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State of the Global Media

Scott Havens

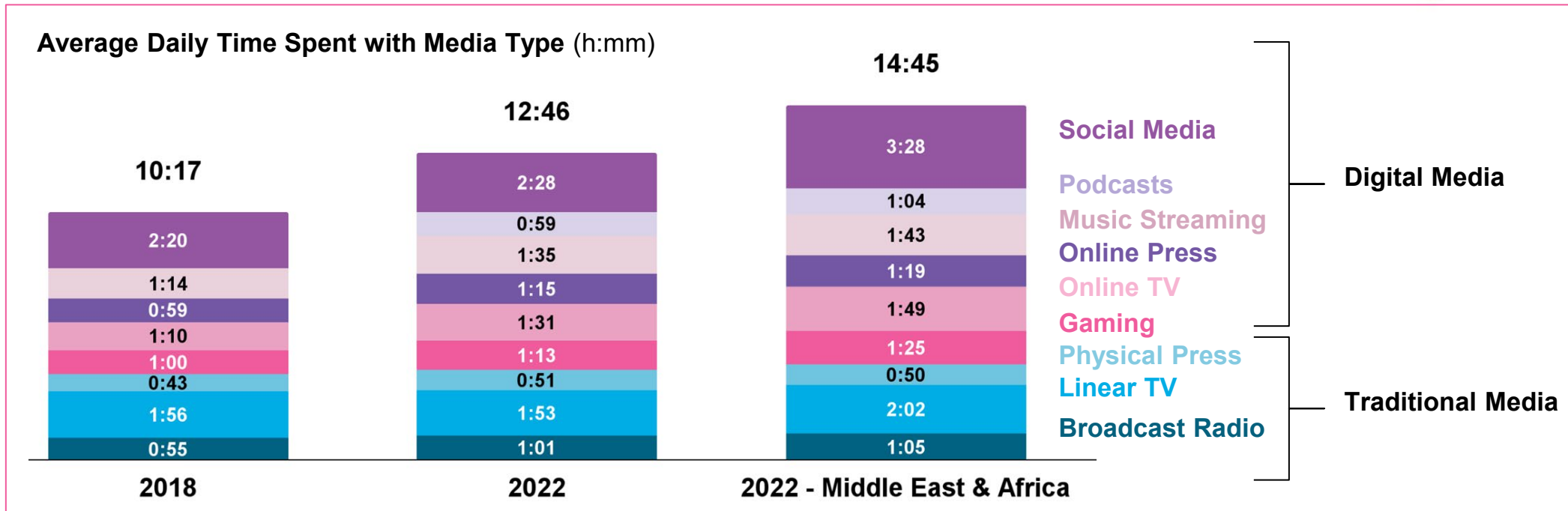
CEO, Bloomberg Media

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Daily media consumption at an all time high



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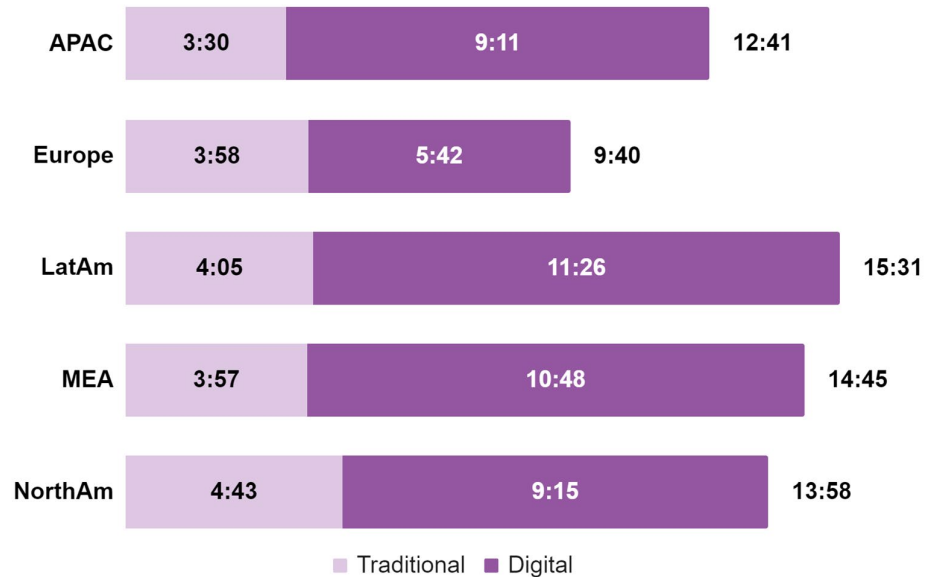
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People are spending more time with digital media than traditional media

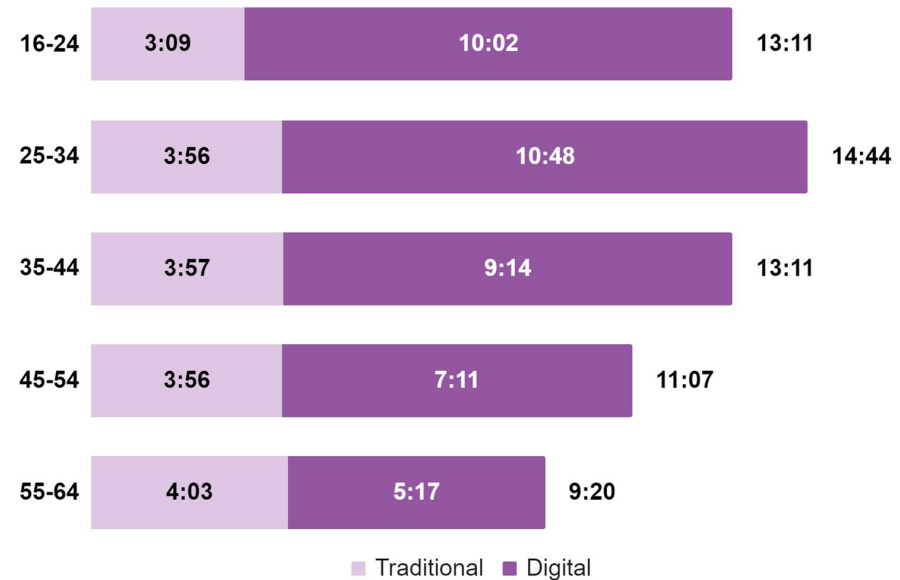


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Average Daily Time Spent with Media Type, by Region (h:mm)



Average Daily Time Spent with Media Type, by Age Group (h:mm)



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Source: GWI Global Media Landscape 2023 report

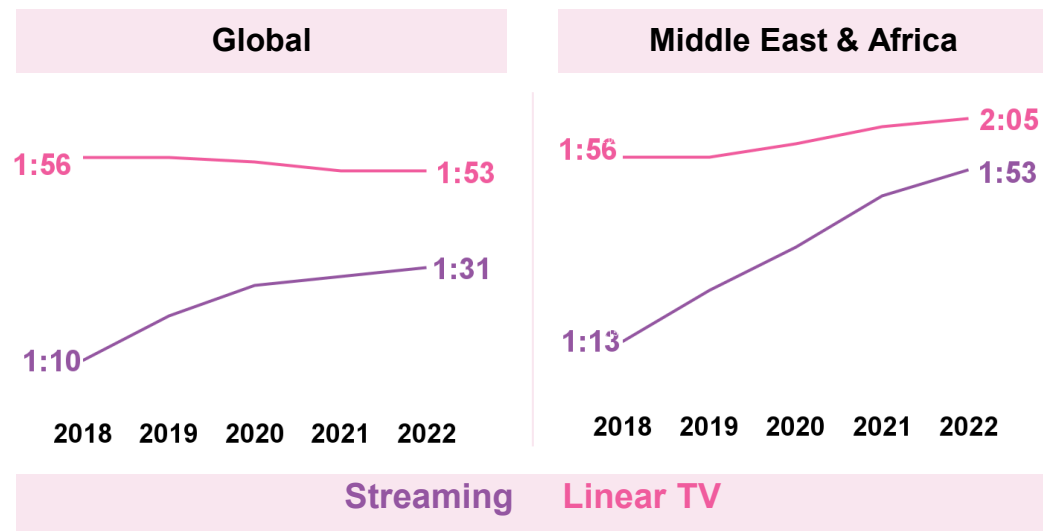
Traditional includes linear TV, broadcast radio, and offline press. Digital includes online tv, podcasts, music streaming, online press, gaming, and social media

Digital video consumption has growing fast, led by MEA



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Average Daily Time Spent with Linear TV vs. Streaming (h:mm)



- **Streaming video usage is higher in MEA than anywhere** else in the globe - users spend 1 minute more per day with streaming video than the average North American
- While **Broadcast TV consumption has grown** and still makes up more time than streaming, the **gap has narrowed more in MEA** than in other regions
- MEA is tied with LATAM for the **highest share of respondents who use YouTube, at 79%**, versus a global average of ~70%

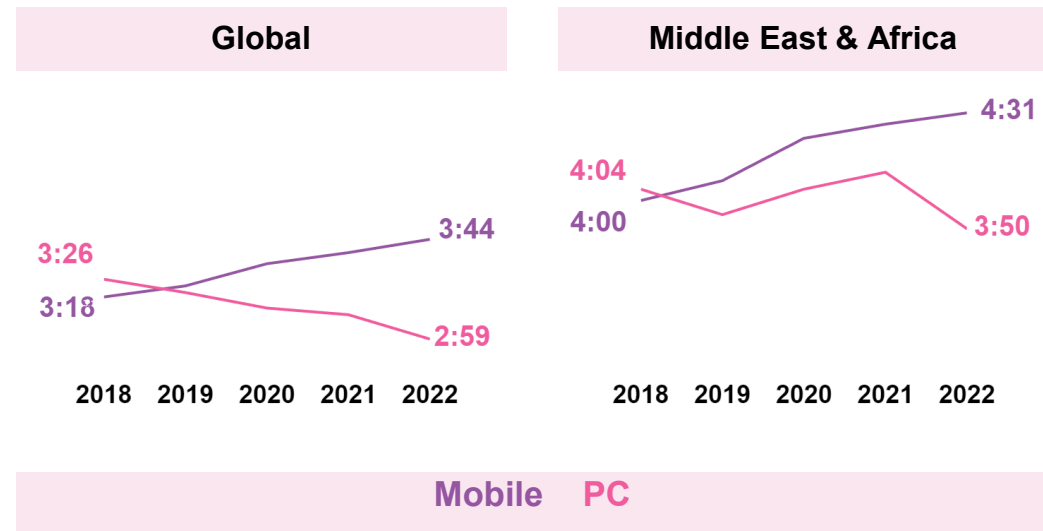
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Engagement now primarily mobile as Internet penetration grows

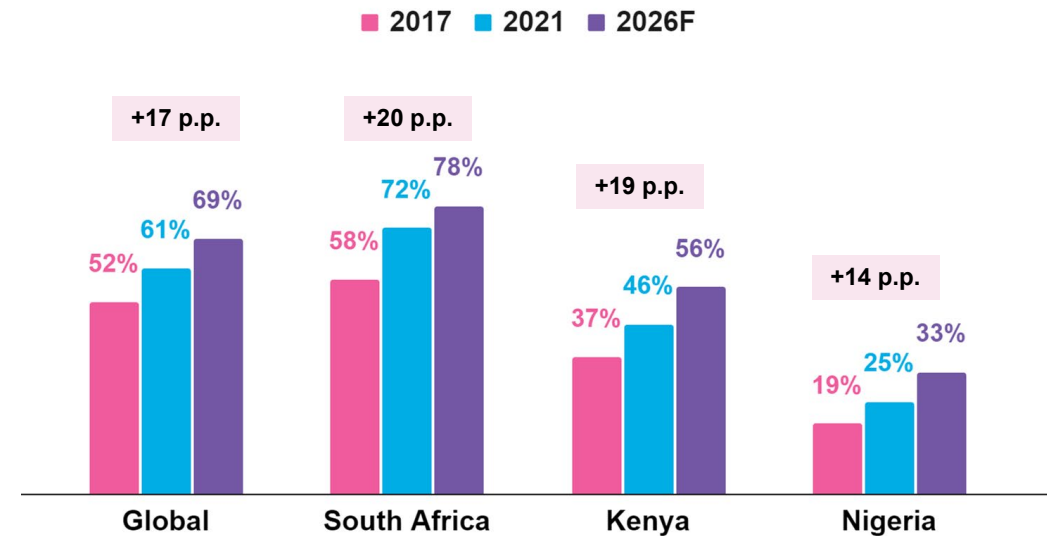


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Average Daily Time Spent with PC vs. Mobile (h:mm)



Global vs. Selected African Markets, Mobile Internet Penetration (%)



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Readers are increasingly access news online



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Consumers spend more time with online news vs. with physical papers...

1:17

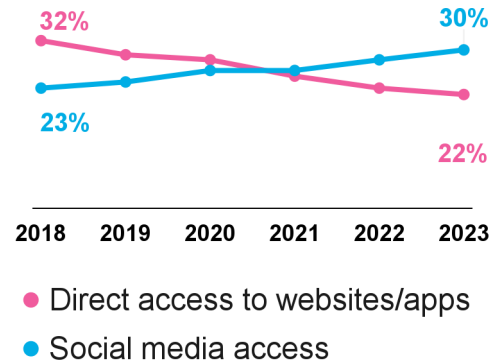
Average Daily Time Spent with Online Press, 2022

0:52

Average Daily Time Spent with Physical Press, 2022

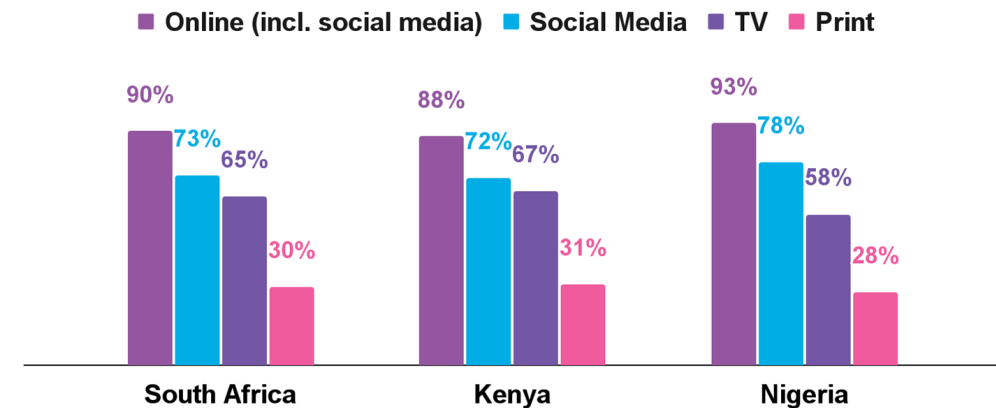
...and online news is increasingly accessed indirectly through social media

Proportion of Population who say each Access Point is Their Main Gateway to Online News



Online news sources are especially popular among users in major African markets

Proportion of population that used each source of news in the last week, 2022



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Regulation & technology advances impacting the Media business



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Data Privacy

Users are **increasingly concerned about their data and privacy**, and third-party tracking technologies are being deprecated as a result

Media companies therefore need to **collect data from their own users**, while keeping privacy top-of-mind

Data Science & Prediction

Media companies are investing in data science & predictive analytics to **better engage users** (e.g., data-led content development, personalization) and **improve monetization** (e.g., ad performance, subscriber conversion modelling)

Automation

Media companies are using technology to automate processes and **drive efficiencies across workflows**, including information gathering and research, content processing, production, and distribution

Generative AI

For media companies, Gen AI has the **potential to augment production capabilities** and **expand output**

However, Gen AI chatbots can **further reduce consumption directly on news platforms**, and create intellectual property challenges for news companies

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These trends create challenges, but create significant opportunity



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Challenges

- The **competition for consumers' attention is fiercer than ever**, as consumers have more options for what and where to consume, and heightened expectations for user experience
- **Consumers are shifting towards accessing news indirectly**, and AI has the potential to disrupt direct consumption even further
- **Competition for ad dollars is intensifying** and advertising demand faces cyclical downturns, putting pressure on the industry's primary revenue stream

Opportunities

- Although traditional media consumption is declining, **media consumption is growing overall**, driven by digital media
- **News publishers can create cross-platform experiences** (e.g., video, audio, mobile) to reach larger audiences more frequently
- **Technology presents opportunities** to create greater value for audiences, drive revenues, and improve operations

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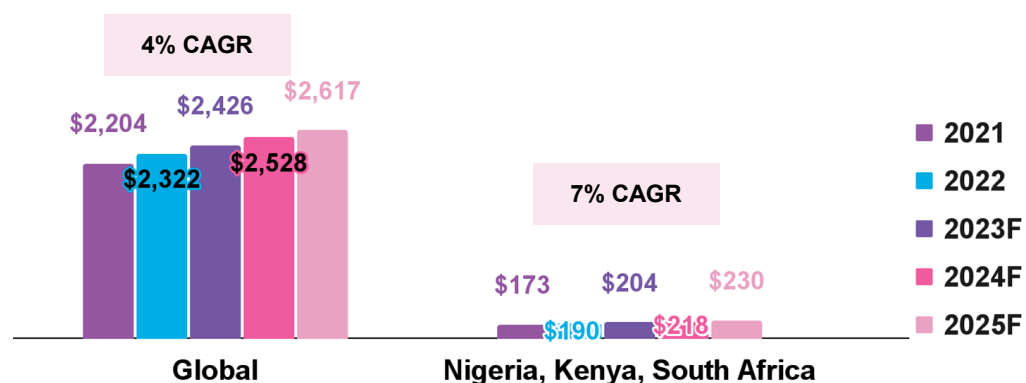
The media industry is poised for growth, especially across MEA



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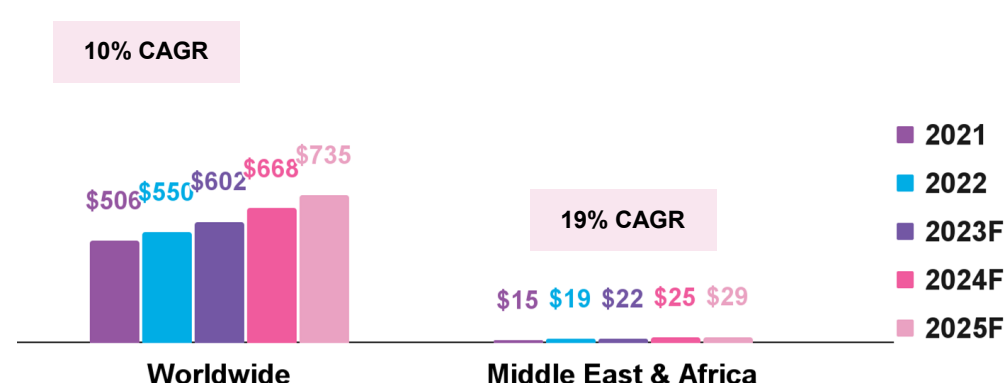
By 2025, African markets will make up ~10% of the \$2.5 trillion global media & entertainment industry

Entertainment & Media Revenues, US\$ Billion



The Digital Advertising sub-sector will experience higher growth, especially in the Middle East & Africa

Digital Advertising Spending, US\$ Billion

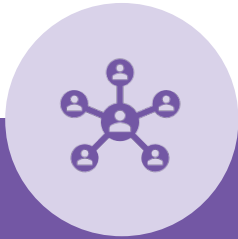


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But to survive and grow, media companies must be innovative



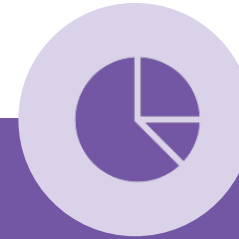
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Expand journalism across platforms to reach audiences where they are



Embrace data and technology to attract and engage both audiences and marketers, and work more efficiently



Explore revenue diversification across advertising, subscriptions, commerce, community, and more

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Thank you!

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