

Sector Overview

The media comprises of any means through which information can be relayed, and covers broadcast via television and radio, printed publications and digital content accessible directly via the internet or mobile phone applications. With the freedom of the press being advocated for the world over and recognized by international organizations such as the United Nations, the media fraternity has made great strides in improving their stand and global position.

Entertainment and media are combined and are set to continue posting impressive results. In 2012, the United States accounted for 29.2% of global revenue in the sector, which stood at \$1.639 trillion. Analysts at Price Waterhouse Coopers project that this global revenue will increase to about \$2.152 trillion in 2017.

Media reach is set to grow tremendously fueled by the global embrace of technology. The penetration of smartphones around the world has seen an upsurge of news and entertainment consumption. While in 2014 the smartphones in South Africa, Nigeria and Kenya numbered 22.8 million, this is expected to rise to 52.3 million by 2019. Adding to this is the uptake of the internet and the laying out of fiber-optic cables across Africa. While in 2010 the internet access stood at slightly below 15% in Kenya, Nigeria and South Africa, it is projected to rise to about 40% by 2019. Despite this, media outlets involved in print publications still expect to make impressive returns, boosted by a traditional reading culture among many societies, most people in which prefer physical as opposed to soft copy books and magazines...