

FOOTBALL BUSINESS AFRICA MAGAZINE



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FOCUS

THE FOOTBALL
INDUSTRY IN
TANZANIA IS
HAVING A
MOMENT

TREND

IS THE BUSINESS OF
FOOTBALL IN AFRICA ON
THE CUSP OF A MAJOR
TRANSFORMATION?

MEDIA RIGHTS

OLD ACTORS, NEWCOMERS
AND THE BATTLE FOR THE
HOTTEST ASSETS

MEET DEMBA BA,
EX SENEGAL & CHELSEA
FORWARD TURNED
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ON THE CUSP...

Welcome to the inaugural issue of *Football Business Africa Magazine*, the magazine dedicated to exploring the vibrant and evolving world of African football business.

We launch at a pivotal moment. Across the continent, the football industry is on the cusp of transformation. From grassroots development to elite competitions, a new era beckons, filled with opportunity and challenges alike.

In this edition, we delve into the heart of this dynamic landscape. We examine the burgeoning football scene in Tanzania, where investment and interest are surging. We analyze the fierce battle for media rights among broadcasters, as they vie for a piece of the continent's passionate fanbase. And on our cover, we feature the fascinating story of Demba Ba, a Senegalese football legend who is now making waves as a savvy investor back home.

Join us as we dissect the deals, track the trends, and celebrate the personalities shaping the future of African football. This is more than just a game; it's a booming business, and we're here to provide the insights you need to stay ahead of the curve.

The editor

AFRICA FOOTBALL INDUSTRY

IS THIS THE TURNING POINT?



From Tanzania to South Africa, from Morocco to Nigeria, the African football industry is undergoing a remarkable transformation, driven by a surge in growth and promising opportunities. FBA Magazine explores the trends, the growth and opportunities that shape its future.

The African sports market is experiencing a surge in growth, poised for a significant expansion in the coming years. While the sports industry currently constitutes around 0.5% of Africa's GDP, compared to 2% globally, the football market specifically shows promising signs of a bright future. Experts predict that the current market value of over \$12 billion could more than double, reaching over \$20 billion by 2035. This anticipated growth is driven by a confluence of factors:

- **A Young and Burgeoning Population:** With 70% of its population under the age of 30, Africa boasts the youngest population globally. This demographic translates to a massive and enthusiastic fan base, fueling the demand for football-related products and services.
- **Rising Disposable Incomes:** As African economies experience growth and urbanization, disposable incomes are also on the rise. This leads to increased spending on entertainment and leisure activities, including football.
- **Technological Advancements:** The widespread adoption of the internet and smartphones has unlocked new avenues for fan engagement and revenue generation. Digital platforms, streaming services, and social media are revolutionizing how fans consume and interact with football content, offering clubs and leagues innovative ways to connect with their audience and monetize their offerings.
- **Investment in Infrastructure:** Recognizing the need for quality facilities, African countries are strategically investing in sports infrastructure, including state-of-the-art stadiums and training centers. For example, Côte d'Ivoire invested 3,200 billion CFA francs (around 4.8 billion euros) in infrastructure for AFCON 2023.
- **Success of African Players on the Global Stage:** The rise of globally successful African footballers in major leagues worldwide has significantly elevated the profile of African football. These players serve as ambassadors for the sport, attracting greater investment and inspiring young talent across the continent. Some like Demba Ba are investing in the sector as well (*see our front page story*).
- **International Partnerships:** African actors are actively seeking collaborations with international partners to boost opportunities. In Kenya, Rwanda, Morocco and South Africa summits focusing on the business of sports and football have been taking place in recent years, bringing together government officials, league representatives, and experts to share knowledge and best practices (check our calendar).

In Kenya, Rwanda, Ghana, Morocco and South Africa summits focusing on the business of sports and football have been taking place in recent years, bringing together government officials, league representatives, and experts to share knowledge and best practices

Trends

Beyond the trends shaping the African sport market, the business of football on the continent Africa is showing new signs of dynamism and transformation, with several key trends shaping its trajectory:

- **Increased Commercialization:** The African football industry is seeing a marked increase in sponsorship deals, advertising revenue, and media rights agreements (see our focus in this issue of FBA). This influx of capital presents a golden opportunity for clubs and leagues to generate revenue, invest in their development, and enhance the overall quality of the sport.
- **Focus on Talent Development:** There is a growing emphasis on talent identification and development programs. Clubs and national teams are strategically investing in scouting networks, youth academies, and comprehensive player development programs to nurture the next generation of football stars.
- **Rise of Sports Betting:** Africa is witnessing an unprecedented surge in sports betting, with the continent boasting the fastest-growing gross gaming revenue globally.
- **Growth of Sports Technology:** Investment in sports technology is on the rise, with companies developing innovative solutions for talent identification, fan engagement, and performance analysis. This trend is driven by the increasing availability of technology and the growing demand for data-driven insights in the sports industry.

Opportunities

Behind the positive trends and immense potential, the African football industry faces numerous challenges with corresponding opportunities:

- **Financial Constraints:** Many African football clubs operate with limited resources and face financial instability. This hinders their ability to compete, invest in player development, and retain top talent.

>> Opportunity: Attracting Investment by addressing governance issues, improving infrastructure, and demonstrating a commitment to sustainable practices,

- **Inadequate Infrastructure:** While there has been progress in infrastructure development, some African countries still lack adequate sports facilities, including high-quality training centers.

>> Opportunity: Continued investment in adequate sports infrastructure is crucial for African football.

- **Governance:** Governance issues and corruption within football associations and governing bodies have plagued the industry, eroding public trust and hindering development.

>> Opportunity: Promoting ethical practices, strengthening financial management, and ensuring fair and democratic processes within football organizations.

- **Competition from Overseas Leagues:** African football leagues face stiff competition from the English Premier League and other which attract more viewership and offer greater financial rewards.

>> Opportunity: Investing in youth development, creating pathways for African players to succeed domestically, and improving the quality of local leagues can help retain talent and strengthen African football.

- **Limited Sports Management Education:** The lack of adequate sports management education contributes to mismanagement and corruption within the industry.

>> Opportunity: Investing in Sports Management Education and expanding research into effective business models can improve the governance and management of African football. This includes developing specialized training programs for sports administrators and promoting best practices in financial management and organizational development.

“

Andre Onana, Mohammed Elneny, Didier Drogba, Sadio Mane, Demba Ba are some of the current and former football stars investing in football...

This trend not only injects much-needed capital into African football but also brings valuable expertise and global connections to the industry.

”

Players/Investors

In recent years, a notable trend has emerged in the African football landscape: African football stars are increasingly investing in football clubs.

Prominent players like Andre Onan, Didier Drogba, Sadio Mane, and Demba Ba have ventured into club ownership or investment. This trend reflects the growing financial clout of African footballers and their desire to contribute to the development of the sport on the continent.

Drogba, for example, was involved with the United Soccer League (USL) team Phoenix Rising FC in the United States, holding a player/co-owner position and playing a key role in the club's development. Other players, such as Demba Ba and Mohamed Elneny, have also made investments in football teams. Andre Onana has invested time and money in a women football team in his native Cameroon. This trend not only injects much-needed capital into African football but also brings valuable expertise and global connections to the industry.

Looking ahead, the business of football in Africa is a dynamic and rapidly evolving landscape with immense potential for growth. While challenges remain, the industry is embracing commercialization, investing in talent development, and leveraging technology to enhance its growth and reach new heights.

PODCAST



“

MUCH LIKE ELSEWHE IN THE WORLD, SPORTS AND FOOTBALL DID NOT START AS A BUSINESS IN AFRICA. BUT THINGS ARE CHANGING NOW...

An enlightning conversation with Cynthia Mumbo, founder and CEO of Nairobi-based Sports Connect Africa on the most pressing challenges facing the business of sports and football across the continent; including how Gor Mahia - the famed football club based in Nairobi, Kenya - and football in Kenya lost its fans across the country... Cynthia is a former athlete who has managed the transition into marketing, business development, and sports operations.

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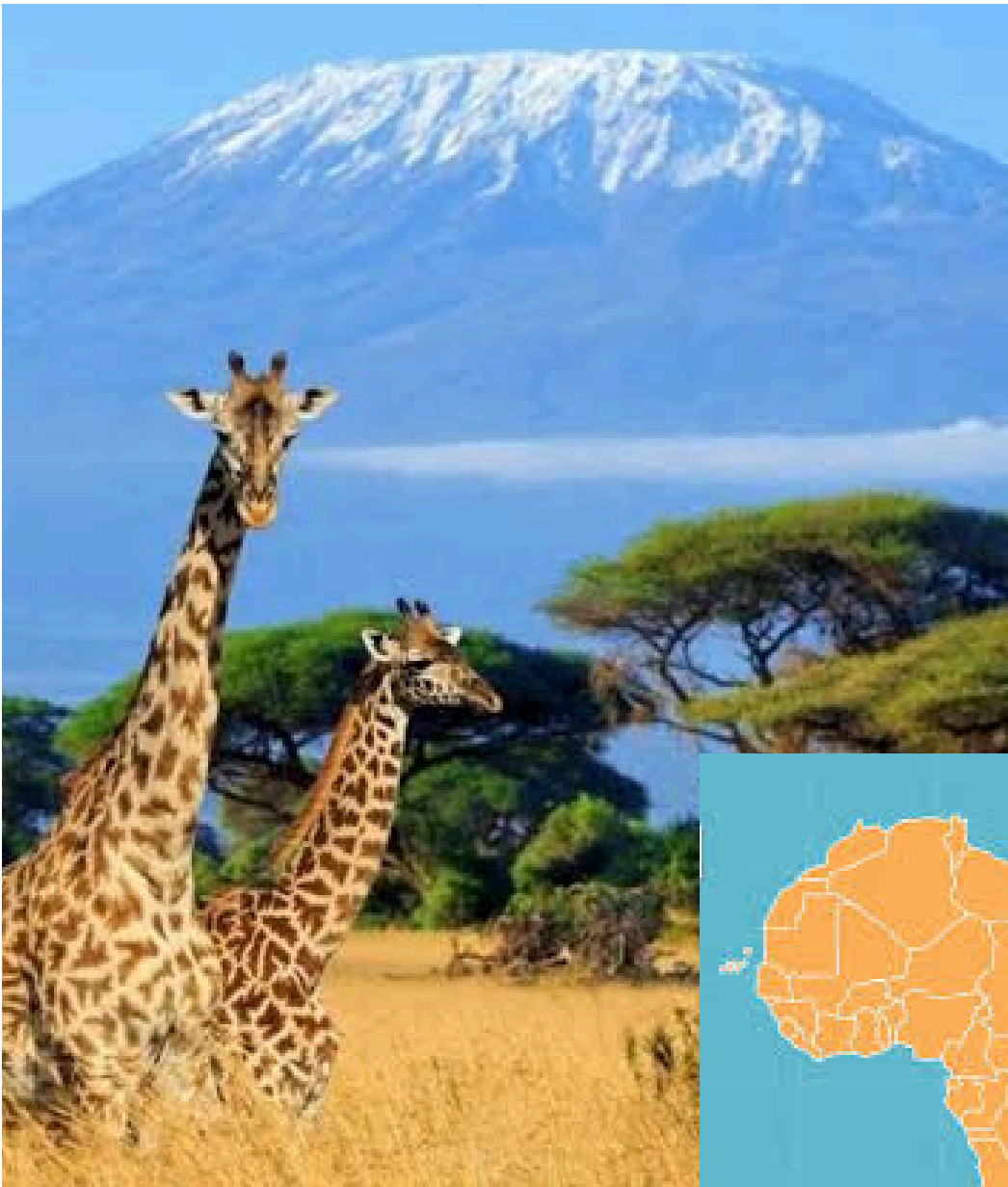


FOCUS

FOOTBALL BUSINESS IN TANZANIA IS HAVING ITS MOMENT



Football in Tanzania is more than just a beloved pastime; it's a burgeoning industry with significant economic and social impact. From packed stadiums roaring with passionate fans to thriving academies nurturing young talent, the sport is experiencing a period of remarkable growth and transformation. FBA delves into the latest trends, key players, and opportunities shaping the business of football in the East African nation, one of the three hosts - alongside Kenya and Uganda - of AFCON 2027.



Tanzania is better known as the home of Mount Kilimanjaro, Africa's highest peak, and a prime destination for tourism.

Yet, it also deserves to be known as the home to one of the most thriving football business industry on the continent.



Football's deep roots in Tanzanian culture have fueled its rise as a major economic force. The popularity of the sport has attracted increased investment, with sponsorship deals, ticket sales, and sports-related tourism contributing significantly to the local economy. The success of Tanzanian football also provides young athletes with career opportunities, both within and outside the country.

Trends

Several trends are shaping the future of football in Tanzania:

- *Increased Investment:* Significant investments are being made in sports infrastructure and training hubs.
- *Growing Media Presence:* Broadcasting rights are generating substantial revenue for the league and clubs. Azam Media Limited recently signed a 10-year television broadcasting rights contract worth billions of shillings.
- *Technological Advancements:* Digital platforms like betPawa.tz are playing a crucial role in popularizing and supporting football. There's also potential for technology to enhance fan experiences through apps and platforms offering real-time updates, ticketing, and merchandise .

Actors

The Tanzania Football Federation (TFF) plays a pivotal role in overseeing the sport's development, managing various leagues and competitions, including the Tanzanian Premier League, where prominent clubs like Simba SC and Young Africans SC dominate. These clubs, with their strong fan bases and thriving academies, are key drivers of the football economy. Azam FC, a relatively new club with a modern stadium and a focus on youth development, is another rising force in the industry.

Main leagues and competitions include:

- **Tanzanian Premier League:** The top tier of Tanzanian club football, featuring prominent clubs like Young Africans and Simba.
- **The Championship:** The second tier of Tanzanian club football.



- **First League:** The third tier of Tanzanian club football.
- **Regional Champions League:** A competition for regional champions.
- **Youth U20 League and Youth U15 League:** Leagues for youth players.

The Premier League is the most popular and competitive league in Tanzania, with matches attracting large crowds and significant media attention. Other notable clubs in the Premier League include Azam FC, African Lyon FC, and JKT Ruvu Stars.

For more about the growth of the football business in Tanzania, check out [*Simba Vs Yanga: More Than Just a Game, It's a Billion-Shilling Business Through Azam TV*](#) a great piece by Gilbert Anthony from Tanzania Digest



Infrastructure

Tanzania has several stadiums dedicated to football, ranging from community pitches to larger venues capable of hosting national and international matches. Some of the major stadiums include:

- **National Stadium Tanzania (Benjamin Mkapa Stadium):** Located in Dar es Salaam, this stadium has a capacity of 60,000 and serves as the home ground for the national team and prominent clubs like Simba SC and Young Africans FC.
- **CCM Kirumba Stadium:** Situated in Mwanza, this stadium has a capacity of 35,000 and hosts matches for clubs like Mbao FC, Alliance Schools FC, Pamba F.C., and Toto African.
- **Uhuru Stadium:** Another stadium in Dar es Salaam with a capacity of 23,000. It hosts matches for various teams, including Young Africans S.C., Simba S.C., JKT Ruvu Stars, and Ruvu Shooting.

“ Built in 2007 at a cost of \$56 million, the Benjamin Nkappa Stadium with its 60,000 seats is amongst the 20 largest in Africa ”

- **Amaan Stadium:** Located in Zanzibar, this stadium has a capacity of 15,000.

It's worth noting that some football clubs in Tanzania have their own stadiums. For example, Coastal Union F.C. has its own private playground, and Azam FC has the Azam Complex Stadium.

Academies

Tanzania has numerous football academies and training centers that play a crucial role in developing young talent. These institutions provide aspiring players with coaching, mentorship, and opportunities to improve their skills in a structured environment. Some notable academies include:

- **Simba Sports Club Academy:** Known for producing top-tier talent like John Bocco, this academy offers structured training programs and opportunities to compete in local and regional tournaments.
- **Young Africans Sports Club Academy:** Renowned for its high-quality coaching and facilities, this academy is a popular choice for aspiring footballers. Many graduates have gone on to play for the national team, the Taifa Stars.
- **Azam Football Club Academy:** This academy has produced several players who have gone on to represent Tanzania at the national level.
- **Lengo Football Academy:** This academy provides pathways for disadvantaged youth in Tanzania to develop their football skills and achieve their potential. The academy faces challenges in accessing dedicated sports fields and facilities, with training often taking place at a basic primary school ground.



The Tanzanian league's title sponsor, NBC Bank, recently signed a five-year sponsorship deal worth 32.6 billion shillings.

- **Merchandise sales:** There is a growing demand for football merchandise in Tanzania, presenting opportunities for businesses to produce and sell jerseys, scarves, and other club-related items. A variety of merchandise is available for Tanzanian football fans, including T-shirts, posters, stickers, and home decor.
- **Sports-related tourism:** The popularity of football attracts tourists to Tanzania, contributing to the local economy. For example, the African Football League (AFL) has brought economic benefits to Tanzania through increased tourism and income from accommodation and transport.

Looking ahead: AFCON 2027: A Catalyst for Growth

The upcoming AFCON 2027 presents a golden opportunity for Tanzania to further develop its football industry. The tournament is expected to generate substantial revenue and boost tourism. This presents opportunities for businesses in accommodation, tourism, merchandise, transport, and technology.

Despite the positive trajectory, challenges remain. Limited infrastructure, particularly in rural areas, and funding constraints need to be addressed. However, these challenges also present opportunities for investment and innovation. Building modern stadiums, establishing football academies, and securing sponsorship deals are key areas for growth. Investing in the Future


For businesses considering investing in Tanzanian football, thorough due diligence and collaboration with local stakeholders are crucial. Identifying niche opportunities, such as youth development, sports tourism, or technology-driven solutions, can lead to success.

The Tanzanian football industry is a dynamic and promising sector with significant potential for growth. By capitalizing on the upcoming AFCON 2027, addressing existing challenges, and embracing innovation, Tanzania can solidify its position as a rising force in African football and unlock the full potential of its football economy.

Revenue Streams

The football economy in Tanzania encompasses various revenue streams, including:

- **Sponsorship deals:** Local clubs and the national team attract sponsorships from companies seeking brand visibility and exposure to fans. For example, the Tanzanian league's title sponsor, NBC Bank, recently signed a five-year sponsorship deal worth 32.6 billion shillings.
- **Broadcasting rights:** Television broadcasting rights generate significant revenue for the league and clubs. In 2021, the league signed a 10-year television broadcasting rights contract for 225.6 billion TZS with Azam Media Limited. There is also a broadcast agreement with state radio, TBC, for 3 billion TZS.
- **Ticket sales:** Revenue from ticket sales contributes to the income of clubs and the league.



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COVER STORY

DEMBA BA, FROM PREMIER LEAGUE STAR STRIKER TO FOOTBALL ENTREPRENEUR

Renowned for his goal-scoring prowess at Chelsea and Newcastle, the Senegalese has embarked on a new chapter as a football entrepreneur since retiring in 2021. FBA Magazine delves into Ba's business profile, exploring his motivations, investments, and the impact he is making in the business of sport.

Demba Ba's football journey began in France. After his professional debut with Rouen in 2005, he played for Mouscron in Belgium before joining TSG Hoffenheim in Germany in 2007. His strong performances in the Bundesliga paved the way for a move to the Premier League in 2011, where he first joined West Ham United. Despite being the team's top scorer, West Ham faced relegation, leading Ba to transfer to Newcastle United.

Ba's time at Newcastle was marked by a prolific partnership with Papiss Cissé, solidifying his place as a fan favorite. His goal-scoring ability caught Chelsea's eye and he moved to Stamford Bridge in January 2013. This move was facilitated by a release clause in his Newcastle contract, valued at £7 million. He continued his scoring streak at Chelsea, notably with a crucial goal against Liverpool in a Premier League match.

After a season and a half, Ba moved to Beşiktaş in Turkey, followed by spells in the Chinese Super League, where he joined Shanghai Shenhua in a period of increased Chinese investment in the global football landscape. He then had a brief stint with FC Lugano in Switzerland before announcing his retirement in September 2021.

Reflecting on his career, Ba expressed gratitude for the journey and the emotions football had given him, from the passion of the fans to the camaraderie with his teammates.



Ba's investment strategy in Senegal is multi-faceted and ambitious. The acquisition of Amitié FC, a second-tier club in Thiès, was a strategic move to establish a foothold in Senegalese football. He aims to transform Amitié FC into a model for player development and a gateway to European football for talented Senegalese youth.



Demba, the entrepreneur

In a remarkable transition from the Premier League pitch to the boardroom, Demba Ba has embarked on a new chapter as a football entrepreneur. The former Chelsea and Newcastle United striker has leveraged his knowledge and experience in the game to make strategic investments in clubs and academies in Senegal and France.

Ba's investment strategy in Senegal is multi-faceted and ambitious. The acquisition of Amitié FC, a second-tier club in Thies, was a strategic move to establish a foothold in Senegalese football. Ba's vision extends beyond simply owning a club; he aims to transform Amitié FC into a model for player development and a gateway to European football for talented Senegalese youth.

To realize this vision, Ba has partnered with Analytics FC, a leading football analytics firm. By harnessing data-driven insights, Ba aims to optimize player performance, identify emerging talent, and create a sustainable pipeline of players ready for the European stage.

The crown jewel of Ba's investment in Senegal is the multi-million dollar football academy planned for Roff Village, Malicounda. This state-of-the-art facility, spanning 10 hectares, will provide aspiring footballers with world-class training, accommodation, and education. Ba's commitment to holistic player development is evident in his vision for the academy, which aims to nurture not only footballing skills but also personal and academic growth.

While Ba's focus on Senegal is evident, he hasn't forgotten his roots in France. In 2022, he became part of a Turkish consortium that acquired USL Dunkerque, a recently promoted Ligue 2 side. As the Director of Football at Dunkerque, Ba oversees player recruitment and implements a strategy focused on signing young players on free transfers and promoting attacking football.

Ba's investment in USL Dunkerque marks a return to his footballing roots. As the Director of Football, Ba has implemented a strategy focusing on acquiring young, undervalued players and promoting an attacking style of play. This data-driven approach to player recruitment and team management reflects Ba's commitment to innovation and his belief in the power of analytics to drive success on the pitch.



The crown jewel of Ba's investment in Senegal is a multi-million dollar state-of-the-art facility, spanning 10 hectares, will provide aspiring footballers with world-class training, accommodation, and education.

In 2022, Ba became part of a Turkish consortium that acquired USL Dunkerque, a Ligue 2 side in France.

An investor with a vision

Ba's investments in football are driven by his desire to give back to the sport and support the development of young talent, particularly in Senegal and France.

Ba's motivations transcend mere profit. He views football as a powerful tool for social change and economic development. By investing in clubs and academies, he aims to create opportunities for youth, especially in underserved communities. His vision is to build a sustainable football ecosystem that benefits not only players but the wider community.

The impact of Ba's investments is already being felt. In Senegal, his initiatives have generated excitement and hope among aspiring footballers. Young players now have access to quality training and facilities that were previously unavailable, opening doors to a brighter future.

Similarly, Ba's involvement in USL Dunkerque has brought a fresh perspective to the club, with a focus on developing young talent and promoting attacking football.

Demba Ba's journey from prolific goal-scorer to influential football entrepreneur is a testament to his foresight and ambition. Beyond the roar of the crowd and the thrill of the pitch, Ba recognized the transformative power of football, particularly in emerging markets. His strategic investments in clubs and academies across Senegal and France exemplify his commitment to nurturing young talent, fostering community development, and shaping the future of the sport.

Demba Ba's journey from star striker to football entrepreneur is far from over. His vision, ambition, and commitment to social impact are shaping the future of football in Senegal, France, and beyond. As he continues to invest in clubs, academies, and communities, Ba is leaving a lasting legacy that extends far beyond the football pitch. He is not merely a former player turned businessman; he is a football visionary, a catalyst for change, and a champion for the power of sport to transform lives.

PODCAST



GUEST: GERARD AKINDÈS
SCHOLAR &
CO-FOUNDER SPORTSAFRICA NETWORK

“

THE TRANSFORMATION OF THE SPORT AND FOOTBALL ECOSYSTEMS IN AFRICA MUST START BY A DELIBERATE SET OF ACTIONS AT THE TOP, AT THE POLITICAL LEVEL..

Gerard Akindès is one of a handful of leading scholars on the business of sports in Africa. Before becoming an academic - he teaches at various universities in the United States, England and Qatar - Gerard was an athlete and coach, a former manager of a sportswear company. He captained the Benin basketball national team as an athlete and played semi-professional basketball.

After moving away from the field, he authored academic publications with a focus on international sports management, broadcasting, and elite athletes' mobility and migration. He co-edited two books, "Identities, politics and Football in Africa" and "Sports in Africa, Past and Present." Akindès is also a sports management consultant for sports organizations. He is co-founder and coordinator of SportsAfrica Network's conferences, webinars, and the Interdisciplinary Electronic Journal of African Sports Ohio University.

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FOOTBALL MEDIA RIGHTS IN AFRICA

THE BATTLE OF THE BROADCASTERS WILL NOT BE TELEVISED



Across Africa, football is the most broadcasted sport and rights for football events is a key asset. Behind their TV and smartphone screens, football captivates millions with its thrilling matches and passionate fans. This fervor has transformed the continent into an increasingly lucrative market for television broadcasting and streaming rights.

FBA Magazine delves into the dynamic landscape of football broadcasting on the continent, examining recent trends, key actors, deals, and figures that are shaping the industry.



Trends

While specific financial details of individual broadcasting deals are often kept confidential, several key trends and figures illustrate the financial landscape of African football broadcasting:

- Increasing Value of Rights:** The value of broadcasting rights for African football is steadily increasing, fueled by the sport's growing popularity and the intensifying competition among broadcasters. This trend is evident in the rising viewership for tournaments like the CAF Champions League, which saw a more than 25% increase in North Africa and over 40% in East and Southern Africa in the 2023/24 season⁸. This growth is driven by factors such as a burgeoning young population, increasing disposable incomes, and improved access to technology across the continent.
- Local Leagues Gaining Traction:** Investment in local leagues is on the rise, with broadcasters like Azam and StarTimes recognizing the growing appeal of national championships. This trend reflects a growing interest in showcasing homegrown talent and fostering a stronger connection with local communities.
- Streaming Services:** MultiChoice has launched Showmax, a streaming service offering live sports content, including all 380 Premier League matches, for a monthly fee. This move reflects the growing trend of digital consumption and provides fans with more flexible viewing options. Showmax Pro, MultiChoice's sports streaming subsidiary, achieved a 111% increase in subscribers in 2022. This growth began in October 2022 when the platform announced the streaming of the entire World Cup as well as price reductions for the occasion. Since February 2024, Showmax streams matches of the EPL on its OTT.
- Approximately 45 free-to-air broadcasters partnered with CAF to broadcast AFCON 2023, reaching an audience in approximately 180 countries.

WHO IS WHO?



The African football broadcasting market is a mix of established international giants, emerging local players, and pan-African powerhouses characterized by intense competition. This competition is driving innovation and providing viewers with more diverse options. Some of the key players include:

- **SuperSport:** Owned by MultiChoice, SuperSport is a dominant force in the pay-TV market across Sub-Saharan Africa. They hold a vast portfolio of sporting events, including the English Premier League, and have secured rights to CAF club competitions, such as the Champions League, Confederation Cup, Women's Champions League, and the Super Cup. In recent months, talks of the South African broadcaster being taken over by Canal+ have persisted. This could be the biggest shift on this landscape.
- **Canal+:** A major player in Francophone Africa, Canal+ offers a variety of sports content as part of its pay-TV packages. If its much-discussed takeover of SuperSport happens in 2025 as expected by many experts, the French broadcaster would be in a unique and dominant position.
- **BeIN SPORTS:** The Doha-based dominates the Arabic-speaking North African market with a strong. BeIN had a public fall-out in recent years with the Confederation of African football over the broadcasting of AfCON and other competitions and appears to have since retreated somewhat from the continent's.
- **StarTimes:** A Chinese-owned company based in Rwanda, StarTimes has emerged as a significant competitor by offering more affordable packages and securing rights to local leagues across the continent.
- **Azam TV:** A Tanzanian operator whose investments in football in Tanzania and Kenya have played a critical role in the recent improvements across East Africa. In Tanzania, Azam TV first who bought the broadcasting rights to the Tanzanian league in 2017 for \$2.1 million renewed the agreement in May 2021 for about \$10 million per year, a massive investment by regional standards.
- **New World TV:** Based in Togo, NWTV has made significant strides by securing rights to major CAF competitions, including the Africa Cup of Nations (AFCON), for sub-Saharan Africa. In 2022, New World TV surprisingly won the 2022 World Cup in French speaking Africa for 15 million euros. The broadcaster now also holds the rights for African Cup of Nations for English speaking countries in Africa (2024 and 2026); the Men's UEFA European Football Championship (2024 and 2028), for the English FA Cup in 17 African countries, the Leagues of Nations from 2022 to 2027, and the European zone qualifiers for the World Cup 2026
- **Public Broadcasters:** National broadcasters like the South African Broadcasting Corporation (SABC) and Zambia National Broadcasting Corporation (ZNBC) play a crucial role in providing free-to-air access to major football events.
- **IMG:** This global sports marketing agency plays a significant role in securing broadcast deals for events like the Africa Cup of Nations, highlighting the involvement of agencies in the broadcasting rights market.

Deals: Top 5 TV broadcasting deals for football leagues in Africa

National leagues	TV Broadcasters with rights for the leagues
PSL, South Africa	Multichoice (South Africa) for \$32 million/year
Premier League, Egypt	One Time (Egypt) for \$15 million/year
Botola League, Morocco	SNRT (Morocco) for \$11 million/year
Premier League, Tanzania	Azam TV (Tanzania) for \$10 million/year
Premier League, Ethiopia	Multichoice (South Africa) for \$2.7 million/year

Apart from the above deals, TV broadcasting deals with the national leagues in Ghana, Kenya, and Zambia are reported to be around \$1 million/year for each of them.

Impact

The increased investment in broadcasting rights has a profound impact on the development of football in Africa, extending beyond the financial gains for broadcasters and sponsors:

- **Revenue for Football Associations:** Broadcasting deals provide crucial revenue streams for football associations, enabling them to invest in essential areas such as infrastructure development, youth programs, and national team support. This financial boost strengthens the foundation of African football and fosters its growth at all levels.
- **Increased Visibility and Global Reach:** Wider broadcasting of African football leagues and tournaments increases the visibility of African talent on the global stage. This exposure can lead to more opportunities for players to secure international contracts and elevate their careers.
- **Job Creation:** The broadcasting industry creates numerous job opportunities in various fields, including production, commentary, technical support, and marketing. This job creation contributes to economic development and provides valuable employment opportunities within the sports sector.
- **Promoting Local Content:** Broadcasting deals often include provisions for local content production, further developing the African television industry and nurturing local talent in broadcasting and production roles.

Looking ahead

Key trends are poised to shape the future of football broadcasting in Africa:

- **Rise of Digital Platforms:** Streaming services and online platforms are gaining popularity, offering alternative viewing options for fans who seek greater flexibility and convenience. This trend is likely to continue as internet penetration increases and mobile technology becomes more accessible across the continent.
- **Focus on Local Content:** Some broadcasters (such as Azam TV in Tanzania) are increasingly investing in local leagues and competitions, recognizing their growing appeal and the desire among fans to connect with homegrown talent. This trend is expected to further strengthen local leagues and contribute to the overall development of African football.
- **Competition and Consolidation:** The market is likely to see continued competition and potential consolidation as major players seek to expand their reach and market share. This dynamic could lead to mergers and acquisitions, potentially reshaping the broadcasting landscape. For example, there is an anticipated merger between MultiChoice and Canal+, which could significantly impact the industry.



ON OUR CALENDAR FOR 2025



Date: 9 - 10 April 2025

Place: Rabat, Morocco

For updates and registration visit the event website

newafrica.worldfootballsummit.com



Date: 3 - 5th April 2025

Place: Abidjan, Côte d'Ivoire

For updates and registration visit the event website

<https://sportsafrica.org/conference-2025/>



Date: late 2025. TBD

Place: Nairobi, Kenya

For updates and registration visit the event website

<https://afbs.footballfoundation.africa>



Date: late 2025. TBD

Place: Kigali, Rwanda

For updates and registration visit the event website

<https://sportsbiz.africa/>

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