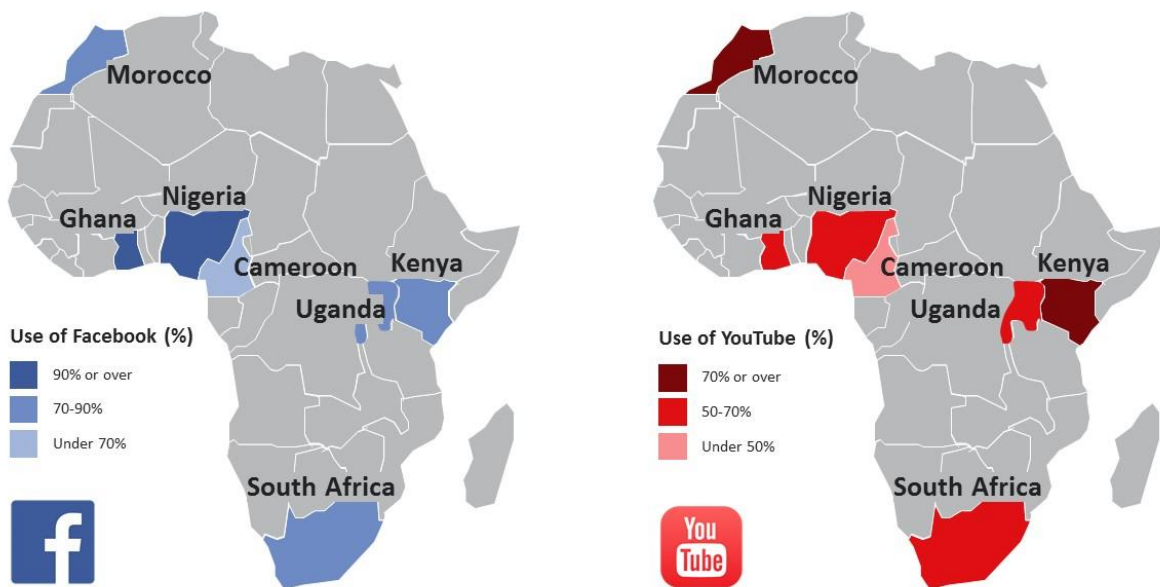
*respondents that claim at least 25% of time spent watching tv, on other devices than TV set / reading newspaper or magazine, digital versions

Base: Affluent Africa 2018

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Social media. This year’s survey contains more detailed information on Africans’ use of social media, which is the top feature used on a mobile phone. Four out of five Affluent Africans consider social media influential. Nine out of ten African Affluents use social media several times a day. 12% consider social media to be their first port of call for news and current affairs. This number is highest in Kenya, where social media are the primary source for news for 25% of the Affluent.

Social network sites used in the last 30 days



Base: Affluent Africa 2018

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Mobile-first. Africa stands out as a mobile-first continent. With the exception of South Africa and Kenya, the African Affluent spend more time visiting websites and apps on their mobile phone than using their desktops or laptops. Practically all (96%) African Affluent now own a smartphone, with the highest penetration in Kenya and the lowest in Morocco.

The prominence of mobile technology not only affects how Africa's top 15% accesses the news: it influences their everyday life more broadly. For example, mobile is the most used digital platform to access personal bank accounts (57%). 41% of the African Affluent use his or her mobile phone for shopping, only slightly behind the desktop used by 43% for online purchases.

Find out more in our webinar. Would you like to find out more about the media usage and consumption behavior of the world's most Affluent? To celebrate the release of the Ipsos Affluent Survey Africa 2018 and the Ipsos Affluent Middle East Africa 2018, Ipsos is hosting a webinar on **September 20th 2018 at 9AM BST**. You can register for the webinar now via this link. (<https://www.ipsos.com/en-nl/join-our-webinar-affluent-middle-east-and-africa>).

Notes for the editor

Publication

For publication, we request you to credit the source: Ipsos Affluent Survey Africa 2018. For any questions, please contact: Nathalie Sodeike, +31 (0)20 6070707, Nathalie.Sodeike@ipsos.com

About the Ipsos Affluent Survey.

The Ipsos Affluent Survey Africa is part of the Ipsos suite of Affluent surveys, which now covers Europe, Africa, the Middle East, Asia/Pacific, Latin America and the USA, spanning 50 countries and reflecting approximately 145 million adults.

Since its first launch, the Ipsos Affluent Survey Africa has continually evolved and enhanced its methodology. For the 2018 release, Ipsos interviewed almost 3,000 Affluent in the Africa in 7 countries, each of whom was screened to ensure they passed certain minimum household income thresholds established as representing the Top 15% population.

Definitions used

- **International television channels:** combined reach of international channels measured in the Ipsos Affluent Survey Africa 2018: Aljazeera English, Aljazeera in Arabic, BBC World News, BBC Arabic, Bloomberg TV, CNBC in English, CNBC Arabiya, CNBC Africa, CNN, DW (Deutsche Welle) in English, DW (Deutsche Welle) Arabia, euronews, France 24, i24news, NHK WORLD TV, RT (Russia Today), RT Arabic, Sky News in English, Sky News Arabia, africanews, Al Arabiya, Arirang, Discovery Channel, E! Entertainment, Eurosport, MTV, National Geographic Channel, Nat Geo Wild, National Geographic Abu Dhabi, Travel Channel, TV5Monde, TLC, History, MBC 1, MBC 2, MBC 4, MBC Action, Dubai One, FOX, Fox Sports, beIN Sports.
- **National television channels:** combined reach of national channels measured in the Ipsos Affluent Survey Africa 2018: GTV, Metro TV, TV3, TV Africa, AIT (Africa Independent Television), Channels TV, Galaxy TV, Silverbird TV, TVC, Canal 2 International, CRTV, Equinox, STV1, STV2, e.tv, eNCA (e News Channel Africa), SABC1, SABC2, SABC3, BusinessDay TV, NBS, NTV Uganda, UBC, 2M Maroc, Al Aoula (TVM), Arriadya, Medi1 TV, Citizen Television, KBC1, K24, KTN, NTV.
- **Business news brands:** combined reach of business news brands measured in the Ipsos Affluent Survey Africa 2018: Bloomberg, Business Insider, CNBC or CNBC Africa, Financial Times or FT, Forbes, Fortune, Harvard Business Review, International Business Times, Quartz, The Economist, The Wall Street Journal.



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