

MEDIA INTELLIGENCE REPORT

2023



In an era of profound digital transformation, understanding media consumption patterns has become increasingly vital in deciphering the dynamics of information dissemination.

This comprehensive media analysis report aims to delve into the media consumption habits of four African countries: Ghana, Zambia, Burundi, and the Democratic Republic of Congo (DRC).

Our focus lies on traditional and social media channels, seeking to shed light on audiences' preferences and the most utilized media platforms in these regions.

The media landscape in these countries is diverse and rapidly evolving, influenced by factors such as cultural traditions, technological advancements, and socio-economic conditions.

By conducting an in-depth examination of media consumption, we hope to provide valuable insights into how information is accessed, shared, and consumed across these nations.





Ghana

Overview of Ghana

Ghana is a multiethnic country in West Africa, known for its rich cultural heritage, its diverse wildlife, and its vibrant music and arts scene.

Data shows that Ghana's population increased by 643 thousand (+1.9 percent) between 2022 and 2023.

As of January 2023, Ghana's total population was 33.80 million.

- 50.1 percent of Ghana's population is female, while 49.9 percent of the population is male.
- 58.9 percent of Ghana's population lived in urban centres, while 41.1 percent lived in rural areas.



Traditional Media Consumption in Ghana

Ghana has a vibrant and diverse media landscape, encompassing traditional media channels and a rapidly growing digital sphere.

The country has witnessed significant advancements in media consumption patterns, with traditional media still playing a crucial role alongside the emergence of social media platforms.



Radio is the most popular traditional media channel in Ghana, with over 90% of the population having access to a radio.



Over 70% of the population in Ghana, have access to a television.



Over 50% of the population read a newspaper at least once a week. Newspapers are used to report on current events and provide in-depth analysis.



Online news publications are becoming increasingly popular in Ghana. As of 2023, 50% of Ghanaians get their news from online sources, up from 25% in 2017.

As at the end of Third Quarter 2022, the total number of TV operators authorised by the National Communications Authority (NCA) to operate in Ghana is 155.

Out of the 155 TV stations, 2 Analogue Terrestrial Television.

Television is mostly used to broadcast news, movies, and sports.

TV3



- TV3 is a leading private TV network, Established in 1997.
- It's renowned for diverse and high-quality programming, offering local and international content like news, sports, entertainment, and education.
- As of 2023, TV3 was the most watched TV station in Ghana.
- TV3 has **12.75%** audience share.

UTV



- UTV is a private free to air television broadcaster, launched in 2013.
- UTV is perceived by Ghanaians as a local television station in the country largely due to the keen interest to gratify the local market.
- UTV, has a **8.6%** audience share.

Adom TV



- Adom TV is a private television network, Established in 2005
- The station has become one of the most popular TV networks in Ghana, known for its high-quality production and wide-ranging content.
- Adom TV comes in third place with an audience share of **7.5%**.

Most Watched TV stations

Radio Insights

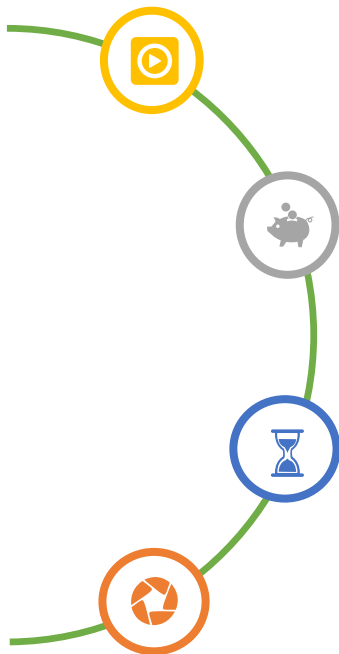
There are 682 authorised FM Radio Broadcasting Stations in Ghana. Out of the total number of authorised FM Broadcasting Stations, 487 stations are currently operational as at Fourth Quarter, 2021.

Top Radio Stations in Ghana include :

- Peace FM
- Citi FM
- Joy FM

Others (by frequency):

- Adom FM
- Okay FM
- Sweet Melodies
- Hitz FM
- Angel FM
- Accra FM



74.3% of Ghanaians in a survey confirmed that they listen to the radio from their AM/FM-enabled mobile phones. This allows them to listen to their favourite radio programmes wherever they are.

55.6% said that they prefer to listen to the radio before 8 am, 35.6% between 1 pm- 4 pm.

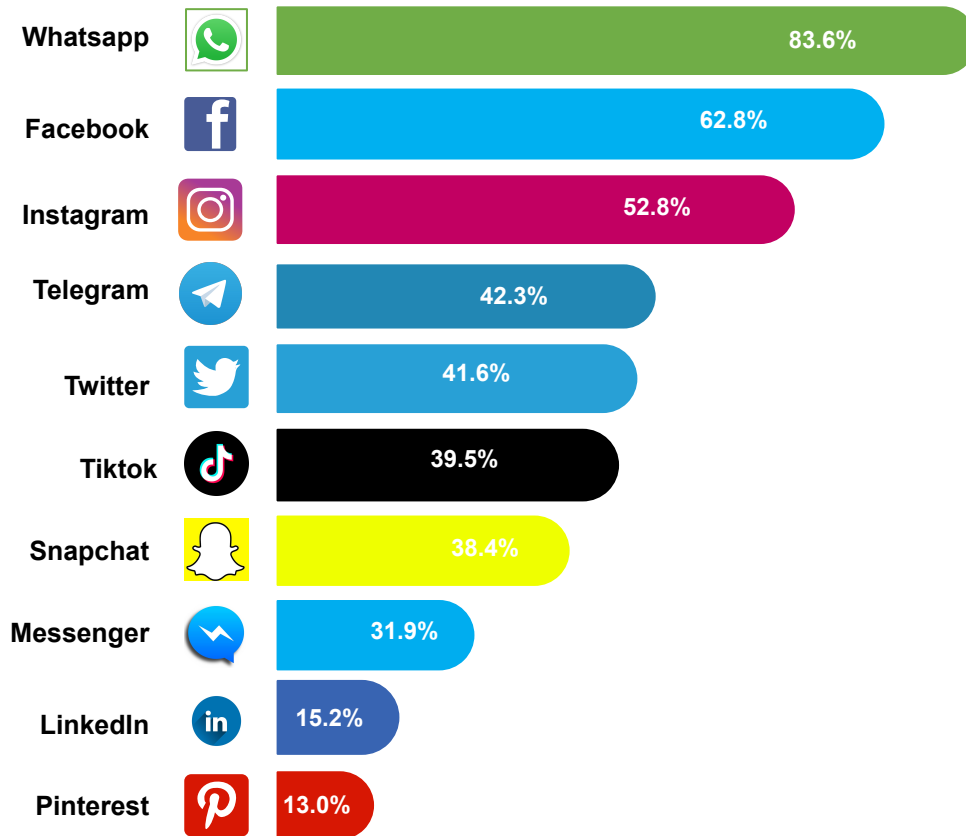
50% of our respondents spend 2 - 4 hours per day listening to the radio. This amounts to valuable radio time that radio stations and brands can capitalise to bring premium content to listeners.

News updates are the most popular radio programs, while musical shows and talk shows came in second and third. Respondents also enjoy sports programmes and public opinion shows.

Social Media Insights

- Ghana was home to **6.60 million** social media users in January 2023, equating to **19.5 per cent** of the total population.
- At that time, **40.5 percent** of Ghana's social media users were **female**, while **59.5 percent** were **male**.
- **28.5%** of internet users in Ghana are on Social Media Platforms.
- The average time spent using social media in Ghana is **3 hrs 28 minutes**.
- The average number of social platforms used each month is **4**.

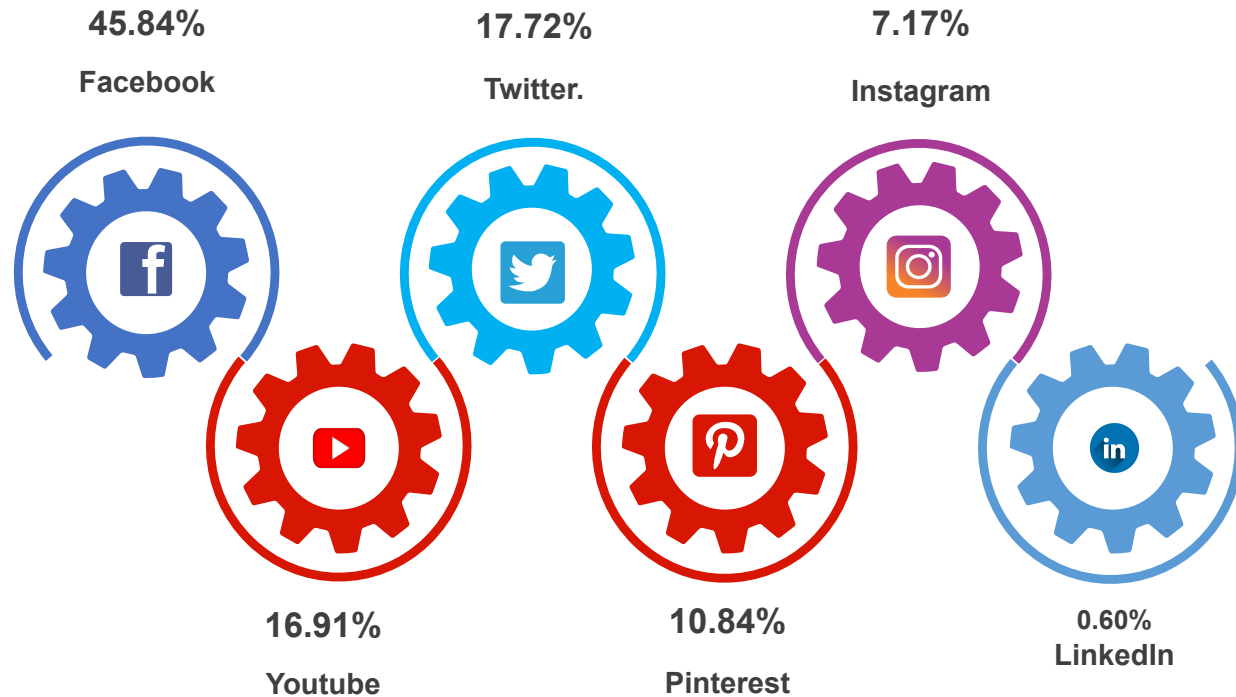
Most Used Social Media Platforms



Social Media Insights

Web Traffic Referrals from Social Media.

- Share of web traffic arriving on third-party websites via clicks on links published on social media in Ghana.



Social Media Insights

Advertising Audience Overview

This is the potential audience that marketers can reach with Ads on each platform.



Facebook
5.65million



LinkedIn
2.10 million



Instagram
1.7 million



Twitter
1.15 million



Messenger
885.5 K



Zambia

Overview of Zambia

Zambia is a landlocked country in Southern Africa, famous for its diverse wildlife, natural wonders and rich cultural heritage.

- Zambia's total population was 20.29 million in January 2023.
- Data shows that Zambia's population increased by 544 thousand (+2.8 percent) between 2022 and 2023.
- 50.7 percent of Zambia's population is female, while 49.3 percent of the population is male.
- At the start of 2023, 46.0 percent of Zambia's population lived in urban centres, while 54.0 percent lived in rural areas.



Traditional Media Consumption in Zambia

Zambia's main sources of news and information are television, radio, newspapers, and online platforms.

However, with the increasing penetration of smartphones and internet access, online media consumption has grown rapidly in recent years.

According to DataReportal, there were 2.70 million social media users in Zambia in January 2023, equating to 13.3 percent of the total population.

This may be because online media offers more diversity of voices and perspectives.



Radio is the most popular traditional media channel in Zambia, with over 80% of the population having access to a radio.



Over 60% of the population in Zambia have access to a television, mostly through pay-TV services such as DStv.



Over 40% of the population read a newspaper at least once a week. Most newspapers also have online versions that can be accessed through their websites or social media platforms.



35% of Zambians get their news from online sources. These online news publications offer breaking news, investigative journalism, opinion pieces and interactive features.

TV Insights

In Zambia the state owns and runs two daily newspapers, the Times of Zambia and the Daily Mail.

There are 42 privately owned TV channels, including the influential Prime TV and MUVI Television.

Television is mostly used to broadcast news, movies, and sports.

ZNBC



**Prime
Tv**



Muvi Tv



Most Watched TV stations

- It is considered to be the most consumed form of broadcast news in Zambia because it is a publicly-owned station and therefore the signal it operates on is public and more widely accessible.
- About 5.2 million people countrywide (640k households) were still watching ZNBC, making it the most watched television channel in the country.
- Prime TV is known for its independent news reporting and coverage of various social and political issues. It has gained a reputation for providing critical analysis and investigative journalism, addressing topics that are often considered sensitive or controversial.
- Prime Tv is a staple in about 160k households.
- Muvi TV is a popular television station that has established itself as a go-to channel for viewers seeking entertainment-related programming.
- Muvi TV actively supports and promotes local talent by featuring Zambian music videos, films, and television shows.

Radio has seen its audience share slowly diminish in favor of the internet, but not nearly enough to unseat it as the most utilized mass medium in Zambia, particularly in rural areas.

In Zambia there are currently 137 radio stations, 133 of which are private (either commercial or community radio stations), while four are publicly owned.

Phoenix Fm

- Commercial radio station in Lusaka, Zambia, established in 1996 by Errol Hickey, founder and major shareholder until 2015.
- 100 kW transmitter, reaching a radius of 640 km and covering part of the Southern Province through Lusaka, Central and the Copperbelt Provinces and an estimated audience of 1.2–2 million per week.
- Broadcasting mainly in English, the station presents a mix of news, education, information, and entertainment.

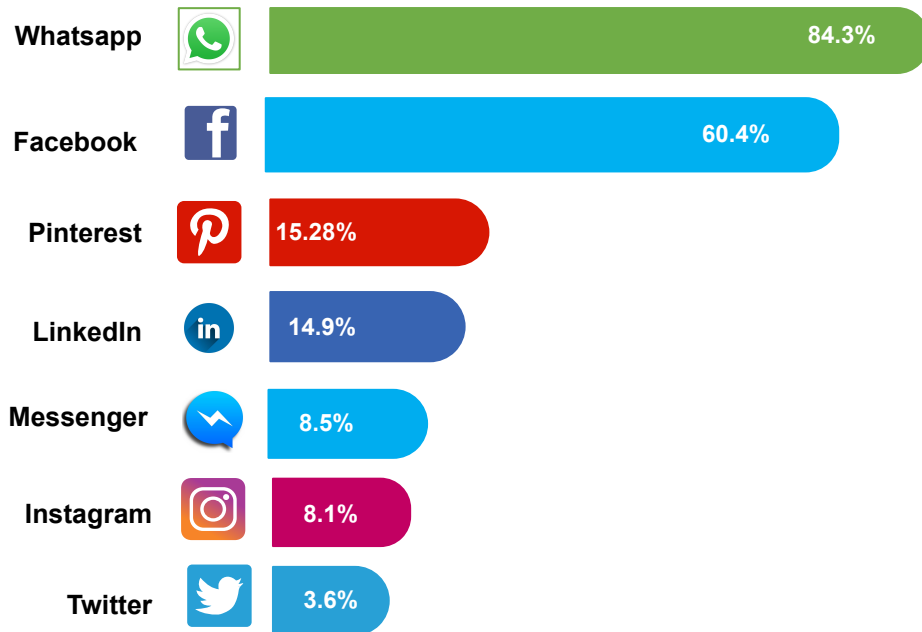
Hot Fm

- Beginning its operations in October 2005, Hot FM is an indigenous Zambian commercial radio station.
- Hot Fm is the first choice for quality information, entertainment, and education especially for the younger people of Zambia.
- The frequency in Lusaka and surrounding areas is 87.7FM, 89.1FM in Kapiri and 97.3FM on the Copperbelt.
- Hot Fm pulls in Millions of Listeners each day.

Social Media Insights

- There were **2.70 million** social media users in Zambia in January 2023 which was equivalent to **13.3 percent** of the total population.
- More broadly, **62.8 percent** of Zambia's total internet user base (regardless of age) used at least one social media platform in January 2023.
- At that time, **44.4 percent** of Zambia's social media users were **female**, while **55.6 percent** were **male**.

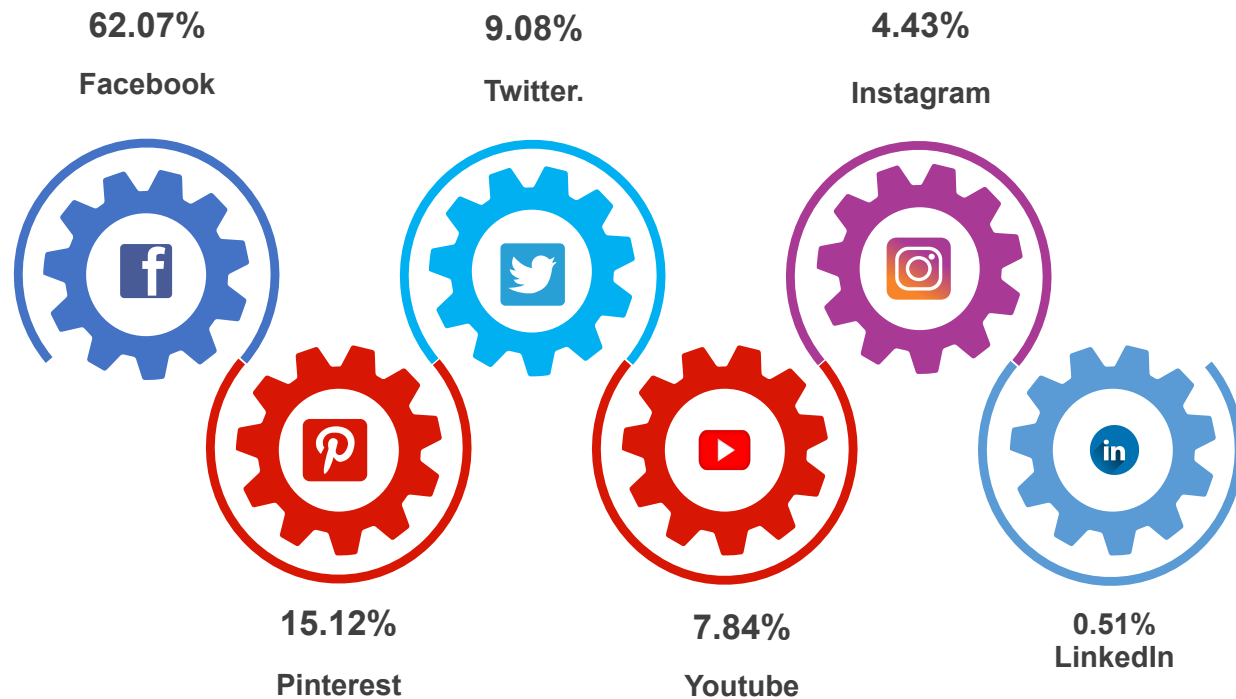
Most Used Social Media Platforms



Social Media Insights

Web Traffic Referrals from Social Media.

- Share of web traffic arriving on third-party websites via clicks on links published on social media in Ghana.



Social Media Insights

Advertising Audience Overview

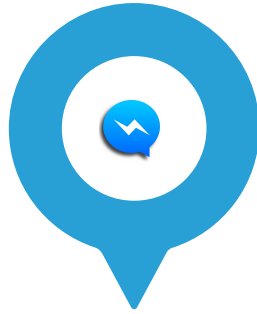
This is the potential audience that marketers can reach with Ads on each platform in Zambia



Facebook
2.6 million



LinkedIn
640K



Messenger
366K



Instagram
349.8K



Twitter
154.5K



Burundi

Overview of Burundi

Burundi, officially known as the Republic of Burundi, is a landlocked country located in East Africa, in the region of the African Great Lakes. It is bordered by Rwanda to the north, Tanzania to the east and southeast, and the Democratic Republic of the Congo to the west; Lake Tanganyika lies along its southwestern border.

Burundi is a small country with a total area of about 27.834 square kilometers. It is largely composed of hills and plateaus, with a range of mountains running from north to south through the country's center.

As of January 2023, Burundi's population is estimated to be 13.06 million.

- 50.3 % of Burundi's population is female, while 49.7 % of the population is male.
- At the start of 2023, 14.6 % of Burundi's population lived in urban centres, while 85.4 % lived in rural areas.



Traditional Media Consumption in Burundi

Burundi's media landscape is still developing, and is likely to continue to change over the coming years.

However, consumption of traditional media in Burundi remains very high, with radio being the most popular form of media.

However, the popularity of traditional media in Burundi is declining. The younger generation is increasingly using new media platforms such as the internet and social media to get their news and information. As a result, traditional media outlets are facing increasing competition from new media.



Radio is the most popular traditional media channel in Burundi with over 85% of the population having access to a radio.



Over 10% of the population in Burundi, have access to a television.



Print media is less popular, with only 38% of Burundians reading a newspaper or magazine at least once a week.



According to the 2022 Digital News Report, the audience share of online news websites and blogs in Burundi is 51%, up from 38% in 2017.

TV Insights

Television is not as popular in Burundi as it is in other countries. This is due to a number of factors, including the high cost of television sets and the lack of electricity in rural areas. However, television viewership is increasing in urban areas, and there is a growing demand for more channels and programming.

There are 1 state owned TV(RTNB) and 7 privately owned TV channels, including the influential Isanganiro TV and BETV.

Television is mostly used to broadcast news, movies, and sports.

RTNB



- RTNB is a leading TV network, Established in 1975.
- It's a state-owned broadcaster operates both a television and a radio service, providing news and entertainment to citizens throughout the country.
- As of 2023, RTNB is the most watched TV station in Burundi.
- RTNB has **40%** audience share.

Isanganiro
TV



- Isanganiro TV is the most watched private television channel, launched in 2021.
- The channel is known for its news broadcasts and talk shows, which discuss important issues facing Burundi and the region.

BE TV



- BETV is a private television network, Established in 2017.
- is known for its entertainment programming, which includes music, movies, soap operas, and talk shows. BETV is available via terrestrial broadcast and satellite.
- BETV comes in third place with an audience share of **5%**.

Most Watched TV stations

Radio Insights

Radio is a popular medium in Burundi. According to a 2021 survey by the National Institute of Statistics of Burundi, 78% of households in the country have a radio set. Radio viewership in Burundi is highest in rural areas, where most of the population lives.

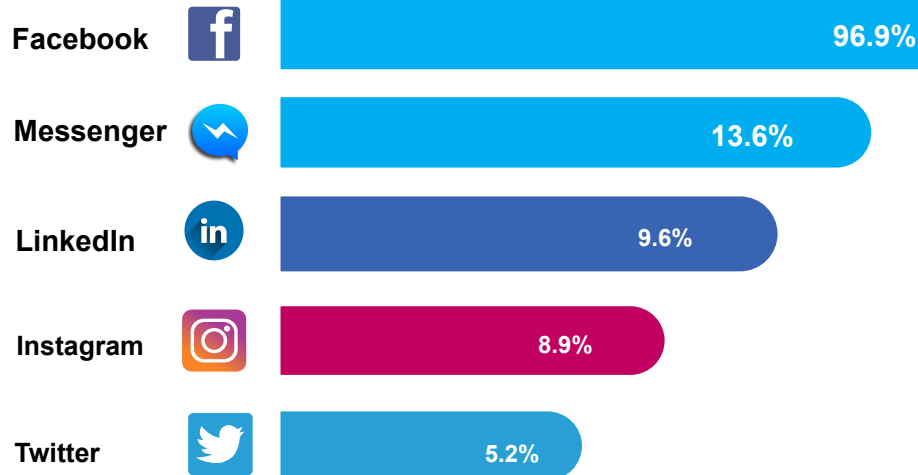
Top Radio Stations in Burundi include :

- **RTNB:** RTNB has the largest audience share of any radio station in Burundi. According to a 2021 survey by the National Institute of Statistics of Burundi, RTNB has an audience share of 55%
- **Radio Isanganiro:** Radio Isanganiro is a private radio station in Burundi founded in 2002 and has an audience share of approximately 25% in Burundi.
- **Radio Bonesha FM:** Radio Bonesha FM is a private radio station in Burundi that broadcasts in Kirundi, French, and Swahili. It was founded in 2000 by a group of journalists and businessmen. It is known for its independent and critical reporting.
- **Radio Maria Burundi:** Radio Maria Burundi is a Catholic radio station broadcasting in Kirundi and French, which began broadcasting on 98.4 on July 1, 2004, and has an audience share of around 15% in Burundi.

Social Media Insights

- Burundi was home to **714.7 thousand** social media users in January 2023, equating to **10.7 %** of the total population.
- At that time, **35.8 %** of Burundians social media users were **female**, while **64.2 %** were **male**.
- More broadly, **53.8 %** of Burundi's total internet user base used at least one social media platform in January 2023.

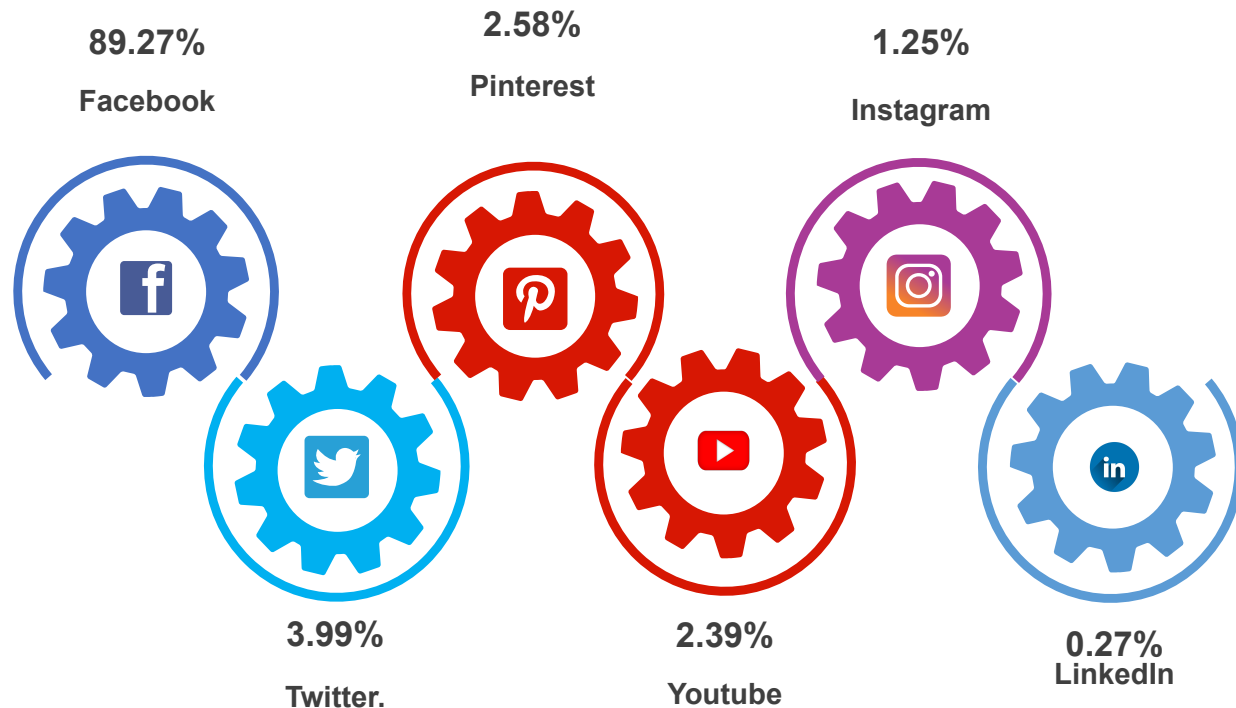
Most Used Social Media Platforms



Social Media Insights

Web Traffic Referrals from Social Media.

- Share of web traffic arriving on third-party websites via clicks on links published on social media in Burundi.



Social Media Insights

Advertising Audience Overview

This is the potential audience that marketers can reach with Ads on each platform.



Facebook
694.2 thousand



Messenger
97.9 thousand



Instagram
63.8 thousand



Twitter
37.2 thousand



LinkedIn
69.2 thousand



DRC

Overview of DRC

The Democratic Republic of the Congo (DRC), also known as Congo-Kinshasa or simply the Congo, is a country located in Central Africa. It is the largest country in sub-Saharan Africa and the second-largest in all of Africa (after Algeria). It borders nine countries: Central African Republic and South Sudan to the north, Uganda, Rwanda, Burundi, and Tanzania to the east, Zambia to the south, and Angola and the Republic of the Congo to the west.

The Democratic Republic of the Congo has a total area of 2,345,408 square kilometers

As of January 2023, DRC's population is estimated to be 100.6 million.

- 50.4 % of DRC's population is female, while 49.6 % of the population is male.
- At the start of 2023, 47.1 % of DRC's population lived in urban centres, while 52.9 % lived in rural areas.



Traditional Media Consumption in DRC

Traditional media consumption in the Democratic Republic of the Congo (DRC) is still very high, with radio being the most popular medium. According to a 2021 survey by Target SARL, a Congolese media research firm, 72% of Congolese adults listen to the radio every day, followed by 44% who watch television and 35% who use the internet.

While traditional media consumption remains high in the DRC, there is a growing trend of internet use. The survey by Target SARL found that 60% of Congolese adults now have access to the internet, up from 30% in 2016. This increase is being driven by the growing availability of smartphones and the expansion of mobile internet networks.



Radio is the most followed media in the Democratic Republic of Congo (DRC), with an estimated 68% audience share.



According to a 2021 survey by Target SARL, a media research firm in the Democratic Republic of the Congo (DRC), 44% of people in the country use television.



Print media is less popular, with only 20% of Congolese reading a newspaper on a daily basis.



According to a 2022 report by DataReportal, the audience share of online news websites and blogs in the Democratic Republic of the Congo (DRC) is 42%.

[Source](#)

Television is a popular medium in the Democratic Republic of the Congo (DRC). According to a 2022 survey by the National Institute of Statistics of the DRC, 72% of households in the country have a television set.

As of 2023, there are 177 TV channels in the Democratic Republic of the Congo (DRC). Of these, 38 are in Kinshasa, the capital city.

Major television networks in DRC include RTNC, Digital Congo, Canal Congo.

RTNC



- RTNC is the national public broadcaster of the Democratic Republic of Congo. Launched in 1971, it is the country's oldest and best-established television channel.
- RTNC is available via terrestrial broadcast, satellite, and cable television. It has a reach of over 90% of the population of the Democratic Republic of the Congo. RTNC is the most popular television network in the country. It is watched by people of all ages and from all walks of life.
- RTNC has **55%** audience share.

Digital Congo



- Digital Congo is a private television channel in the Democratic Republic of the Congo (DRC). It was founded in 2003 by Nicolas Vajon, a Croatian businessman. Digital Congo broadcasts in French and Lingala. It is known for its news and current affairs programming.
- Digital Congo is available via satellite and cable television. It has a reach of over 2 million people in the DRC. The channel is also available online.
- Digital Congo has a **15%** audience share.

Top Congo



- A private television channel that broadcasts in French and Lingala. It is known for its music programming. Established in 2004.
- Top Congo is available via satellite and cable television. It has a reach of over 2 million people in the DRC. The channel is also available online.
- Top Congo comes in third place with an audience share of **10 %**.

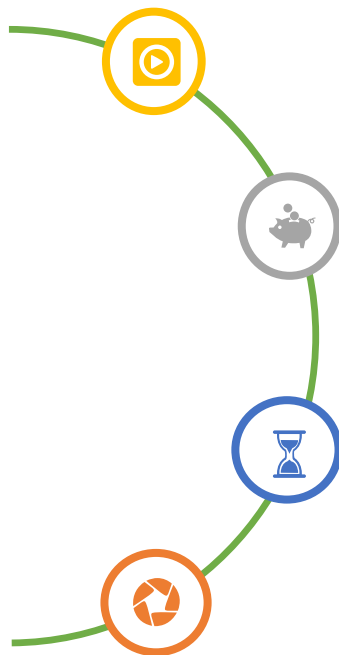
Most Watched TV stations

Radio Insights

Radio is a popular medium in the Democratic Republic of the Congo (DRC). According to a 2022 survey by the National Institute of Statistics of the DRC, 82% of households in the country have a radio set.

Top Radio Stations in DRC include :

- RTNC
- Radio Okapi
- Radio Ecclesia
- Radio MFM
- Radio Top Congo
- Radio Nyota



Radio viewership in the DRC is highest in rural areas, where most of the population lives. In urban areas, radio viewership is lower due to the availability of television and the internet.

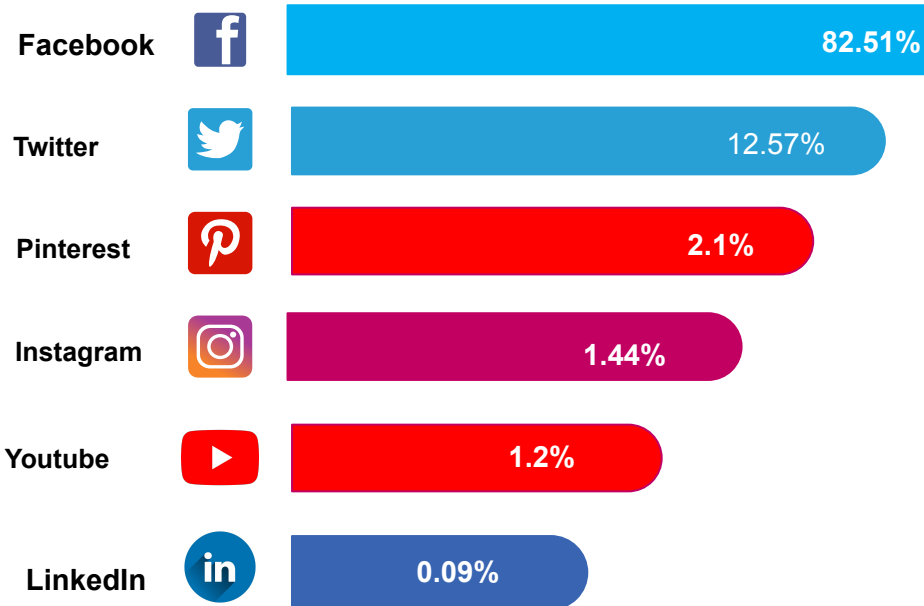
The most popular radio genres in the DRC are news, music, and talk shows. News programs are popular because they provide people with information about current events.

Radio advertising is a major source of revenue for radio stations in the DRC. Advertisers target a variety of demographics, including urban and rural viewers, men and women, and different age groups. Radio advertising is an effective way to reach a large audience in the DRC.

Social Media Insights

- DRC was home to **4.9 million** social media users in January 2023, equating to **4.9 %** of the total population.
- At that time, **36.5 %** of Congolese social media users were **female**, while **63.5 %** were **male**.
- More broadly, **21.3 %** of DRC total internet user base used at least one social media platform in January 2023.

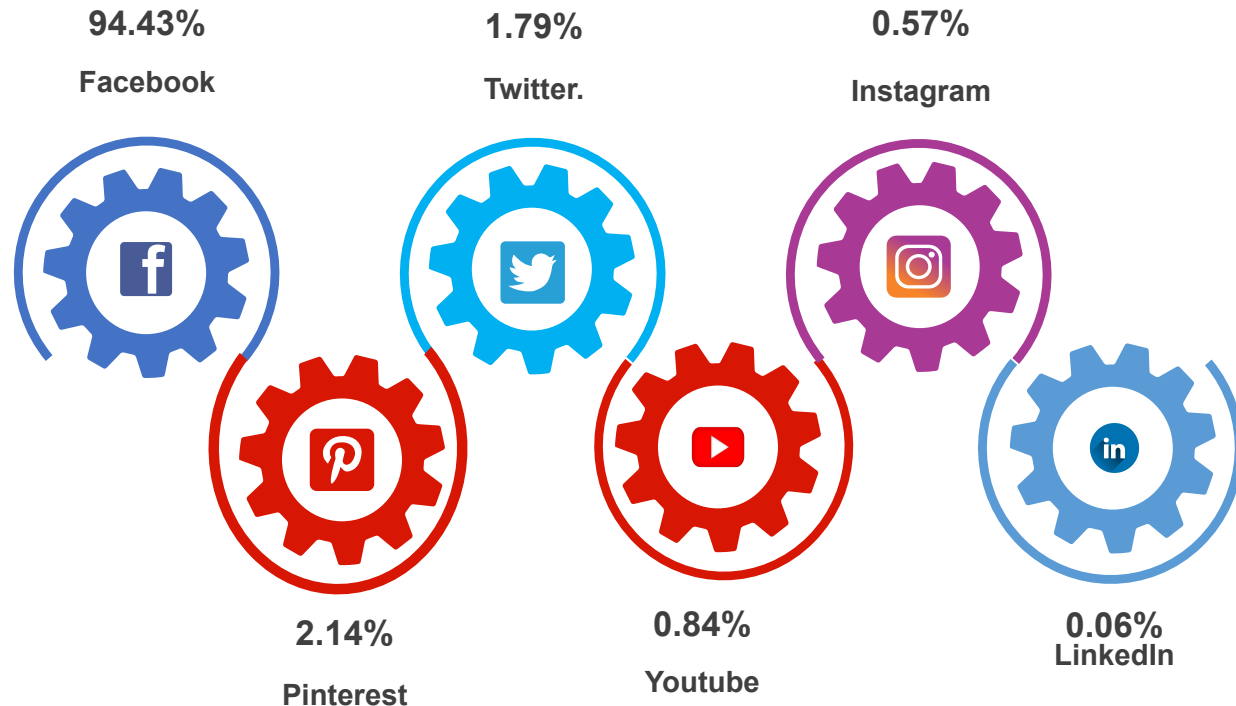
Most Used Social Media Platforms



Social Media Insights

Web Traffic Referrals from Social Media.

- Share of web traffic arriving on third-party websites via clicks on links published on social media in DRC.



Social Media Insights

Advertising Audience Overview

This is the potential audience that marketers can reach with Ads on each platform.



Facebook
4.7 million



Messenger
898.5 thousand



Instagram
506.8 thousand



LinkedIn
483.8 thousand



Twitter
253.4 thousand

FOR MORE DETAILS, GET IN TOUCH!

Let's turn insights into action!

Let's collaborate to navigate the ever-evolving media landscape, leverage cultural nuances, and harness the power of technology for impactful communication.

Our expertise will lead to more effective communication, improved stakeholder engagement, and a stronger resilient brand presence.

For more detailed insights about a particular market, please get in touch with us.

Visit our website or reach out to our team to get started!





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