



Study Report On African Video Games.

**PREMIERS RÉSULTATS SUR LES
PAYS FRANCOPHONES**



Brief presentation of the hub

The Game Hub Senegal, a video game incubator in Dakar, **aims to catalyze the growth of the gaming industry** in Senegal by providing a collaborative space for game creators.

The Game Hub's goals include providing hands-on support to local talent, developing quality games, and **creating a vibrant community**.

Game Hub milestones include training programs, networking events, financial support for promising projects, and promotion of local games. Welcoming mentors from different regions, the Game Hub offers incubates a diversity of expertise and perspectives. The Game Hub's commitment is based on the conviction that video games have **the power to transform and inspire**, thus contributing to the development of the industry in Senegal.



The Game Hub Senegal is an initiative led by the KAYFO Games and MASSEKA studios.

It was **funded by the French Embassy** in Senegal and hosted by the DERFJ (Delegation for Rapid Entrepreneurship of Women and Youth), as part of a partnership aimed at stimulating and supporting the emerging video game sector in Senegal.



Foreword

Often portrayed in a negative light, where poverty, disease, corruption and war reign, Africa and its youth suffer from these stereotypes. And this youth will reveal this moment of change that Africa is currently experiencing, with an appropriation of digital technologies and imaginations. This native digital youth wants to deconstruct this image by initiating a work of "**decolonization of minds**" and they will use video games as a means of expression, a source of inspiration to convey, to think about the world Coming from their heritage, their beliefs close to nature and solidarity.

Considering video games as a new tool for disseminating African creativity and culture and its history, this youth will reclaim their identity and forge "self-esteem", a rediscovered pride that the film Black Panther and the world of **Wakanda** will accentuate, idealize and legitimize. Africans today need stories that speak of African values, African traditions, African cultures and it is in this cycle that the development of video games on the continent is located.

Likewise, this outbreak was facilitated by other factors, such as access to smartphones, certainly limited but existing broadband coverage, a very young, tech-savvy African population that is becoming urbanized, a middle class thrives in search of entertainment, and also by the fact that the global trend for creativity, in all its forms, is turning towards Africa. Africa represents the future, the new land of opportunities.

We are at an important turning point, and this youth recognizes itself more and more in "**Afropolitanism**", it is the way in which Africans make the world, manage the world and irrigate the world. So even if she appreciates games from outside the continent, she does not recognize herself in these stories, these values. She is looking for a narrative that is interested in Africa, she wants an African universe. Traditionally, the games highlight dragons, elves and other myths of European folklore with which an African cannot identify.

This youth will rethink development models, project themselves into a better future and invent a future for themselves. And she will use science fiction, fantasy, the magic of African myths as an extension, a tool for her escape, for her creativity, for her own vision of the world. Through Afrofuturism & Afro-fantasy, it aims above all to "think the future in a black context". Tap into the codes

ancestral, bring traditions up to date to forge an image of the Africa of tomorrow. These young people are inventing a future with Black Super Heroes. Why does the world have to be saved by "white people"?

This new storytelling will be reinvented with video games, but also animation, comics... and this is what gives this creative ferment, the development of studios and creators.

Video games are a cultural weapon, and help to shape our vision of the world but also of history, and the observation that I make today by reading through this remarkable study is that there is still a long way to go to see emerge a real video game ecosystem in Africa. The time when some people predicted the creation of a million jobs and hundreds of studios is far, far away. Let's be realistic and ask ourselves the right questions. Let's stop fantasizing about this so-called thriving industry, which certainly brings hope, but really, how many African studios are profitable today? These are often micro-enterprises, which employ a few people. This study, even if it only concerns a few countries, demonstrates the desire of young people to play African stories. Their interest is real, and their desire to see games in 3D is shared by both women and men. However, the lack of information on the availability of these games constitutes a real obstacle.

The overwhelming majority of respondents indicate that they download games such as "**Call of Duty**," "**Football**," "**Ludo**," "**Free fire**," and "**Temple Run**." This implies that the issue is common throughout the continent, but with deep regrets. Nevertheless, in spite of these obstacles (piracy issues, monetization, distribution and marketing issues, funding challenges, promotion, and most importantly, the uncommon offer of high-quality training), these entrepreneurs will show resiliency, creativity, and resourcefulness to turn these setbacks into advantages.

I would have put "This is the first time we can get a **broad picture of player needs**, wants, and expectations. We can also learn about their motivations, get feedback on their experiences, and learn how this will help African video game developers."



Mr. Mohamed Zoghlami

Introduction

The results

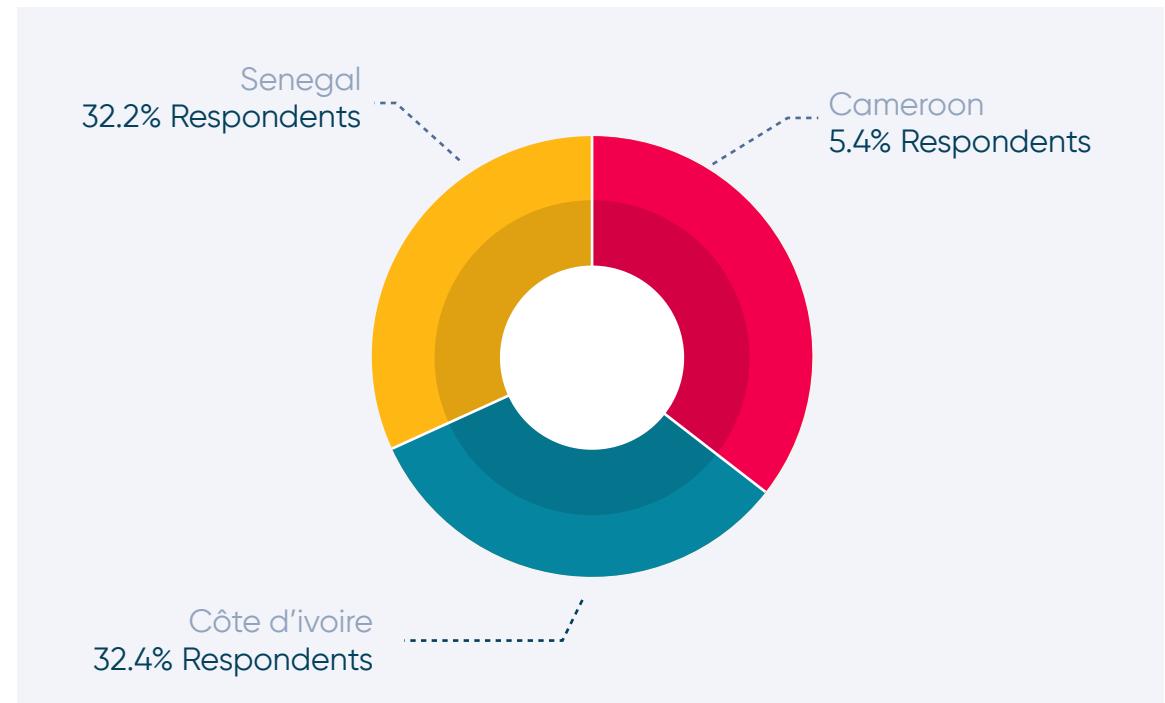
This report presents the results of the survey conducted by **Game Hub Senegal** in three French-speaking countries: Senegal, Ivory Coast and Cameroon. Data collection began on July 21, 2023 and ended on August 28, 2023. In total, 785 people were interviewed.



▼ The **785 respondents** are distributed as follows:

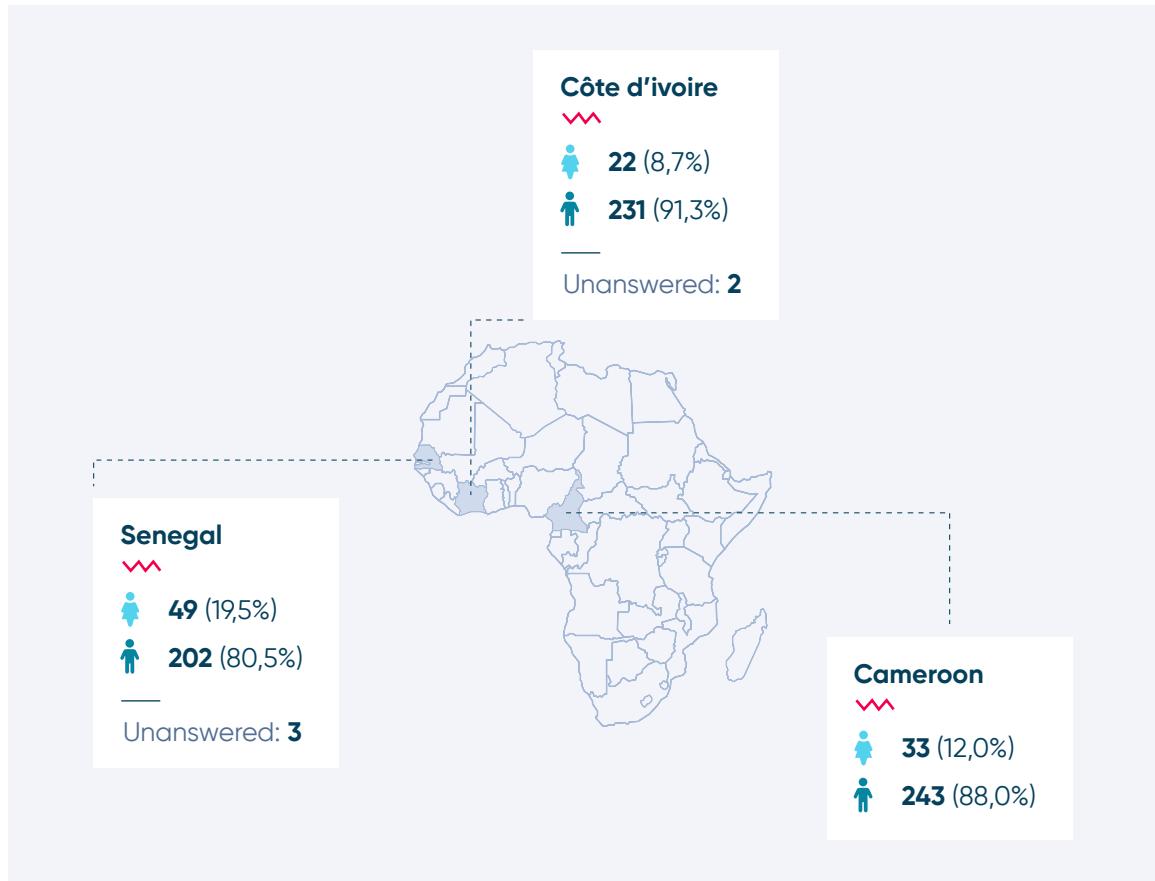


► **Participant percentage broken** down by country.



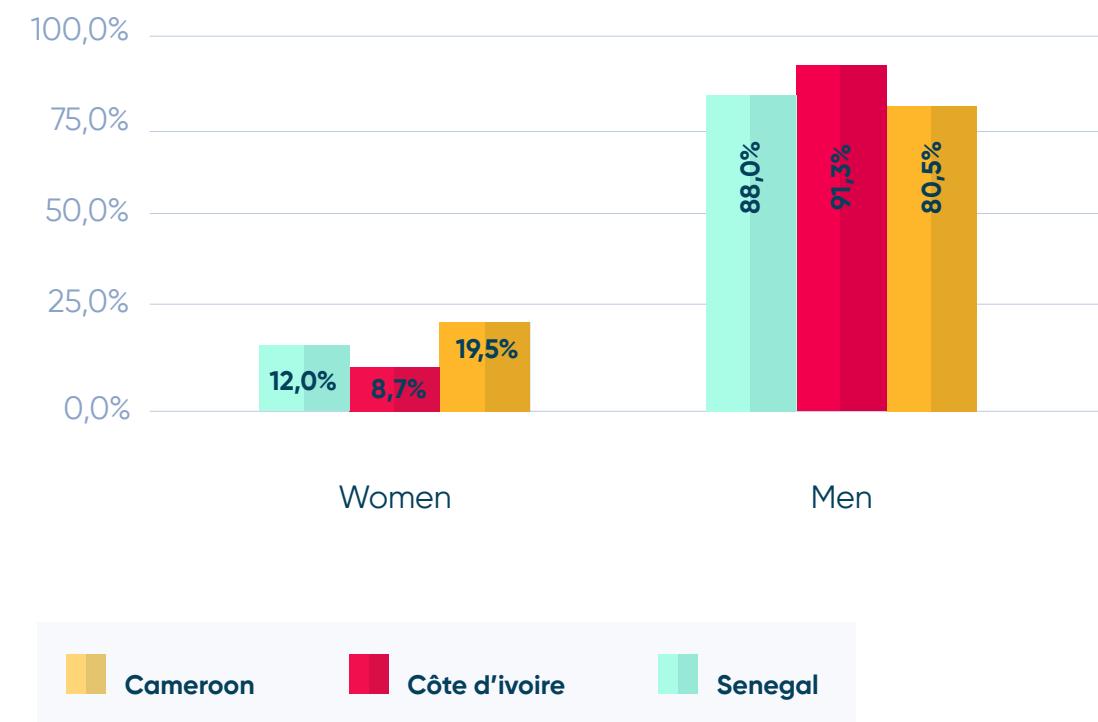


► Distribution of **respondents by gender**, by country



On average, there are nearly **35 women** and **225 men per country**. However, there is low participation of women in each country.

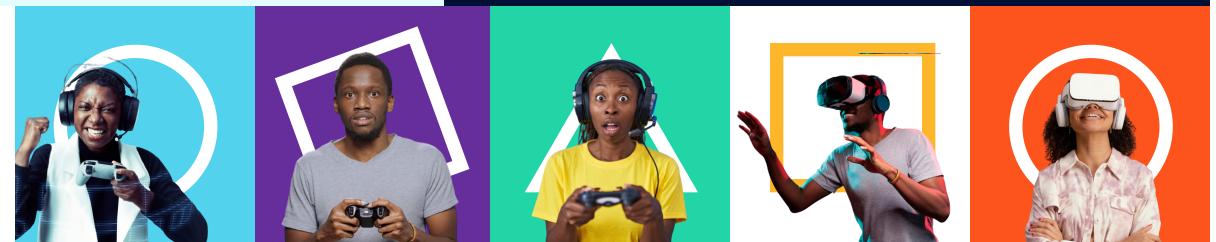
► Proportion of **respondents by gender**, by country.



According to Figure 2, the proportion of men in each country is higher or **equal to 80%**.



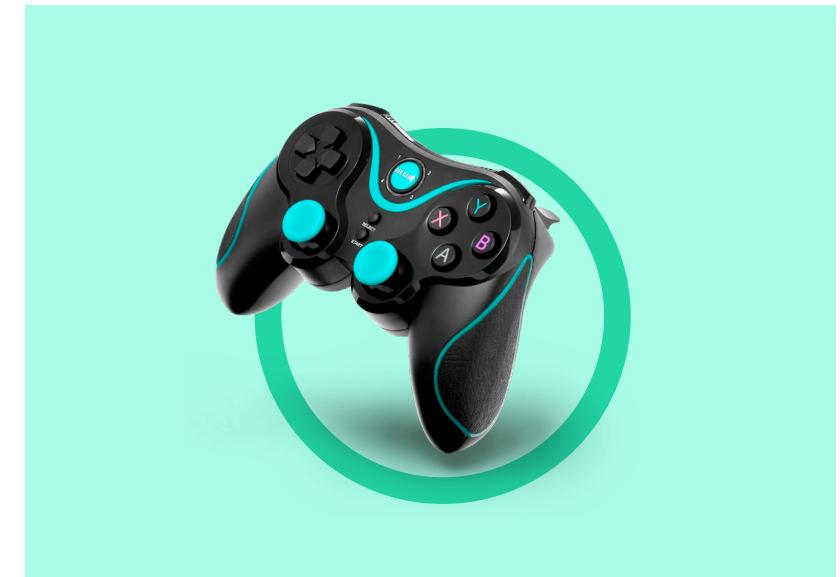
► Distribution of workforce by **country according to gender** and age group.



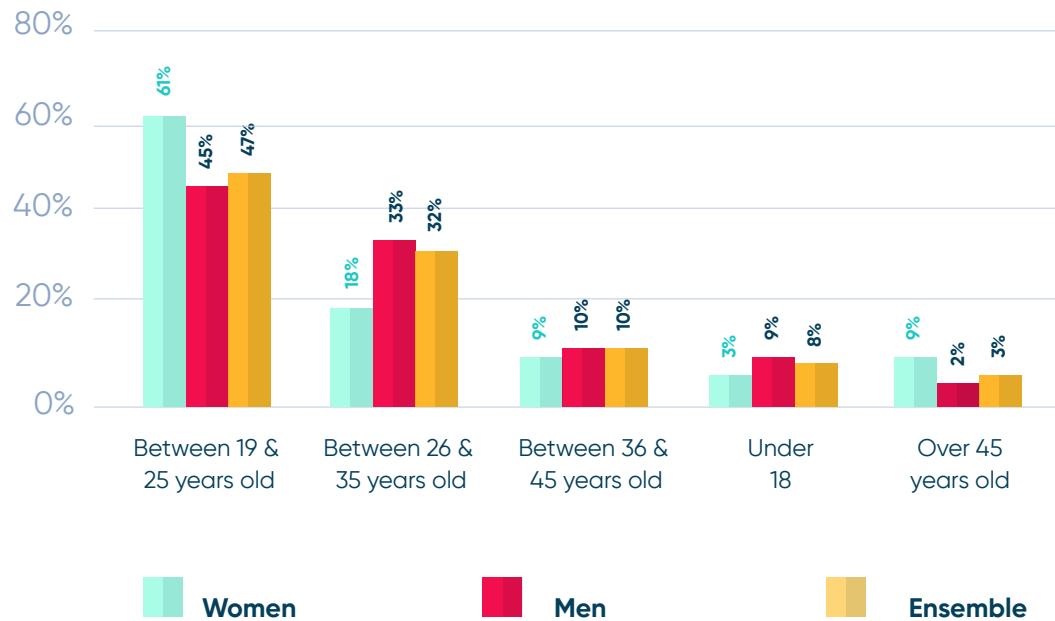
► Distribution in proportion of respondents **by gender and age group, by country.**

COUNTRIES	AGE RANGE			ENSEMBLE
		WOMEN	MEN	
 CAMEROUN	Between 19 & 25 years old	61%	45%	47%
	Between 26 & 35 years old	18%	33%	32%
	Between 36 & 45 years old	9%	10%	10%
	Under 18	3%	9%	8%
	Over 45 years old	9%	2%	3%
		100%	100%	100%
TOTAL				
 COTE D'IVOIRE	Between 19 & 25 years old	36%	44%	43%
	Between 26 & 35 years old	23%	33%	32%
	Between 36 & 45 years old	23%	7%	9%
	Under 18	14%	13%	13%
	Over 45 years old	5%	3%	3%
		100%	100%	100%
TOTAL				
 SENEGAL	Between 19 & 25 years old	55%	50%	51%
	Between 26 & 35 years old	22%	29%	28%
	Between 36 & 45 years old	6%	4%	4%
	Under 18	12%	13%	13%
	Over 45 years old	4%	4%	4%
		100%	100%	100%

In tables 2 and 3, we see that in the three countries, there are more respondents who are in the age group between **19 and 25 years** old. On average, there are **122 respondents** in this age group per country. For each country, regardless of gender, the proportion of this age group exceeds 43%.



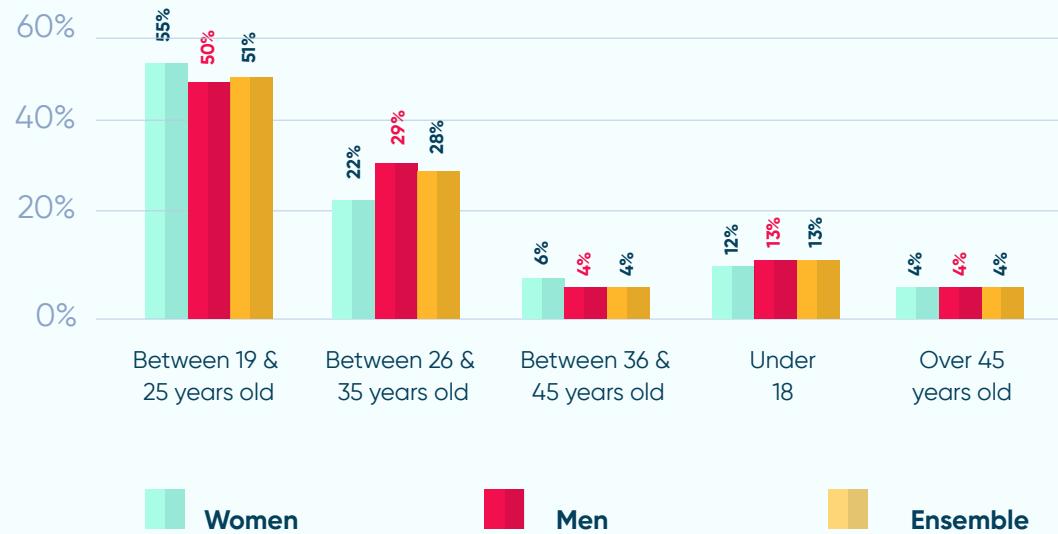
- Distribution of respondents by gender and age group in **Cameroon**.



- Distribution of respondents by gender and age group in **Côte d'Ivoire**.



► Distribution of respondents by gender and age group in **Senegal**.



An overall view of the demographic characteristics of the respondents, relating gender, age group and country, shows that, regardless of gender, in the countries, the age group of 19 to 25 is the one who participated the most in the questionnaires, while those over 45 years old are the ones who participated the least in the survey. In the age group 19 to 25, on average, women and men represent 18 and 104 respondents per country, respectively.

The second largest age group is 26 to 35 years old. On average, there are 80 respondents in this second age group per country. **Women and men of the age group 26 and 35** represent on average 7 and 72 respondents per country.

It is essential to note the importance of this step of describing demographic characteristics for the rest of the work.

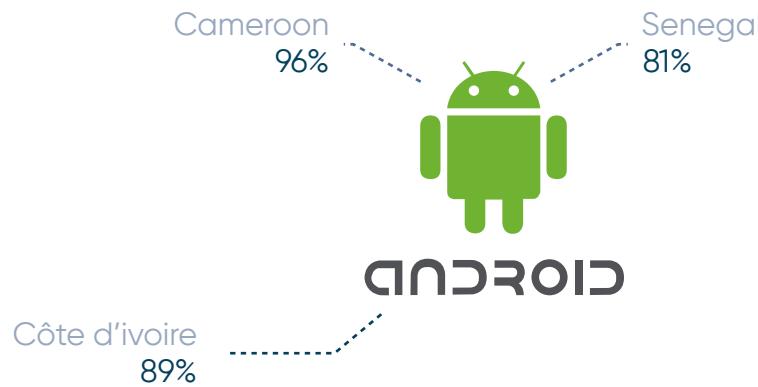
Theme And Key Indicators

Key themes and **indicators**

addressed are:

- ▶ possession of the type of phone used;
- ▶ number of gaming sessions per day;
- ▶ total playing time per day;
- ▶ way of playing games (online or offline); number of games
- ▶ downloaded in the **last 12 months**;
- ▶ sharing on social networks;
- ▶ preferred playing style;
- ▶ names of last games played;
- ▶ African games experience;
- ▶ evaluation of African games;
- ▶ spending money on games;
- ▶ means of payment;
- ▶ willingness to spend on a game;
- ▶ preferred game model(s);
- ▶ motivation to play;
- ▶ difficulties encountered during games;
- ▶ preferences in video games;
- ▶ motivation to spend money on a game.

I. The type of telephone depending on the country.



Android phones are the most used in French-speaking countries. Regardless of the country, the proportion of respondents who use **this type telephone number exceeds 80%**.



Regarding **iPhone** phones, the number of respondents owning this type of phone is **higher in Senegal** compared to other countries.

II. Distribution of respondents according to the number of gaming sessions per day.

- ▶ The number of gaming sessions per **day by gender and country**.

COUNTRIES	HOW MANY TIMES DO YOU PLAY PER DAY?			ENSEMBLE
		WOMEN	MEN	
 CAMEROON	0 Times	27%	13%	14%
	Between 3 & 5 Times	21%	28%	27%
	1 or 2 Times	33%	42%	41%
	More Than 5 Times	18%	17%	17%
TOTAL		100%	100%	100%
 COTE D'IVOIRE	0 Times	14%	18%	18%
	Between 3 & 5 Times	23%	21%	21%
	1 or 2 Times	50%	39%	40%
	More Than 5 Times	14%	22%	21%
TOTAL		100%	100%	100%
 SENEGAL	0 Times	35%	17%	21%
	Between 3 & 5 Times	16%	26%	24%
	1 or 2 Times	27%	35%	33%
	More Than 5 Times	22%	22%	22%
TOTAL		100%	100%	100%

There are more respondents who play once or twice a day. Whatever the country, the proportion of respondents who play once or twice a day exceeds 40%, except Senegal which has a proportion of 33%.

In Cameroon, among women, **33% of respondents** play once or twice a day, and among men, 42% play at this frequency. In Côte d'Ivoire, in the women's and men's categories, **50% and 39% of respondents** play once or twice a day respectively.

In Senegal alone, the proportion of men who play once or twice a day is higher, while among women, the proportion of those who do not play at all is **the highest, reaching 35%**.



► The number of gaming sessions per day by **age group and country**.

COUNTRIES	NUMBER OF TIMES GAME PLAYED PER DAY	AGE RANGE					TOTAL GENERAL
		Between 19 & 25 years old	Between 26 & 35 years old	Between 36 & 45 years old	Under 18	Over 45 years old	
 CAMEROUN	0 Times	14%	17%	18%	0%	14%	14%
	Between 3 & 5 Times	24%	30%	25%	39%	22%	27%
	1 or 2 Times	44%	39%	39%	43%	22%	41%
	More Than 5 Times	18%	14%	18%	17%	33%	17%
TOTAL		100%	100%	100%	100%	100%	100%
 COTE D'IVOIRE	0 Times	16%	15%	17%	30%	29%	18%
	Between 3 & 5 Times	26%	17%	29%	6%	29%	21%
	1 or 2 Times	35%	48%	42%	45%	29%	41%
	More Than 5 Times	24%	21%	13%	18%	14%	21%
TOTAL		100%	100%	100%	100%	100%	100%
 SENEGAL	0 Times	22%	20%	17%	16%	30%	20%
	Between 3 & 5 Times	22%	32%	17%	16%	10%	24%
	1 or 2 Times	32%	30%	42%	50%	40%	34%
	More Than 5 Times	24%	18%	25%	19%	20%	22%
TOTAL		100%	100%	100%	100%	100%	100%

Whatever the country, except Senegal, and whatever the age group categories, there are more respondents who play once or twice a day, or more than 30% of respondents per category.

In the under 18 age group category, regardless of the country, the proportion of respondents who play less **three times a day is greater than or equal to 40%**.

In summary, in each country, regardless of gender and age group, there are more respondents who play once or twice a day, with the exception of Senegal where the age group of **26 to 35 years old play between 3 and 5 times a day**.

III. Relationship between daily playing time, country, gender and age.

► Time spent gaming per day by gender and country.

COUNTRIES	TIME PLAYED PER DAY			ENSEMBLE
		WOMEN	MEN	
 CAMEROON	Between 10 and 30 min	33%	29%	30%
	Between 30 min and 1 hour	33%	28%	29%
	Less than 10 mins	18%	17%	17%
	More than 1 hour	15%	25%	24%
TOTAL		100%	100%	100%
 COTE D'IVOIRE	Between 10 and 30 min	32%	25%	26%
	Between 30 min and 1 hour	23%	24%	24%
	Less than 10 mins	32%	25%	26%
	Plus d'1 heure	14%	26%	25%
TOTAL		100%	100%	100%
 SENEGAL	Between 10 and 30 min	31%	25%	26%
	Between 30 min and 1 hour	14%	19%	18%
	Less than 10 mins	39%	29%	31%
	Plus d'1 heure	16%	27%	25%
TOTAL		100%	100%	100%

The distribution of respondents according to the time devoted to gaming per day and per country shows that overall, for each country, there are more respondents who devote between 10 and 30 minutes per day gambling (**30% in Cameroon, 26% in Ivory Coast**), with the exception of Senegal where the majority of respondents spend less than 10 minutes per day (**31%**).

However, we note that in Ivory Coast, respondents who devote between 10 and 30 minutes and respondents who devote less than 10 minutes per day to the game are in equal proportion.

Regarding the time spent between 10 and 30 minutes on gaming, in Cameroon and Ivory Coast, regardless of gender, the proportion of respondents exceeds 25%.



► Time spent gaming per day **by age group** and country.

COUNTRIES	TIME PLAYED PER DAY	AGE RANGE					ENSEMBLE
		Between 19 & 25 years old	Between 26 & 35 years old	Between 36 & 45 years old	Under 18	Over 45 years old	
 CAMEROON	Between 10 and 30 min	34%	29%	29%	13%	22%	30%
	Between 30 min & 1 hour	19%	43%	21%	48%	22%	29%
	Less than 10 mins	19%	13%	29%	9%	33%	17%
	More than 1 hour	29%	16%	21%	30%	22%	24%
TOTAL		100%	100%	100%	100%	100%	100%
 COTE D'IVOIRE	Between 10 and 30 min	28%	35%	17%	6%	0%	25%
	Between 30 min & 1 hour	28%	20%	29%	9%	57%	24%
	Less than 10 mins	18%	22%	38%	55%	29%	26%
	More than 1 hour	27%	23%	17%	30%	14%	25%
TOTAL		100%	100%	100%	100%	100%	100%
 SENEGAL	Between 10 and 30 min	29%	20%	58%	16%	30%	26%
	Between 30 min & 1 hour	19%	24%	8%	9%	0%	18%
	Less than 10 mins	29%	27%	17%	44%	60%	31%
	More than 1 hour	22%	30%	17%	31%	10%	24%
TOTAL		100%	100%	100%	100%	100%	100%

The age group of 19 to 25 years responded the most to the questionnaire in each country and generally spends between 10 and 30 minutes of gaming per day. In this age group, more than **27%** of respondents spend this time playing in each country. The age group of 26 to 35 represents the second largest age group in Cameroon, Ivory Coast and Senegal.

In Cameroon **43%** of respondents in this age group spend between 30 minutes and 1 hour playing per day, in Ivory Coast 35% of respondents in this age group spend between 10 and 30 minutes playing per day and in Senegal **30%** of respondents in this age group spend more than an hour playing games per day. Finally, the age group over 45 years old which responded the least to the questionnaire spends less than 10 minutes of gaming per day, whatever the country.

IV. Breakdown on how to play (online or offline)

► Way of playing according to gender and country.

FRANCOPHONE COUNTRIES	HOW DO YOU PLAY?			ENSEMBLE
		WOMEN	MEN	
 CAMEROON	Online	48%	33%	34%
	Offline	52%	67%	66%
TOTAL		100%	100%	100%
 COTE D'IVOIRE	Online	55%	42%	43%
	Offline	45%	58%	57%
TOTAL		100%	100%	100%
 SENEGAL	Online	37%	49%	46%
	Offline	63%	51%	54%
TOTAL		100%	100%	100%

Overall, in each French-speaking country, there are more respondents who play offline.

Regardless of the country, the proportion of those who play offline exceeds **53%**.

Regardless of gender, the proportion of respondents who play offline exceeds **50%**, except in Ivory Coast where **55%** of respondents play online.



► Way of playing depending on the age group and country.

PAYS	TIME PLAYED PER DAY	AGE RANGE					ENSEMBLE
		Between 19 & 25 years old	Between 26 & 35 years old	Between 36 & 45 years old	Under 18	Over 45 years old	
 CAMEROON	Online	37%	31%	29%	26%	67%	34%
	Offline	63%	69%	71%	74%	33%	66%
TOTAL		100%	100%	100%	100%	100%	100%
 COTE D'IVOIRE	Online	41%	35%	50%	64%	14%	42%
	Offline	59%	65%	50%	36%	86%	58%
TOTAL		100%	100%	100%	100%	100%	100%
 SENEGAL	Online	50%	42%	42%	34%	70%	46%
	Offline	50%	58%	58%	66%	30%	54%
TOTAL		100%	100%	100%	100%	100%	100%

In each country, regardless of age group, the proportion of respondents who play offline is greater than or equal to **50%**, with the exception of Cameroon and Senegal, where more than **67%** of respondents in the over **45 age group play online**.



V. The number of games downloaded over the last 12 months

► The number of **downloads** by gender and country

COUNTRIES	DOWNLOAD IN THE LAST 12 MONTHS			ENSEMBLE
		WOMEN	MEN	
 CAMEROON	0 game	12%	10%	11%
	Between 10 and 30 games	12%	13%	13%
	Between 5 and 10 games	27%	27%	27%
	Less than 5 games	45%	44%	44%
	More than 30 games	3%	6%	6%
TOTAL		100%	100%	100%
 COTE D'IVOIRE	0 game	27%	16%	17%
	Between 10 and 30 games	18%	10%	11%
	Between 5 and 10 games	23%	29%	29%
	Less than 5 games	32%	42%	41%
	More than 30 games	0%	2%	2%
TOTAL		100%	100%	100%
 SENEGAL	0 game	16%	14%	14%
	Between 10 and 30 games	6%	11%	10%
	Between 5 and 10 games	35%	28%	29%
	Less than 5 games	41%	43%	42%
	More than 30 games	2%	4%	4%
TOTAL		100%	100%	100%

Overall, in each country, there are more respondents who say they have downloaded less than 5 games in the last 12 months, i.e. more than 40% (44% in Cameroon, **41%** in Côte d'Ivoire and **42%** in Senegal). Regardless of gender, the proportion of respondents who have downloaded less than 5 games over the last 12 months exceeds **40%**, except in Ivory Coast where 32% of women have downloaded less than 5 games.





► The number of downloads by **age group** and country.

PAYS	TELECHARGÉMENT CES 12 DERNIERS MOIS	TRANCHE D'ÂGE					ENSEMBLE
		Entre 19 et 25 ans	Entre 26 et 35 ans	Entre 36 et 45 ans	Moins de 18 ans	Plus de 45 ans	
 CAMEROUN	0 Jeu	12%	5%	11%	9%	44%	11%
	Entre 10 et 30 jeux	9%	13%	18%	22%	22%	13%
	Entre 5 et 10 jeux	25%	33%	29%	17%	22%	27%
	Moins de 5 jeux	48%	43%	39%	43%	11%	44%
	Plus de 30 jeux	5%	7%	4%	9%	0%	6%
TOTAL		100%	100%	100%	100%	100%	100%
 COTE D'IVOIRE	0 Jeu	15%	15%	17%	33%	0%	17%
	Entre 10 et 30 jeux	10%	11%	25%	6%	0%	11%
	Entre 5 et 10 jeux	27%	35%	33%	15%	29%	29%
	Moins de 5 jeux	47%	38%	25%	42%	57%	42%
	Plus de 30 jeux	2%	1%	0%	3%	14%	2%
TOTAL		100%	100%	100%	100%	100%	100%
 SENEGAL	0 Jeu	16%	10%	8%	16%	30%	14%
	Entre 10 et 30 jeux	9%	17%	0%	6%	10%	10%
	Entre 5 et 10 jeux	36%	25%	50%	13%	10%	30%
	Moins de 5 jeux	36%	44%	33%	66%	40%	42%
	Plus de 30 jeux	4%	4%	8%	0%	10%	4%
TOTAL		100%	100%	100%	100%	100%	100%

In the age groups of 19 to 25, 26 to 35 and under 18, regardless of the country (except Senegal), respondents who have downloaded less than 5 games in the last 12 months exceed 36%.

In the over 45 age group in Cameroon, the majority of respondents (44%) have not downloaded games in the last 12 months.

On the other hand, in the age group over **45** in Côte d'Ivoire and Senegal, the proportion of respondents having downloaded fewer than 5 games exceeds **at least 40%**.

VII. Preferred playing style by country, gender and age

► Preferred **playing style** by country and gender

COUNTRIES	STYLE OF FAVORITE GAME			ENSEMBLE
		WOMEN	MEN	
 CAMEROON	2D	38%	8%	11%
	3D	55%	82%	79%
	Pixels	7%	10%	9%
TOTAL		100%	100%	100%
 COTE D'IVOIRE	2D	24%	13%	14%
	3D	71%	81%	79%
	Pixels	5%	7%	7%
TOTAL		100%	100%	100%
 SENEGAL	2D	30%	13%	16%
	3D	47%	78%	72%
	Pixels	23%	9%	12%
TOTAL		100%	100%	100%

The results indicate that there is a strong preference for 3D games in each country. Regardless of gender, the proportion of respondents **preferring 3D games is greater than** or equal to 55%, with the exception of Senegal where the proportion of women is **47%**.

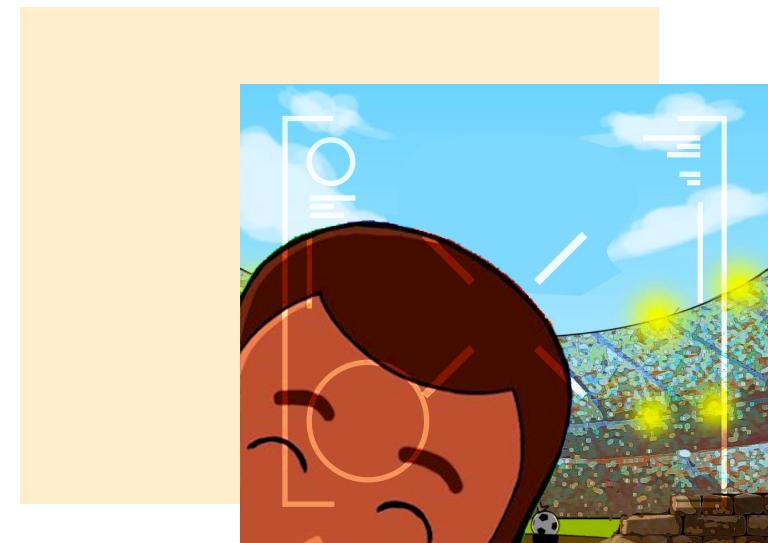




► Way of playing according to age group and country.

COUNTRIES	PREFERRED PLAYING STYLE	SEX					ENSEMBLE
		Entre 19 et 25 ans	Entre 26 et 35 ans	Entre 36 et 45 ans	Moins de 18 ans	Plus de 45 ans	
CAMEROUN	2D	8%	13%	19%	5%	38%	11%
	3D	82%	82%	70%	82%	25%	79%
	Pixels	10%	5%	11%	14%	38%	9%
TOTAL		100%	100%	100%	100%	100%	100%
COTE D'IVOIRE	2D	8%	17%	17%	23%	20%	14%
	3D	86%	77%	65%	70%	80%	79%
	Pixels	6%	6%	17%	7%	0%	7%
TOTAL		100%	100%	100%	100%	100%	100%
SENEGAL	2D	17%	9%	17%	25%	33%	16%
	3D	70%	83%	75%	64%	44%	72%
	Pixels	13%	9%	8%	11%	22%	12%
TOTAL		100%	100%	100%	100%	100%	100%

By country, whatever the age group, the proportion of respondents who play offline is greater than or equal to **50%**, with the exception of Cameroon and Senegal, where more than **67%** of respondents in the age group age over **45** play online.



VIII. The name of the latest games

- The name of the latest games (**Top 5 latest games**) according to country

PAYS					
CAMEROON		1	2	2	3
COTE D'IVOIRE	6	7	1	3	
SENEGAL	2	1	4	2	3
TOTAL GENERAL	8	9	7	7	6

In **Côte d'Ivoire**, there were more respondents who said that their last games downloaded were "**Call of duty**", "**Football**" and "**Ludo**". In **Senegal** there were more respondents whose last games downloaded were "**Free fire**" compared to other countries. We also note that in **Cameroon** there were more respondents whose last games downloaded were "**Temple run**"



- The name of the latest games (**Top 5 latest games**) according to genre

YOU ARE?					
WOMEN				1	4
MEN	8	9	7	6	2
TOTAL	8	9	7	7	6

We see that the games: "**Call of duty**", "**Football**", "**Ludo**" and "**Free fire**" were all downloaded mainly by men, except the game "**Temple run**" which was downloaded more by women



- The name of the latest games (**Top 5 latest games**) according to age

WHAT IS YOUR AGE?					
Between 19 & 25 years old	3	4	5	2	4
Between 26 & 35 years	4	3	1	3	1
Between 36 & 45 years	1			1	1
Under 18		2	1	1	
TOTAL GENERAL	8	9	7	7	6

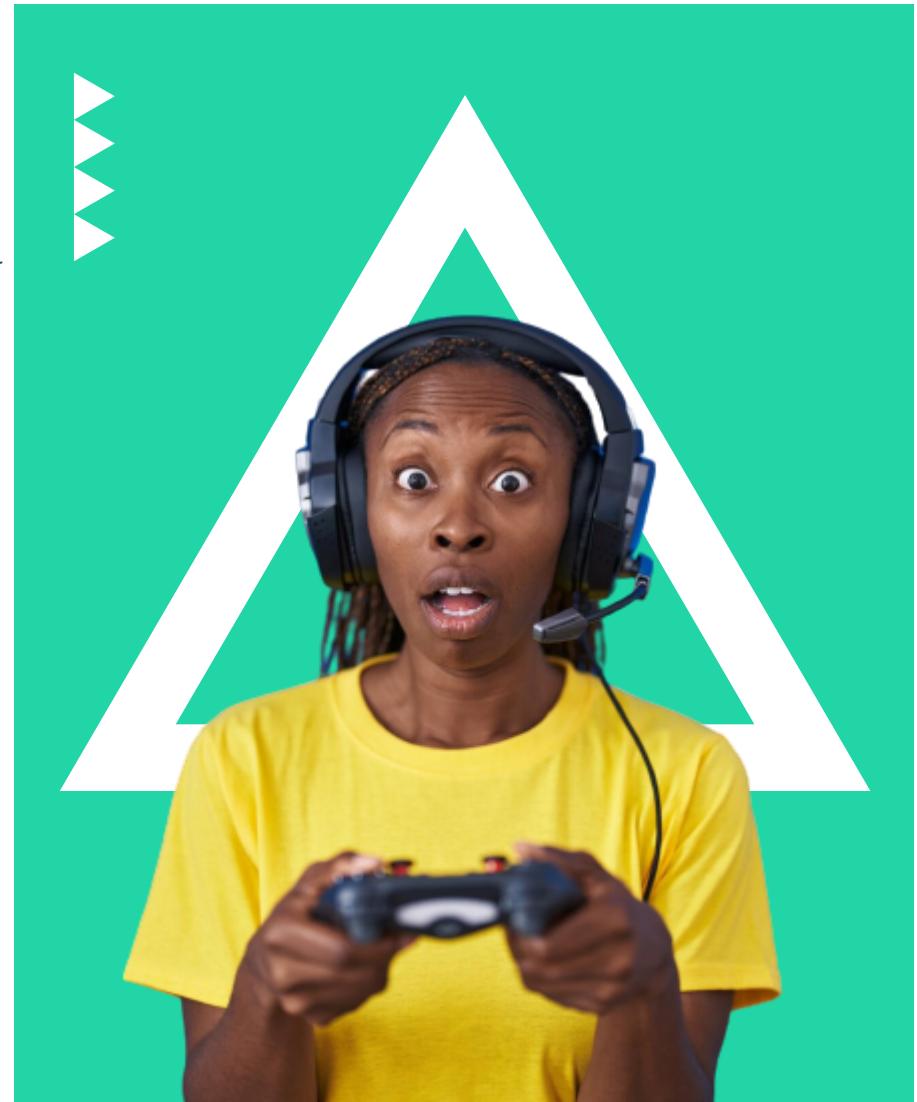
The games "Football" and "Free fire" were the latest games most downloaded by **men aged 19 and 25**. The game "Temple run" was the latest game most downloaded by **women aged 19 and 25**. "Call of duty" and "Ludo" were the latest games most downloaded by users. **men aged 26 to 35**.

IX. Analysis of the gaming experience Africans (already played African games).

► Respondents who have already played African games or not according to country and gender

COUNTRIES	ALREADY SPENT MONEY ON A GAME	SEX		ENSEMBLE
		WOMEN	MEN	
 CAMEROON	No	61%	60%	60%
	Yes	39%	40%	40%
TOTAL		100,00%	100,00%	100,00%
 COTE D'IVOIRE	No	59%	66%	66%
	Yes	41%	34%	34%
TOTAL		100,00%	100,00%	100,00%
 SENEGAL	No	71%	59%	62%
	Yes	29%	41%	38%
TOTAL		100,00%	100,00%	100,00%

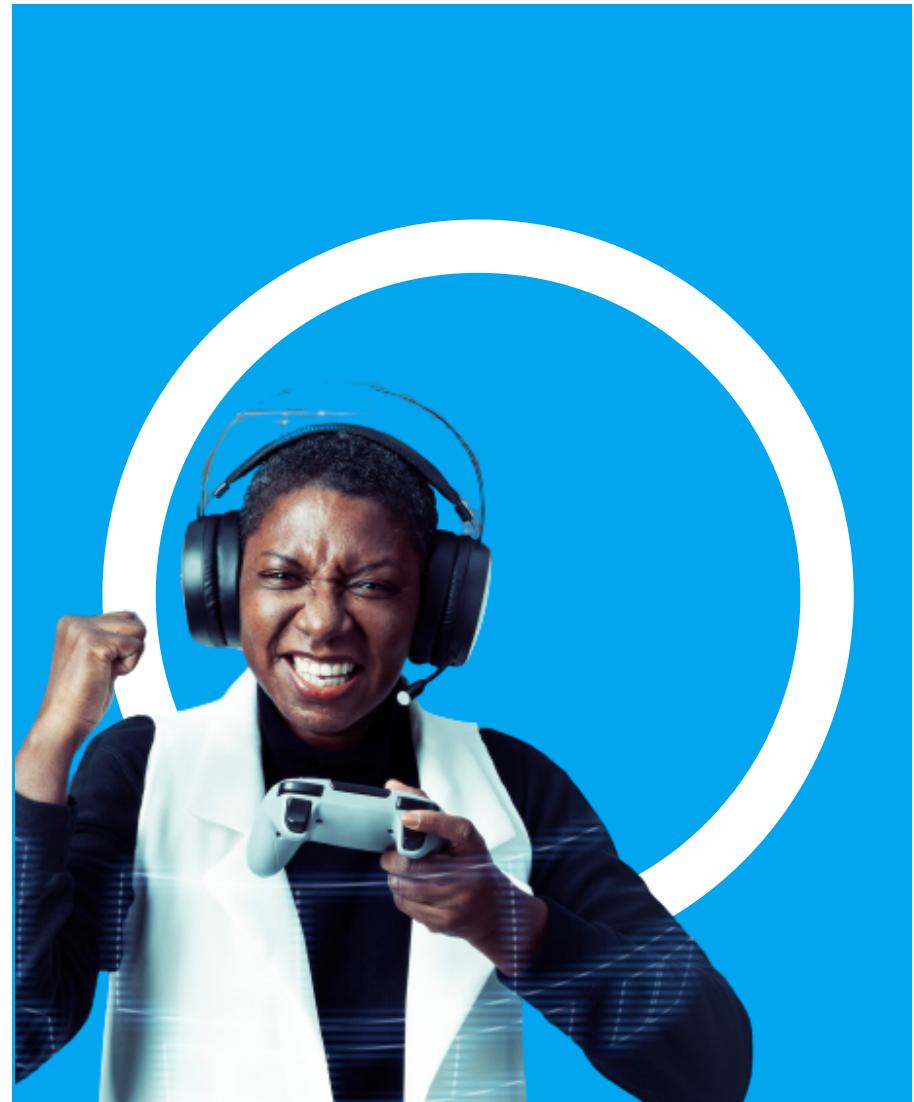
When asked whether country respondents have ever played African games, there is a very large majority of respondents who say they have never played African games. A large majority of more than 60% (**60%** in Cameroon, **66%** in Côte d'Ivoire and **62%** in Senegal).



X. The reasons why respondents play or do not play at the african games

COUNTRIES	REASON NOT TO HAVE AFRICAN GAMING EXPERIENCE				
	NEVER HEARD OF IT	NEVER HEARD OF IT (%)	THE QUALITY IS NOT GOOD	THE QUALITY IS NOT GOOD (%)	ENSEMBLE
CAMEROON	123	83%	25	17%	148
COTE D'IVOIRE	136	88%	18	12%	154
SENEGAL	124	84%	23	16%	147

In each French-speaking country, there are more respondents who have never heard of African games. The proportion of respondents who have never heard of African games exceeds 82% in each country.



XI. Assessment of respondents who have already played African games

► Respondents' assessment of African games according to gender and country

COUNTRIES	WHAT DO YOU THINK OF THE AFRICAN GAMES?					ENSEMBLE	
		WOMEN	MEN				
 CAMEROON	Good	5	38%	36	37%	41	37%
	Excellent	7	54%	23	23%	30	27%
	Bad	0	0%	2	2%	2	2%
	Average	1	8%	37	38%	38	34%
TOTAL		13	100%	98	100%	111	100%
 COTE D'IVOIRE	Good	3	33%	25	32%	28	32%
	Excellent	6	67%	37	47%	43	49%
	Bad	0	0%	1	1%	1	1%
	Average	0	0%	15	19%	15	17%
TOTAL		9	100%	78	100%	87	100%
 SENEGAL	Good	4	29%	22	27%	26	27%
	Excellent	8	57%	38	46%	46	48%
	Bad		0%	6	7%	6	6%
	Average	2	14%	16	20%	18	19%
TOTAL		14	100%	82	100%	96	100%

The result shows that in the three countries (Cameroon, Ivory Coast and Senegal) respondents evaluate the African games as being "Good" and "Excellent" respectively (37% in Cameroon, 49% in Ivory Coast and 48% in Senegal). Among women, regardless of the country, respondents who rate the African games as "Excellent" exceed 54%. Only in Cameroon, men appreciate the African games as "Average", i.e. 38% of respondents.



► Respondents' assessment of African games according to age group and country

COUNTRIES	DOWNLOADING IN THE PAST 12 MONTHS	AGE RANGE					ENSEMBLE
		Between 19 & 25 years old	Between 26 & 35 years old	Between 36 & 45 years old	Under 18	Over 45 Years Old	
 CAMEROON	0 Game	12%	5%	11%	9%	44%	11%
	Between 10 & 30 games	9%	13%	18%	22%	22%	13%
	Between 5 & 10 games	25%	33%	29%	17%	22%	27%
	Less than 5 games	48%	43%	39%	43%	11%	44%
	More than 30 games	5%	7%	4%	9%	0%	6%
TOTAL		100%	100%	100%	100%	100%	100%
 COTE D'IVOIRE	0 Game	15%	15%	17%	33%	0%	17%
	Between 10 & 30 games	10%	11%	25%	6%	0%	11%
	Between 5 & 10 games	27%	35%	33%	15%	29%	29%
	Less than 5 games	47%	38%	25%	42%	57%	42%
	More than 30 games	2%	1%	0%	3%	14%	2%
TOTAL		100%	100%	100%	100%	100%	100%
 SENEGAL	0 Game	16%	10%	8%	16%	30%	14%
	Between 10 & 30 games	9%	17%	0%	6%	10%	10%
	Between 5 & 10 games	36%	25%	50%	13%	10%	30%
	Less than 5 games	36%	44%	33%	66%	40%	42%
	More than 30 games	4%	4%	8%	0%	10%	4%
TOTAL		100%	100%	100%	100%	100%	100%

In the three French-speaking countries, whatever the age group, there are more respondents in Côte d'Ivoire who believe that the games are "Excellent". The 19 and 25 year old age group in Cameroon and Senegal think the games are "Good" and "Excellent" respectively. The 26 to 35 age group in Cameroon and Senegal share Ivory Coast's opinion that the games are "Excellent". In Senegal, in the age group of 26 and 35, the proportion of respondents who think the games are "Excellent" is the same as those who think the games are "Average".

XII. Have you ever spent money on a game?

► Ever spent money on a game by gender and country

COUNTRIES	ALREADY SPENT MONEY ON A GAME			ENSEMBLE	
		WOMEN	MEN		
 CAMEROON	Non	52%	47%	132	48%
	Oui	48%	53%	144	52%
TOTAL		100%	100%	100%	100%
 COTE D'IVOIRE	Non	50%	42%	108	43%
	Oui	50%	58%	145	57%
TOTAL		100%	100%	100%	100%
 SENEGAL	Non	82%	55%	151	60%
	Oui	18%	45%	100	40%
TOTAL		100%	100%	100%	100%

Overall, in Cameroon as in Ivory Coast, there are more respondents who have already spent on a game (52% in Cameroon and 57% in Ivory Coast), unlike in Senegal where there are more of respondents who have never spent on a game, i.e. 60%.

The proportion of women in Cameroon and Senegal who have not yet spent money on a game is greater than or equal to 52%.

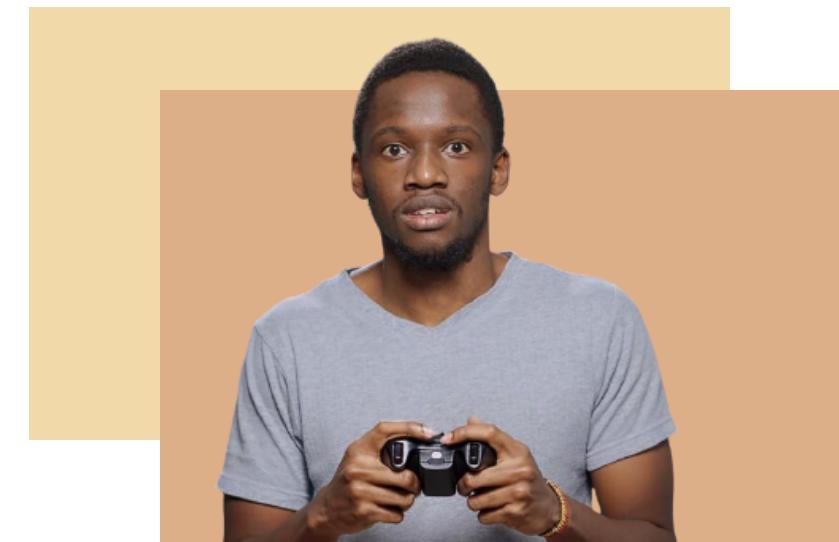
We also note that the proportion of men in Cameroon and Ivory Coast who have already spent on a game is greater than or equal to 55%.



► Already spent money on a game by age group and country

COUNTRIES	HAVE YOU EVER SPENT MONEY ON A GAME?	AGE RANGE					GRAND TOTAL
		Between 19 & 25 years old	Between 26 & 35 years old	Between 36 & 45 years old	Under 18	Over 45 years old	
CAMEROON	No	52%	38%	46%	61%	56%	48%
	Yes	48%	62%	54%	39%	44%	52%
TOTAL		100%	100%	100%	100%	100%	100%
COTE D'IVOIRE	No	47%	43%	29%	42%	29%	43%
	Yes	53%	57%	71%	58%	71%	57%
TOTAL		100%	100%	100%	100%	100%	100%
SENEGAL	No	59%	54%	58%	72%	70%	59%
	Yes	41%	46%	42%	28%	30%	41%
TOTAL		100%	100%	100%	100%	100%	100%

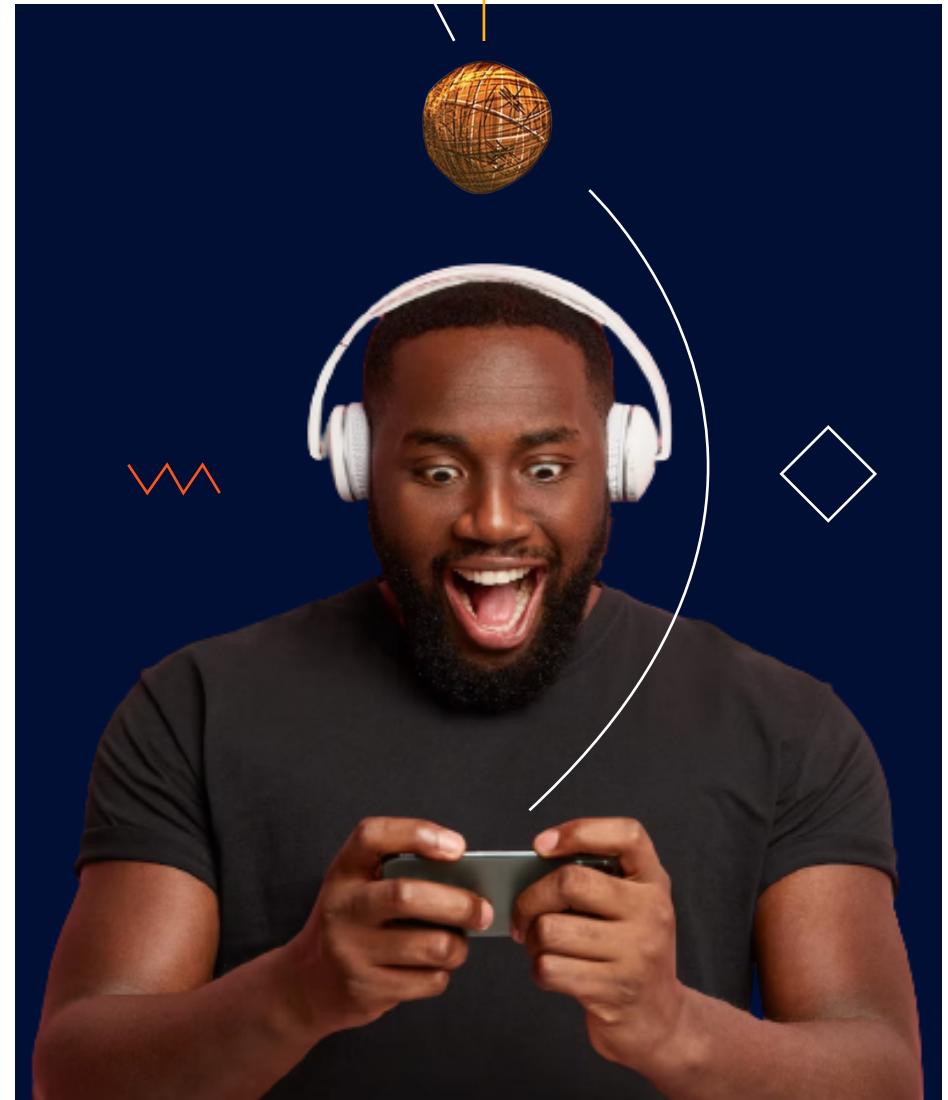
We notice that in Ivory Coast, whatever the age group, there are more respondents having already spent money on a game. On the other hand, in Senegal, whatever the age group , there are more respondents who have never spent money on a game.



XIII. How did you pay?

HOW DID YOU PAY?	WHAT IS YOUR COUNTRY?			GRAND TOTAL
	CAMEROON	COTE D'IVOIRE	SENEGAL	
PAYMENT CARD	6%	13%	31%	15%
AIRTIME	24%	18%	24%	22%
IN STORE	21%	22%	16%	21%
MOBILE MONEY	49%	46%	29%	43%
GRAND TOTAL	100%	100%	100%	100%

In general, the most used payment method is Mobile Money. In Côte d'Ivoire as in Cameroon, the proportion of Mobile Money use exceeds 46%. Only in Senegal, there are more respondents who use the credit card as a means of payment, i.e. 31%.





XIV. Maximum amount to spend on a game

FAVORITE TYPE OF GAMES	COUNTRIES						ENSEMBLE	
	CAMEROUN		COTE D'IVOIRE		SENEGAL			
Action	16	15%	26	20%	19	16%	61	17%
Action, Adventure	6	6%	6	5%	4	3%	16	5%
Adventure	24	22%	13	10%	15	13%	52	15%
Puzzle	2	2%	4	3%	5	4%	11	3%
Sport	24	22%	53	42%	53	45%	130	37%
Strategy	4	4%	4	3%	8	7%	16	5%
Car Racing	8	7%	3	2%	6	5%	17	5%
Action, Adventure, Sport	9	8%	10	8%	2	2%	21	6%
Action, Adventure, Sport, Car Racing	8	7%	7	6%	2	2%	17	5%
Action, Adventure, Strategy, Sport, Car Racing	7	6%	1	1%	3	3%	11	3%
Grand Total	108	100%	127	100%	117	100%	352	100%

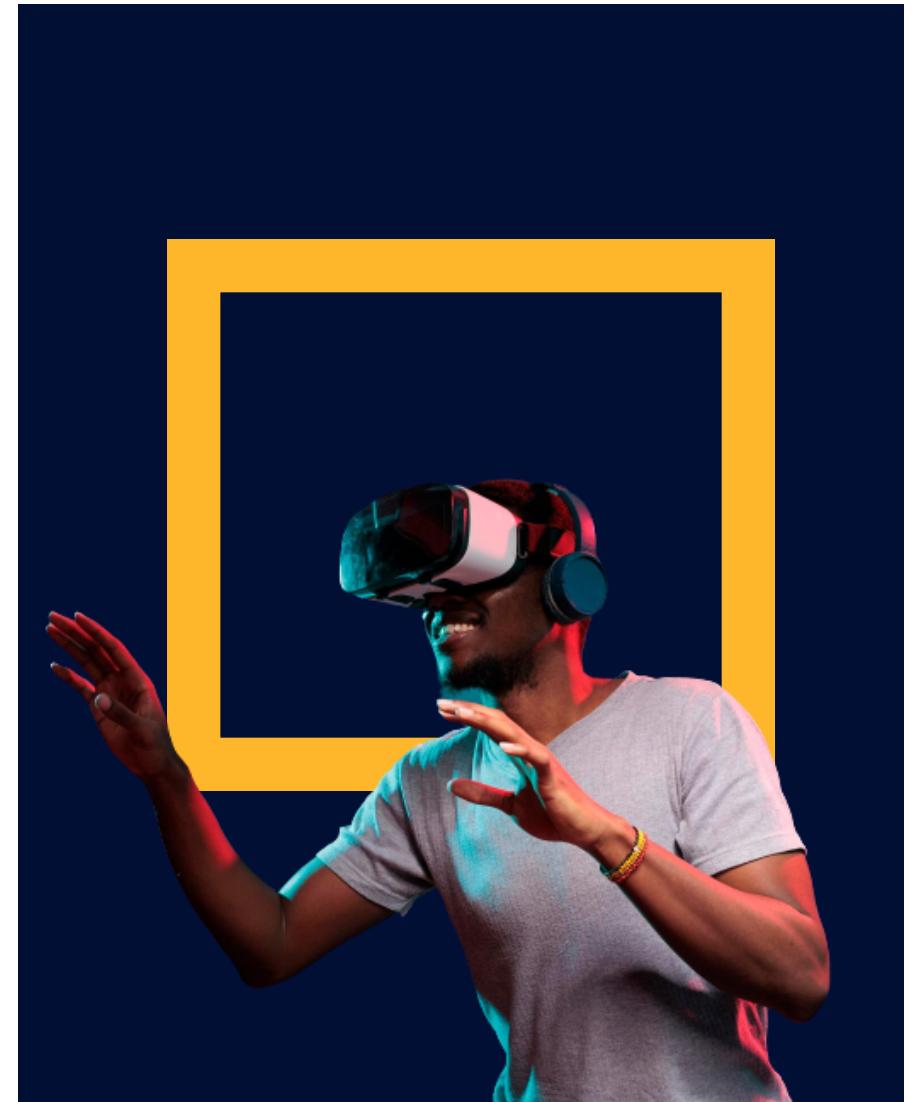
The proportion of respondents who are willing to spend more than 1000 CFA francs for a game is higher in Senegal than in the two other French-speaking countries (40%). In Ivory Coast, the proportion of respondents who are willing to spend between 251 and 500 CFA francs is higher compared to Cameroon and Senegal. In each country, the proportion of men who are willing to spend more than 1000 CFA francs for a game exceeds 25%.

XV. Interested in paying for a subscription at 100 F CFA per day to access unlimited games depending on the country

- ▶ Subscription at 100f per day and access to games



When asked whether respondents are interested in paying a subscription of 100 CFA francs per day and accessing unlimited games, the proportion of those who are in favor, whatever the country, is greater than or equal to 56%, except Senegal where the proportion is 48%.





XVI. Favorite game models

COUNTRIES	Preferred Model			ENSEMBLE	
		WOMEN	MEN		
 CAMEROON	Subscription, Unlimited Games, No Ads	27%	31%	80	30%
	Free Game, With Lots Of Ads	43%	26%	73	28%
	Free Game, No Ads But With Paid Options	20%	31%	78	29%
	Paid Game Without Ads	10%	13%	34	13%
TOTAL		100%	100%	100%	100%
 COTE D'IVOIRE	Subscription, Unlimited Games, No Ads	27%	28%	70	28%
	Free Game, With Lots Of Ads	50%	28%	75	30%
	Free Game, No Ads But With Paid Options	9%	32%	75	30%
	Paid Game Without Ads	14%	13%	32	13%
TOTAL		100%	100%	252	100%
 SENEGAL	Subscription, Unlimited Games, No Ads	11%	16%	37	15%
	Free Game, With Lots Of Ads	65%	40%	109	45%
	Free Game, No Ads But With Paid Options	15%	33%	71	29%
	Paid Game Without Ads	9%	11%	25	10%
TOTAL		100%	100%	100%	100%

In Cameroon, overall, there is a majority of respondents who prefer the "subscriptions, unlimited games, no advertising" option, i.e. 30%. This subscription formula is much more appreciated by men in Cameroon. However, the proportion of men who prefer the "free game, without advertising but with paid options" option is the same as those who prefer the "subscriptions, unlimited games, without advertising" option.

In Senegal, compared to other French-speaking countries, there are more respondents who prefer the "free game with lots of advertisements" option, i.e. 45%. And regardless of gender, the proportion of respondents in Senegal who prefer the "free games with lots of advertising" option is equal to or greater than 40%.

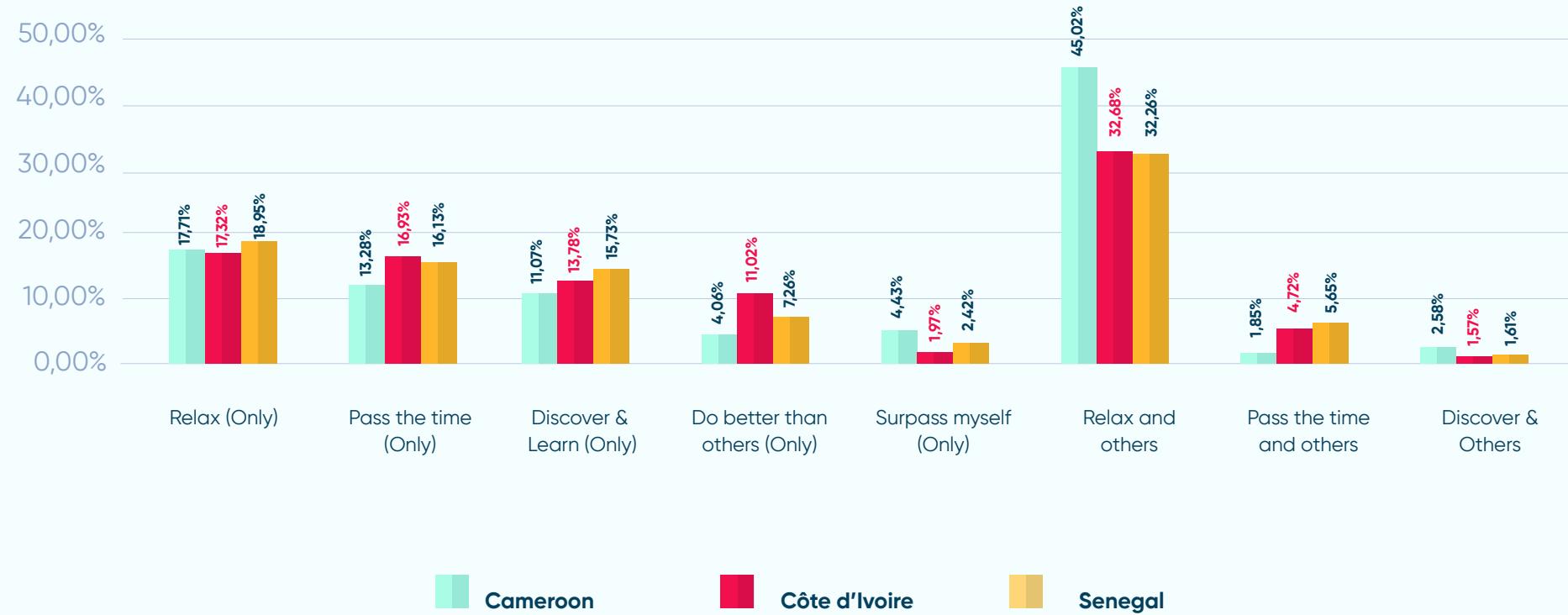
In Côte d'Ivoire, the proportion of respondents who prefer the "free games, with lots of advertising" option is the same as the proportion of respondents who prefer the "free games, without advertising but with paid options" option., or 30%.



XVII. Reason to play games by country

WHY DO YOU PLAY	COUNTRIES					
	CAMEROON		COTE D'IVOIRE		SENEGAL	
Relax (only)	48	18%	44	17%	47	19%
Pass the time (only)	36	13%	43	17%	40	16%
Discover & learn (only)	30	11%	35	14%	39	16%
Do better than others (only)	11	4%	28	11%	18	7%
Surpass myself (only)	12	4%	5	2%	6	2%
Relax and others	122	45%	83	33%	80	32%
Pass the time and others	5	2%	12	5%	14	6%
Discover and others	7	3%	4	2%	4	2%
Total	271	100%	254	100%	248	100%

The results show that there are more respondents who play for relaxation and other auxiliary reasons. Regardless of the country, the proportion of those who gamble for this reason exceeds 32%.





XVIII. Difficulties encountered when you want to play

DIFFICULTÉS QUAND VOUS VOULEZ JOUER	PAYS			ENSEMBLE
	CAMEROUN	CÔTE D'IVOIRE	SÉNÉGAL	
Impossible d'acheter les jeux	14%	17%	15%	15%
Impossible d'acheter les jeux,je n'ai pas de problèmes		10%		1%
Impossible d'acheter les jeux, Jeu trop lourd	4%	2%	4%	3%
Je n'ai pas de problèmes	21%	25%	29%	25%
Je n'ai pas de problèmes, Jeu trop lourd			1%	0%
Jeu trop lourd	8%	11%	10%	10%
Problème d'internet	25%	24%	26%	25%
Problème d'internet, Impossible d'acheter les jeux	6%	7%	6%	6%
Problème d'internet, Impossible d'acheter les jeux, Je n'ai pas de problèmes,jeu trop lourd	1%		0%	0%
Problème d'internet,impossible d'acheter les jeux,jeu trop lourd	9%	8%	3%	7%
Problème d'internet, Jeu trop lourd	11%	6%	3%	7%
Grand Total	100%	100%	100%	100%

Dans l'ensemble, il y a une répartition équilibrée entre les personnes qui affirment ne pas rencontrer de difficultés lorsqu'elles jouent aux jeux et celles qui estiment que l'internet est le véritable problème, soit 25 %. Au Cameroun, la majorité des répondants affirment que c'est le problème d'internet qui cause des difficultés lors des jeux, soit 25 %. En revanche, au Sénégal, la majorité des répondants affirment qu'ils ne rencontrent pas de problème, soit 29 %

XIX. Favorite type of games

FAVORITE TYPE OF GAMES	COUNTRIES						ENSEMBLE	
	CAMEROON		COTE D'IVOIRE		SENEGAL			
Action	16	15%	26	20%	19	16%	61	17%
Action, Adventure	6	6%	6	5%	4	3%	16	5%
Adventure	24	22%	13	10%	15	13%	52	15%
Puzzle	2	2%	4	3%	5	4%	11	3%
Sport	24	22%	53	42%	53	45%	130	37%
Strategy	4	4%	4	3%	8	7%	16	5%
Car Racing	8	7%	3	2%	6	5%	17	5%
Action, Adventure, Sport	9	8%	10	8%	2	2%	21	6%
Action, Adventure, Sport, Car Racing	8	7%	7	6%	2	2%	17	5%
Action, Adventure, Strategy Sport, Car Racing	7	6%	1	1%	3	3%	11	3%
Grand Total	108	100%	127	100%	117	100%	352	100%

This table shows that specifically, the "Sports" game type is the most popular in Ivory Coast and Senegal. In these two countries, the proportion of respondents exceeds 40% and the "Action" game type comes in second place. In Cameroon, Adventure and Sport type games are preferred.



XX. What attracts you to video games?

WHAT ATTRACTS YOU IN A VIDEO GAME?	COUNTRIES						ENSEMBLE
	CAMEROON		COTE D'IVOIRE		SENEGAL		
Challenges and evolution	40%	40%	49	37%	39	34%	128 37%
Challenges and evolution, play with friends	6	6%	10	8%	7	6%	23 7%
Challenges and evolution, characters, graphics, script, gameplay, play with friends	10	10%	8	6%	3	3%	21 6%
Gameplay	9	9%	4	3%	10	9%	23 7%
Graphics	10	10%	6	5%	11	10%	27 8%
Play with friends	12	12%	25	19%	18	16%	55 16%
Characters	7	7%	21	16%	15	13%	43 12%
Script	5	5%	9	7%	11	10%	25 7%
TOTAL	99	100%	132	100%	114	100%	345 100%

This table shows that there is a much more specific attraction among respondents in each country. We have selected eight attractions in a video game. In all three countries, there are more respondents who are attracted by **challenges and evolution** (40% of 99 respondents in Cameroon, 37% of 132 respondents in Côte d'Ivoire and 34% of 114 respondents in Senegal). The second attraction is "**playing with friends**". We note that on average, respondents who are attracted by challenges and evolution are twice as numerous as those who are attracted by "playing with friends".

XXI. Why have you never spent money on a video game?

WHY HAVE YOU NEVER SPENT MONEY ON A VIDEO GAME?	WHAT IS YOUR COUNTRY ?			ENSEMBLE
	CAMEROON	COTE D'IVOIRE	SENEGAL	
I don't have a bank card	50%	45%	56%	51%
I don't have a bank card, I don't like buying	6%	10%	5%	7%
I don't like buying	17%	14%	12%	14%
Game too expensive	13%	11%	9%	11%
Game too expensive, I don't have a bank card	4%	3%	5%	4%
I wanted to personalize, I wanted to have an advantage, I wanted to unlock a level	2%	5%	1%	2%

In every country, the main reason respondents don't spend money on a game is because they don't have a credit card. The proportion of respondents citing this reason in each country is greater than or equal to 45%. It should be noted that this proportion is almost three times higher than that of respondents saying that they do not like to make purchases.



XXII. What motivated you to spend money on a game?

WHAT WAS YOUR MOTIVATION FOR SPENDING ON A GAME?	COUNTRIES			ENSEMBLE
	CAMEROON	COTE D'IVOIRE	SENEGAL	
I wanted to have an advantage	7%	14%	11%	11%
I wanted to have an advantage, I wanted to unlock a level	4%	1%	2%	40
I wanted to unlock a level I	20%	20%	10%	18%
I wanted to customize	7%	8%	8%	8%
I wanted to customize. I wanted to have an advantage	4%	2%	5%	3%
I wanted to customize, I wanted to have an advantage, I wanted to unlock a level	2%	1%	2%	2%



I WANTED TO CUSTOMIZE, I WANTED TO UNLOCK A LEVEL	2%		3%	2%
The game was paid	36%	44%	47%	42%
THE GAME WAS PAID, I WANTED TO HAVE AN ADVANTAGE	4%	2%	2%	3%
The game was paid, I wanted to have an advantage, I wanted to unlock a level	1%	1%	1%	1%
The game was paid, I wanted to unlock a level	9%	3%	4%	6%
The game was paid, I wanted to customize	1%	1%		1%
The game was paid, I wanted to customize, I wanted have an advantage, I wanted to unlock a level	1%	1%	2%	1%
The game was paid, I wanted to customize, I wanted to unlock a level	1%	1%	1%	1%
Grand Total	100%	100%	100%	100%

Les résultats montrent que dans les trois pays, parmi les répondants, une grande majorité est motivée à payer pour un jeu et la proportion de ces répondants dépasse 35%. Le fait de débloquer un niveau de jeu est la deuxième source de motivation pour dépenser pour un jeu.



Annex

► Table presenting the reason to play

WHY ARE YOU PLAYING?	COUNTRIES		
	CAMEROON	CÔTE D'IVOIRE	SENEGAL
Relax (only)	48 17,71%	44 17,32%	47 18,80%
Pass the time (only)	36 13,28%	43 16,93%	40 16,00%
Discover and learn (only)	30 11,07%	35 13,78%	39 15,60%
Do better than others (only)	11 4,06%	28 11,02%	18 7,20%
Surpass myself (only)	12 4,43%	5 1,97%	6 2,40%
Relax and pass the time	35 12,92%	24 9,45%	20 8,00%



Relax & discover & learn	9	3,32%	4	1,57%	9	3,60%
Relax and do better than others	4	1,48%	1	0,39%	1	0,40%
Relax and surpass myself	2	0,74%	2	0,79%	1	0,40%
Spend the time and discover and learn	3	1,11%	3	1,18%	2	0,80%
Spend the time and do better than others	1	0,37%	2	0,79%	4	1,60%
Pass the time and surpass myself	0	0,00%	0	0,00%	2	0,80%
Discover and learn and do better than others	3	1,11%	1	0,39%	2	0,80%
Discover and learn and surpass myself	3	1,11%	1	0,39%	2	0,80%
Do better than others and surpass myself	0	0,00%	0	0,00%	2	0,80%



Relax and pass the time and discover and learn	30	11,07%	13	5,12%	19%	7,60%
Relax and pass the time and do better than others	5	1,85%	2	0,79%	2	1,20%
Relax and pass the time and surpass myself	2	0,74%	6	2,36%	3	1,20%
Relax and discover and learn and do better than others	6	2,21%	2	0,79%	3	1,20%
Relax and discover and learn and surpass myself	5	1,85%	6	2,36%	4	1,60%
Relax and do better than others and surpass myself	2	0,74%	0	0,00%	1	0,40%
Spend the time and discover and learn and do better than others	0	0,00%	1	1,57%	1	0,40%
Spend the time and discover and learn and surpass myself	0	0,00%	1	0,39%	3	1,20%
Spend the time and do better than others and surpass myself	1	0,37%	2	0,79%	1	0,40%



	1	0,37%	2	0,79%	0	0,00%
	3	1,11%	3	1,18%	4	1,60%
	5	1,85%	4	1,75%	2	0,80%
	0	0,00%	0	0,00%	1	0,40%
	14	5,17%	16	6,30%	11	4,40%
TOTAL	271	100,00 %	254	100,00 %	250	100,00 %

Thank you for reading this analysis, providing a detailed perspective on **the opportunities within the African gaming industry**. In the coming years, the African market will become an engine of global growth, but this will require significant efforts and investments in training, distribution and monetization mechanisms.

In order to guarantee the success of the African Games, it is imperative to **support them with marketing and communication strategies**, thus ensuring continental visibility and profitability.

Faced with these challenges, the Game Hub Senegal was established as a pilot project. Its objective is to accelerate **production and marketing**, potentially revolutionising the industry first in Senegal, then in the sub-region, and finally expanding to the entire continent.

Please follow us on social media to learn about our upcoming studies, which will have data on Ghana, Kenya, and Nigeria.



<https://www.gamehubsenegal.com>

