



*Beyond Reach: Building Meaningful Engagement With Audiences*

# ADVERTISING & AUDIENCES SUMMIT - AFRICA 2025

 16 - 17 SEPTEMBER 2025

 16 - 17 SEPTEMBER 2025







**The Advertising & Audiences Summit - Africa 2025 is the premier industry event that brings together broadcasters, content publishers, media buyers, audience measurers and advertisers for a forward-looking showcase of broadcast media content and audiences and the monetisation thereof via advertising.**

**The industry summit will combine three important elements of the modern media landscape:**

### **1. Showcase Content**

**Showcasing all forms of content that media houses/organisations plan to produce and distribute in short order, including new TV programming shows, streaming content, digital productions, podcasts, and other formats and creative assets.**

### **2. Audience Currencies**

**Evaluating viewer/user data, consumption patterns, demographic insights, and behavioural analytics to understand who watches what, when, and how they engage with content across different platforms.**

### **3. Advertising Opportunities**

**Uncover, present and showcase advertising opportunities available to brands, from traditional commercial spots to innovative formats like integrated marketing, branded content, and cross-platform campaigns.**



## KEY THEMES

### **Partnerships Between Content Owner, Publishers, and Advertisers:**

Fostering collaborations that align advertisers and broadcasters/content publishers' commercial goals

### **Trends and Viewer Preferences:**

Determining what and how content resonates with audiences and the evolving viewer behaviour patterns

### **Audience Data and Measurement:**

Leveraging analytics for effective and verifiable user data and attendant monetisation

### **Audience Engagement Strategies:**

Exploring innovative, culturally attuned approaches to capturing attention, building loyalty, and turning viewers into participants.

## FORMATS & FEATURES



### **Content Showcases, Previews and Demos**

- Exclusive First-Looks at upcoming programming from selected broadcasters
- Offering media buyers early access to premium ad spots in highly anticipated programming.



### **Keynotes, Discussions and Workshops**

- Illuminating presentations on the future of television, emerging technologies, and content trends.
- Moderated discussions with industry leaders on specific themes
- Expert panels discuss core topics such as audience data analytics, content monetisation, and innovations in ad formats
- Workshops on the dynamics of audience data, content and advertising strategies



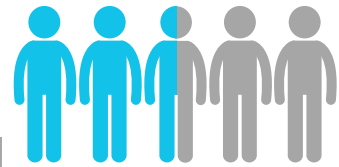
### **Collaborative Networking Sessions**

- Facilitated introductions that connect advertisers with relevant content publishers for ad-buying opportunities.
- Structured networking breaks encourage informal interactions and new business connections.



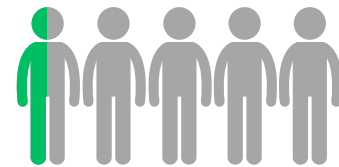
## SENIOR LEVEL ATTENDEES

Chief Executive  
Officers | Director  
Generals



40%

General Managers  
and Vice Presidents



15%

Station Managers



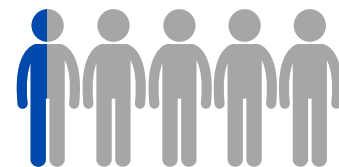
15%

Senior Executives



15%

Department Managers



15%

## INDUSTRY REPRESENTATION



- TV Broadcasters
- Radio Broadcasters
- Regulators & Policymakers
- Technology & Solution Providers
- Telecoms Operators
- Content creators, producers, aggregators and publishers

## REGIONAL REPRESENTATION



50%

SOUTHERN AFRICA



15%

WEST AFRICA



15%

EAST & CENTRAL AFRICA



20%

REST OF THE WORLD