



The **AFRICAN** **FILM** Industry

**Trends,
Challenges and
Opportunities
for Growth**

Africa's booming film and audiovisual industry

The production and distribution of film and audiovisual works is one of the most dynamic growth sectors in the world. Thanks to digital technologies, production has been growing rapidly in Africa in recent years. **The case of "Nollywood", with about 2,500 films made each year, is emblematic in this respect.** It has enabled the emergence of a local industry of production and distribution with its own economic model. Yet across most of the continent, the economic potential of the film and audiovisual sectors remains largely untapped. It is estimated that these sectors account for US\$5 billion in revenues in Africa and employ 5 million people.

For the first time, **a complete mapping of the film and audiovisual industry in 54 States of the African continent** is available, including quantitative and qualitative data and an analysis of their strengths and weaknesses at the continental and regional levels.

The report proposes strategic recommendations for the development of the film and audiovisual sectors in Africa and invites policymakers, professional organizations, firms, filmmakers and artists to implement them in a concerted manner.

The film and
audiovisual industry
in Africa has the potential
to create over

20 million
jobs

and generate
US\$20 billion in
revenues per year