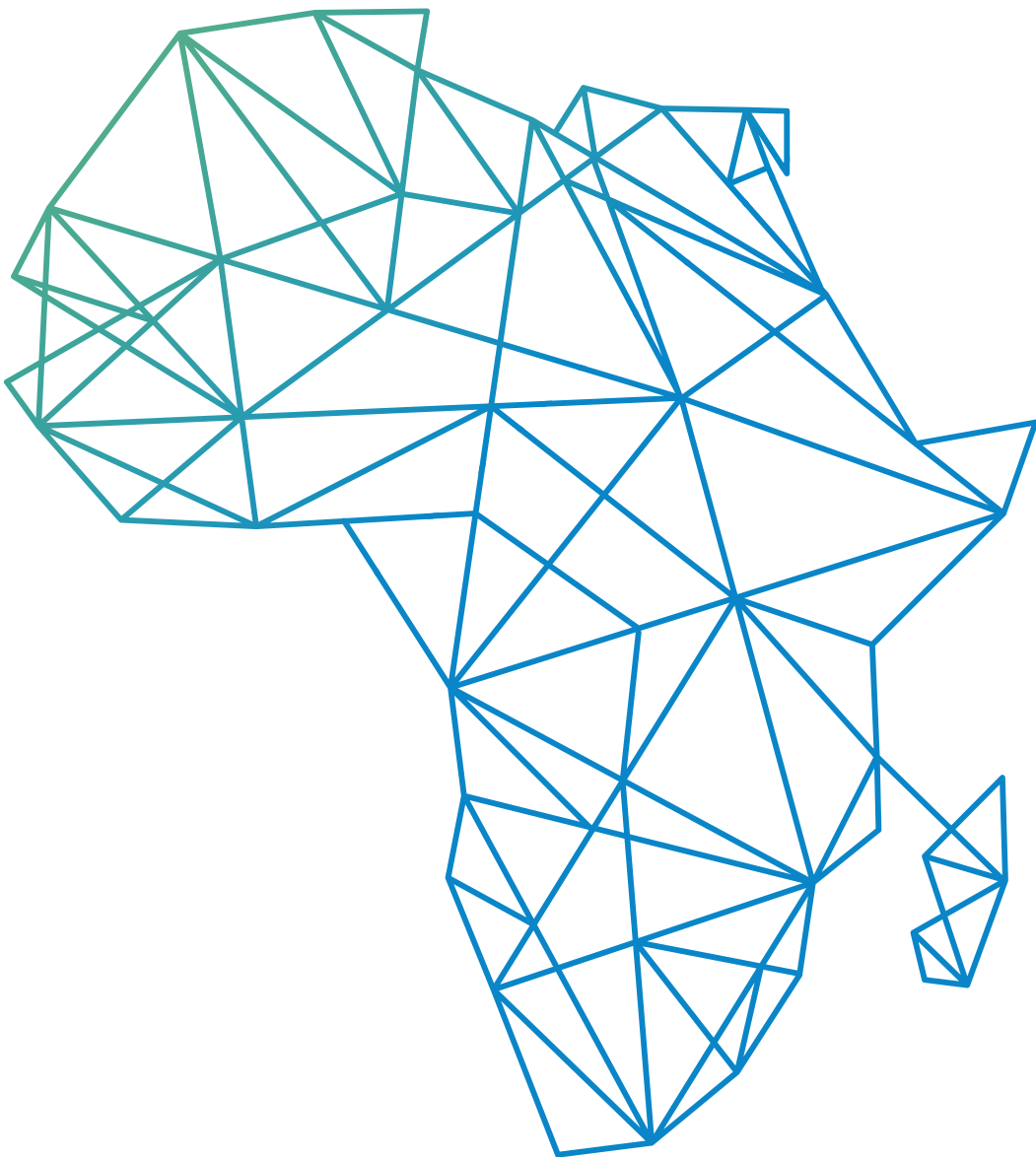


Bloomberg

**Africa
Business
Media
Innovators
2025**





Introduction

A decade after the first Africa Business Media Innovators (ABMI) convening in 2015 in South Africa, the media sector has evolved dramatically. Rapid adoption of mobile phones, social media, cloud computing, and artificial intelligence (AI) has revolutionized information access, creating new challenges and opportunities. To celebrate ten years of commitment to the advancement of business journalism and strategies to optimize the success of Africa's media industry, Bloomberg convened over 80 industry leaders from fields including media, business, finance, academia, and government to explore the challenges and progress of the continent's media industry and strategies that will power the next decade.

Under the theme *Charting the Next Decade of Media in Africa*, speakers discussed how established news organizations, a new generation of media entrepreneurs and leaders are pioneering groundbreaking innovation and forging new paths built on the lessons learned from the past decade.

Held at the Radisson Blu Mosi-Oa-Tunya in Livingstone, Zambia from June 8 to June 10, ABMI 2025 was hosted by Matt Winkler, Co-founder and Editor-in-Chief Emeritus, Bloomberg News; Arijit Ghosh, Africa Managing Editor, Bloomberg News; and Erana Stennett, Corporate Philanthropy Regional Lead for Africa and the Middle East, Bloomberg L.P.

Over three days, participants tackled some of the most pressing questions for the continent, such as: What investments are critical to fostering a robust African media ecosystem? How are media leaders harnessing the potential of emerging technologies like AI while mitigating the risks? What role will the vibrant and growing sports, fashion, music, and entertainment industries play? What innovative media ventures and strategies are driving success stories? How are global investment partnerships catalyzing investment in media?

This report summarizes the mainstage plenary and breakout sessions featured in the program, offering key takeaways for leaders to forge the next decade of media innovation.

Bloomberg Hosts



Arijit Ghosh
Africa Managing Editor,
Bloomberg News



Erana Stennett
Corporate Philanthropy
Regional Lead for Africa
and the Middle East,
Bloomberg L.P.



Matt Winkler
Co-founder and
Editor-in-Chief
Emeritus,
Bloomberg News

Speakers, Moderators and Panelists



Dr. Yemisi Akinbobola
Co-founder and Chief
Executive Officer,
African Women in
Media



Ken Ansah
Chief Operating
Officer, Multimedia
Group Limited



Dr. Solomon Assefa
Founder,
Viridian Partners



Samuel Attah-Mensah
Chief Executive Officer,
Citi FM and Channel
One TV



Stone Atwine
Founder and Chief
Executive Officer,
Eversend



Charles Blow
Host, Ideas at Ford,
Ford Foundation;
Langston Hughes
Fellow, Harvard
University



Styli Charalambous
Founding Chief
Executive Officer,
The Daily Maverick



Colin Coleman
Senior Fellow,
Atlantic Council



Oliver Darcy
Founder and Lead Author,
Status



Dr. Chukwuemeka Eze
Director for Just and
Inclusive Democratic
Futures in Africa, Open
Society Foundations



Thembisa Fakude
Director and Co-
shareholder,
Mail & Guardian

Speakers, Moderators and Panelists



Matthew Hill
Africa Correspondent,
Bloomberg News



Dr. Richard Ikiebe
Chairman,
BusinessDay Nigeria



Freda Isingoma
Head of AIM Venture
Capital Trusts,
Octopus Investments



Molly Jensen
Chief Executive Officer,
Afripods



Adeyeye Joseph
Managing Director and
Editor-in-Chief,
Punch Newspapers



Ruvimbo Violet Katiyo
Head of Exploration
United Nations
Development Programme
(UNDP) Zimbabwe



Lewam Kefela
Principal,
Partech Africa



Mélanie Keïta Mariam
Chief Executive Officer
and Co-founder,
Melanin Kapital



Sipho Kings
Co-founder and
Publisher,
The Continent



Yannick Lefang
Founder and Chief
Executive Officer,
Kasi Insight



Katharina Link
Chief Executive Officer,
Pulse and Business
Insider Africa



Vuyo Lutseke
Executive Director,
Radio Workshop



Amadou Mahtar Ba
Co-founder and Executive
Chairman,
AllAfrica



William Makatiani
Founder and Chief
Executive Officer,
Serianu



Abran Maldonado
Ambassador, OpenAI;
Co-founder,
Create Labs

Speakers, Moderators and Panelists



Harlan Mandel
Chief Executive Officer,
Media Development
Investment Fund



Kgosana Masaseng
General Secretary for
the Footballers Union of
Botswana, FIFPRO Africa



Mlondi Mashinini
Co-founder, Rumble
Ventures and FanBase
Analytics



Yvonne Mhango
Africa Economist,
Bloomberg Economics



Pule Molebeledi
Chief Executive Officer,
Arena Holdings



Christine Mungai
News Editor,
The Continent



Donald Mumba
Founder and Managing
Director, Zambian
Business Times



Charles Murito
Regional Director,
Sub Saharan Africa,
Government Affairs and
Public Policy, Google



**The Hon. Dr. Situmbeko
Musokotwane**
Minister of Finance
and National Planning,
Zambia



Raju Narisetti
Partner and Leader,
Global Publishing,
McKinsey & Company



**Paola Audrey
Ndengue**
Founder,
Club ADEN



Lamine Niang
Director,
Le Soleil



Femi Odugbemi
Founder and Chief Executive
Officer, Zuri24 Media



Claudia Quinonez
Global Head of Content
Innovation, Bloomberg



Ibrahim Sagna
Executive Chairman,
Silverbacks Holdings

Speakers, Moderators and Panelists



Vivian Schiller
Vice President and
Executive Director
of Aspen Digital,
The Aspen Institute



Martha Ramos Sosa
Chief Executive Officer
Organización Editorial
Mexicana



Carol Tshabalala
Sports Broadcaster,
SuperSport



Jennifer Zabasajja
Chief Africa
Correspondent and
Anchor, Bloomberg TV

Pre-Event Survey Summary

Prior to the event, speakers were invited to participate in a survey to gauge their sentiments and opinions on the forces shaping the continent's media landscape on a wide range of questions on topics including Africa's Economy, Media Digitalization, Investment in Media, Global Partnerships, Today's AI, Cybersecurity, and Podcasting, Branching Out to New Forms of Content.

The 23 respondents were a group of senior commercial and editorial media professionals, as well as C-suite executives from business, finance, and technology industries across four continents. The survey was distributed via email and consisted of 22 questions, asking for quantitative, qualitative, multiple-choice and short answer responses. Their responses provided candid insights to an industry facing a number of global headwinds.

A Positive Outlook on the African Business Media Sector

Respondents were overwhelmingly positive about the industry's direction. Nearly 80% of respondents shared a belief that African business journalism has improved over the last decade. Respondents were even more positive about the future: Over 90% expected the state of the sector to be better than it is today.

Economic Partnerships and Investment Outlook

While respondents were optimistic about the future, they signaled a more reserved view of the current economic landscape. With global trade leading headlines and top of mind for business and media leaders, respondents were polled on the efficacy of the African Continental Free Trade Area on fostering regional integration. Results were mixed, with a plurality of respondents (nearly 50%) believing it to be somewhat to not very effective.

However, economic opportunities beyond the continent like global partnerships are a clear avenue for growth, especially in North America, with respondents reporting preferred partnerships with the U.S. and Canada, followed by Europe, with occasional engagement with the Middle East, South Asia, Latin America, East Asia, and Southeast Asia, respectively. Historical ties to Europe however matter a great deal, as the majority of respondents reported that Europe has collaborated most effectively and meaningfully with the continent. These partnerships will become increasingly vital as over 70% of respondents signaled a limited or insufficient access to investment, especially from African governments and venture capital and/or private equity firms.

New Technologies, AI, and Digital Content

[Link to pre-event survey findings](#)

The continent's media leaders are embracing new technologies at a rapid pace, with over 95% of respondents reporting that their organizations are fully or partially digitized, 60% of which identified as early adopters.

Respondents were especially bullish on AI, with nearly half of respondents reporting that they use it daily, primarily to summarize information, answer questions, automate basic tasks, and generate new ideas.

This widespread use comes with a majority of respondents reporting a good to very strong understanding of its implications. With an eye toward the horizon, leaders felt strongly that their organizations were prepared for the future of AI and cybersecurity. This digitization has had a significant impact on the types of media these organizations are producing; overwhelming majorities of respondents reported that they have published podcasts and videos designed for social media.

Fully or partially digitized organizations

96%

Early adopters

60%

Talent Pipelines and the Future

For African media organizations to thrive, they will need to bolster the continent's talent pipeline. Respondents agreed that the profession lacks adequate pay, which is in turn creating a struggle to attract quality talent. Moving forward, leaders on the continent should consider training opportunities and jobs programs for the sector.

State of Play: Africa's News Media Sector

The forum opened with leaders from news organizations on the continent examining the core challenge shaping the news industry: How are newsrooms adapting to digital transformation? This tension was explored as panelists urged audience members to embrace new tools for long term survival so long as core editorial principles were incorporated into new business models.

Highlighted by what Ms. Link called “the changing laws of attention”, online platforms have created crowded digital spaces where trust can break down. “What people believe, trust, and give time to is evolving faster than ever—and the media must evolve with it,” she said. Mr. Mumba, Founder and Managing Director, *Zambian Business Times*, agreed, providing his own case study in evolution: his own digital pivot expanded his audience from 10,000 print readers to an online audience of 3.5 million.

“We must always ask ourselves: what is the essence of news media? The answer to that question guides how we respond to changes in the media landscape.”

Mr. Ken Ansah
Chief Operating Officer,
Multimedia Group Limited



Amadou Mahtar Ba, Co-founder and Executive Chairman of AllAfrica Global Media, Ken Ansah, Chief Operating Officer of Multimedia Group Limited, Thembisa Fakude, Director and Co-shareholder of Mail & Guardian, Katharina Link, Chief Executive Officer of both Pulse and Business Insider Africa, Donald Mumba, Founder and Managing Director of the *Zambian Business Times*, and Lamine Niang, Director of *Le Soleil*, discuss Africa's News Media Sector.

These rapid changes highlighted the need to bridge the digital skills gap, a challenge raised by Mr. Niang, Director of *Le Soleil*, who proposed collaborative intergenerational training between younger professionals and more experienced journalists who may be resisting new online tools.

Despite the many challenges facing the industry, panelists remained optimistic for the future, so long as leaders in the sector can strategically develop new models and partnerships with localized solutions, invest in upskilling journalists for this increasing digital era, and shift toward innovation by embracing data analytics and user feedback.

Key Takeaways

Embrace a Digital “Platform” Mindset

Successful media organizations are shifting from traditional “publisher” models toward “platform” strategies that encourage co-creation and collaboration. Leaders should build open ecosystems where content contributors, creators, and partners are actively engaging with each other and their audiences through digital platforms like social media, podcasts, and more.

Preserve Trust

Successful newsrooms must reinforce editorial integrity and protect the boundaries between journalism and business operations to build and maintain audience trust and create a trustworthy brand.

Invest in Human Capital

Leaders should prioritize hiring new journalists and investing in their current talent to adapt to the new rules of the digital era. This includes upskilling and giving staff the freedom to innovate.

Welcome Dinner

Welcoming guests to Livingstone for the flagship event of the Bloomberg Media Initiative Africa, Arijit Ghosh, Africa Managing Editor, Bloomberg News, emphasized the initiative’s impact in supporting journalism and media across the continent to navigate a rapidly evolving media landscape.

Mr. Ghosh noted the forum’s power to convene Africa’s most influential leaders in media to explore the key challenges and opportunities shaping journalism and media today across innovation, digital transformation, media empowerment, and collaborative engagement.



Arijit Ghosh, Africa Managing Editor, Bloomberg News, welcomes guests to Livingstone.

Amadou Mahtar Ba, Co-founder and Executive Chairman of AllAfrica Global Media, Dr. Solomon Assefa, Founder, Viridian Partners, and Ibrahim Sagna, Executive Chairman, Silverbacks Holdings, enjoy the welcome BBQ.



Conference Opening and Welcome

To open the Africa Business Media Innovators 2025, Matt Winkler, Co-founder and Editor-in-Chief Emeritus, Bloomberg News, welcomed attendees and underscored the convening's role in uniting stakeholders across media, business, technology, government, and civil society.

Mr. Winkler noted the rapid transformation in African society as digital and social media expansion took hold, creating challenges that include censorship, government repression, and economic pressures. He urged leaders in the room to address these issues to ensure a thriving ecosystem of free and independent media that contribute to the continent's development.

Matt Winkler, Co-founder and Editor-in-Chief Emeritus, Bloomberg News, welcomes attendees to the Africa Business Media Innovators (ABMI25) convening.

Mr. Winkler called on media leaders to harness the potential of AI responsibly, safeguard press freedom and promote verifiable and accurate reporting. He also highlighted the importance of global partnerships in driving African media growth, noting that philanthropic foundations play a critical role. Finally, he called for institutional support to strengthen the media ecosystem and the need to identify the investments and strategies that will power the next generation of media in Africa.



Erana Stennett, Regional Lead, Africa and Middle East, Corporate Philanthropy, Bloomberg L.P. reaffirms Bloomberg's mission to strengthen business and financial journalism in Africa.



Following Mr. Winkler's remarks, Ms. Erana Stennett, Regional Lead, Corporate Philanthropy in Africa and the Middle East, reaffirmed Bloomberg's mission to strengthen business and financial journalism in Africa by investing in and enhancing the skills of journalists, helping to build local capacity and elevate journalistic standards.

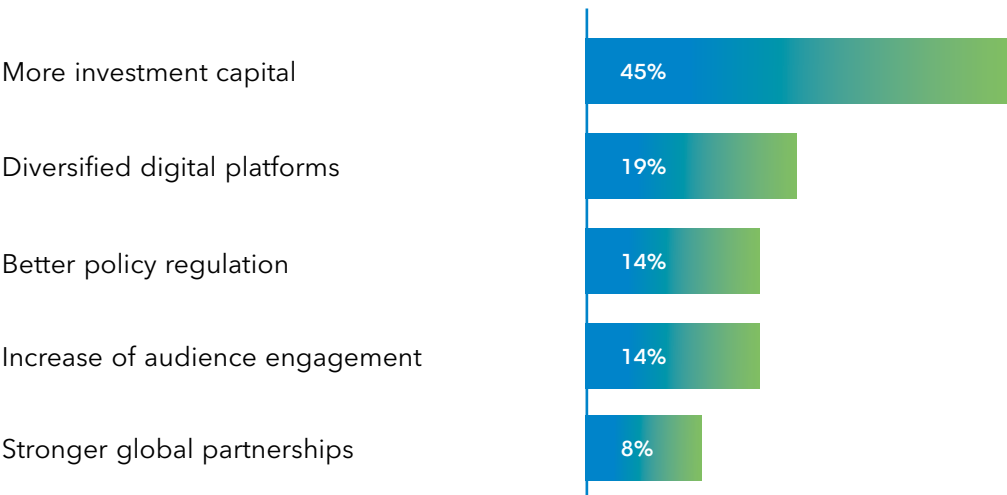
"The role of business journalism cannot be overstated. A well-trained and supported business press is essential to increasing market transparency, a cornerstone of stimulating both domestic and international investment. Transparent markets enable informed decision making, inspire confidence, and catalyze economic growth," she said.

She also highlighted AI's potential as a transformative force in journalism from data analysis to content creation. Urging the industry to invest in retraining to ensure long-term relevance, she called for recommitment to protecting media freedom and fostering a resilient press. "In an era where misinformation and disinformation proliferate at alarming rates, independent journalism is more crucial than ever. Our press corps, equipped to deliver accurate, credible and timely information, serves as society's first line of defense against the corrosive effects of false narratives."

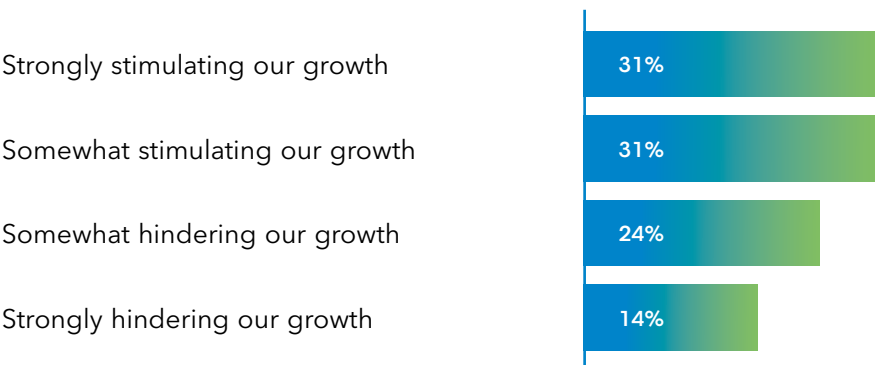
Live Polling

In between panels, Bloomberg conducted live polling with participants to gauge reactions to the conversations they just heard. The polls also served to gather broader insights on the topics discussed at the conference.

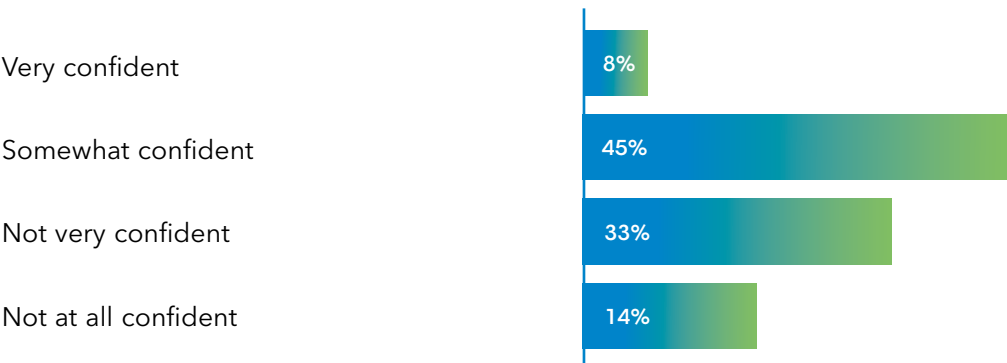
What do you believe is the most needed now to grow the continent’s media industry in the next 10 years?



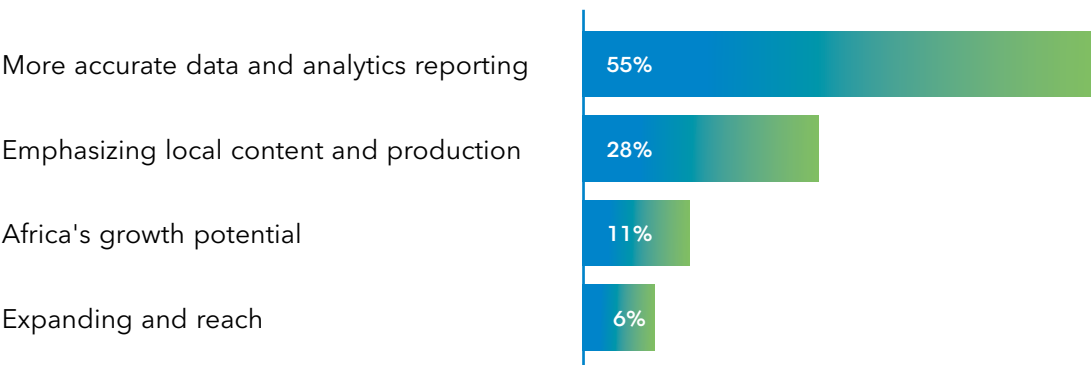
How are recent geopolitical developments affecting your ability to scale your media organization?



Given the state of the global economy, how confident are you in your ability to raise the capital required to expand your business?



Which of these factors will be most influential in attracting investment into the media industry?



Investing in African Media: Strategies for Capital in the Digital Age

This session explored one of the most pressing issues facing the media industry globally: How can media leaders on the continent attract robust long-term investment? Panelists discussed the policies and strategies needed to overcome deep structural challenges, paving a way for both investors and media executives to work together in growing their business.

Speakers agreed on the various systemic challenges facing the continent, including global geopolitical shifts that have significantly impacted funding flows to Africa, necessitating new models and local solutions.

Matt Winkler, Co-founder and Editor-in-Chief Emeritus, Bloomberg News, Dr. Richard Ikiebe, Chairman, BusinessDay Nigeria, Raju Narisetti, Partner and Leader, Global Publishing, McKinsey & Company, and Femi Odugbemi, Founder and Chief Executive Officer, Zuri24 Media, explore how media leaders on the continent attract robust long-term investment.

Mr. Narisetti, Partner and Leader, Global Publishing, McKinsey & Company, additionally noted that traditional venture capital models are not ideal for Africa, as they typically require long time horizons to yield returns.

To attract capital, the panelists agreed that media executives must embrace new digital technologies like AI, so long as it helps unlock editorial independence, and especially creative local storytelling. "Our audience is our opportunity. Africans want to listen to their music first, watch their stories first. That 'Africa-first' mentality is key," said Mr. Odugbemi.

"Innovation begins with ideas... There's not enough investment in the area of thought leadership and ideas, ideas that are basically fresh and African ideas that drive innovation." **Dr. Richard Ikiebe**, Chairman, BusinessDay Nigeria

To attract capital, media leaders must clarify direction and purpose, particularly in storytelling formats beyond traditional outlets. "Audiences aren't in traditional media anymore. We must give storytellers the tools to shape narratives—not just make content," he added.

Speakers agreed that a comprehensive and diversified strategy is necessary to attract investors. That strategy must include innovative storytelling and clear, stable, and innovation-friendly policies as essential to build investor confidence and unlock capital for African media ventures.

Key Takeaways

Bolster AI Policy and Regulation

Policymakers and regulators are behind on the AI technologies that are shaping the industry. Media leaders must actively educate them on their current projects and plans. Then, they should collaborate with them on policy frameworks that foster investor capital and allow the sector to thrive.

Invest in Issue Driven Storytelling

While event-based reporting remains critical, media leaders must incorporate more stories and framing devices that center everyday citizens and the systemic challenges they face. Organizations that center their content through that lens will be better positioned to attract and secure funding.

Build Trust and Safeguard Editorial Independence Through Strong Governance

Building trust with readers and protecting an independent brand is paramount. Companies must implement strong internal governance structures to protect editorial integrity, including transparent institutional checks and balances. This will foster trust between potential investors and media executives.



Today's AI Landscape

This discussion on one of the most pressing issues facing the industry today addressed urgent topics including investment in locally developed AI solutions to address the continent's unique landscape, necessary frameworks for the future, and AI's impact on the media workforce.

Speakers provided an overview of the rapidly shifting landscape and AI tools available. Mr. Maldonado, Ambassador, OpenAI and Co-founder, Create Labs, explored how AI agents are helping to create efficiencies in the workplace by allowing employees to scale their operations and tasks. Ms. Schiller noted that such tools can help journalists create more content, thus helping media platforms scale their operations.

Claudia Quinonez, Global Head of Content Innovation, Bloomberg, Abran Maldonado, Ambassador, OpenAI and Co-founder, Create Labs, Charles Murito, Regional Director, Sub Saharan Africa, Government Affairs & Public Policy, Google, and, Vivian Schiller, Vice President and Executive Director of Aspen Digital, The Aspen Institute, discuss today's AI landscape.



“Experiment. Always have a human in the loop. Don't put anything out to the public until you're sure of its reliability. But embrace AI.”

Ms. Vivian Schiller, Vice President and Executive Director of Aspen Digital, The Aspen Institute

Speakers also recognized a significant AI skills gap and advocated for AI literacy and workforce development programs that can help employees connect with their audiences and continue their public service mission of journalism to drive revenue. Solving the skills gap will take global partnerships and collaboration to drive these investments.



Key Takeaways

Build Localized AI Solutions

Media leaders must invest in digitization and AI tools that serve local needs to ensure the continent's diverse and complex cultures and languages are accurately represented.

Invest Heavily in AI Training, Education, and Upskilling

Investors, media organizations, governments, and educators must begin to allocate significant resources and capital to ensuring Africa's media workforce and its citizens are technologically proficient in AI. As AI tools begin to take hold in newsrooms and media outlets across the world, it is of utmost importance that technological proficiency is a core competency.

Collaborative Partnerships and Governance is Key

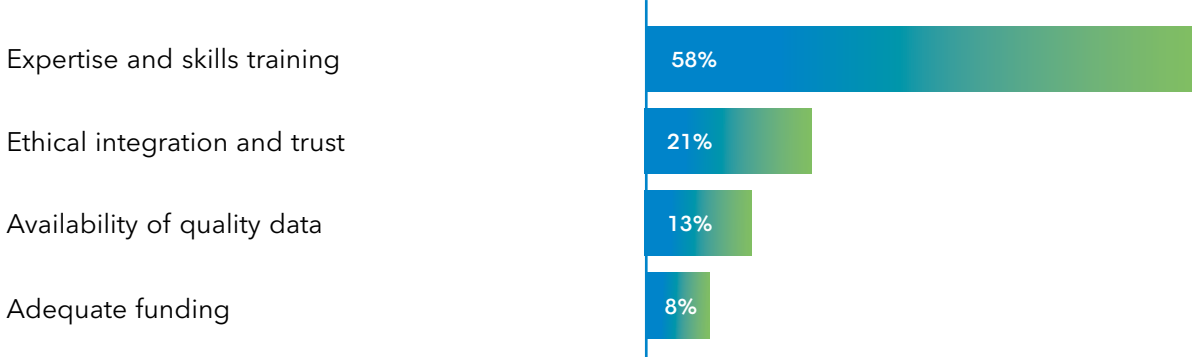
Governments, universities, media outlets, tech companies, researchers, and other stakeholders must continuously and actively collaborate on frameworks for regulation, data, IP protection, and policies that foster innovation and can generate revenue for not just media, but the entire economy.

Live Polling

What best describes your feelings on the rise of AI and its potential effect on the media?



What do you foresee as the continent's biggest challenge in AI adoption?



Host Country Welcome

Bloomberg was honored to host The Honorable Dr. Situmbeko Musokotwane, Minister of Finance and National Planning, Republic of Zambia.

In a welcome address, Minister Musokotwane outlined Zambia’s national priority to expand the economy, noting that addressing youth unemployment is of paramount importance to the long-term social and economic stability of Zambia. Emphasizing his role in attracting local and international investment to create jobs, increase business opportunities, and sustain education programs, he noted the media as a key partner in confronting socioeconomic challenges. “Government and media must work together to fight poverty,” he noted, highlighting the ability for African media to showcase Zambia’s strengths and attract foreign capital and investment.

Following his remarks, Minister Musokotwane spoke with Ms. Jennifer Zabasajja, Chief Africa Correspondent and Anchor for Bloomberg TV, in a fireside chat. Zambia’s government was well represented for the session, with The Honorable Brenda Mwika Tambatamba, Acting Minister of Information and Media, in attendance.

Their discussion covered significant ground, discussing natural resource optimization and value addition, government-media partnerships for economic development, economic reform and sovereign fiscal management.

The Honorable Dr. Situmbeko Musokotwane, Minister of Finance and National Planning, Republic of Zambia, shares his welcome address.



The Minister detailed Zambia’s mining sector strategy, noting that the country is prioritizing efficient production and management as opposed to previous policies of state ownership, which lead to inefficiencies and mismanagement. Noting that the global electric car ecosystem offers great potential for the country, the Minister stressed the importance of developing local component manufacturing for batteries. Results are already visible in projects including Lubambe and KoBold Metals.



“Mines were once fully state-owned but poorly managed. Today, our focus is on ensuring efficiency and maximizing output, even as we increase local ownership.”

The Hon. Dr. Situmbeko Musokotwane Minister of Finance and National Planning, Republic of Zambia

He later noted Zambia’s positive economic outlook despite recent U.S. aid pullback. While acknowledging the difficulty of the situation, he expressed optimism that constructive dialogue can solve geopolitical trade tensions.

The Honorable Dr. Situmbeko Musokotwane, Minister of Finance and National Planning, Republic of Zambia and Jennifer Zabasajja, Chief Africa Correspondent & Anchor, Bloomberg TV, in a fireside chat.

Key Takeaways

Zambia’s Natural Resources are Driving Growth

Zambian leadership is prioritizing economic growth through increased production, resolving legal disputes to create a more investor-friendly climate, and a dual track strategy of increasing local ownership in mining ventures while ensuring efficient management. The government continues to push toward value addition with plans to integrate more into regional and global value chains.

Forge Partnerships for Investment

Media leaders should pursue collaborative relationships with local governments to create mutually beneficial editorial projects that grow the economy. By fostering media interest in the region, both can pursue foreign capital and investments that can create jobs and alleviate poverty.

Fiscal Responsibility and Reform

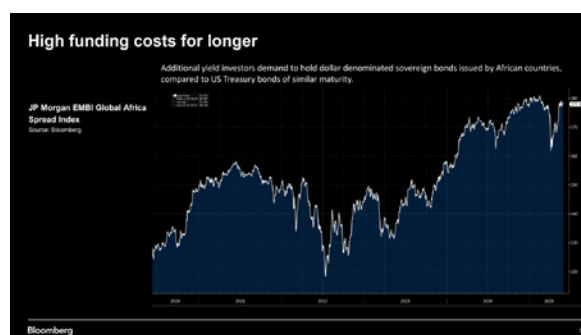
Zambian leadership is continuing to make prudent financial decisions and will continue to do so regardless of International Monetary Fund (IMF) oversight or support. This includes diverting fuel subsidies toward education and smarter decisions on debt.

Africa Economic Outlook presented by Bloomberg News and Bloomberg Economics

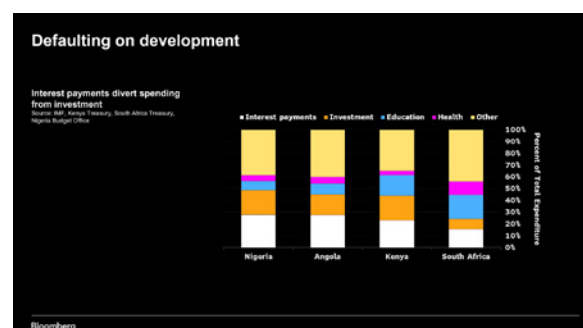
[See the presentation](#)



Yvonne Mhango, Africa Economist, Bloomberg Economics, presents the Africa Economic Outlook.



Yvonne Mhango, (2025). "Africa's Macro Outlook" [PowerPoint Slide].



Defaulting on Development.

Africa's Macro Outlook

Impact of U.S. Trade Policy

- The most significant impact of the U.S.'s change to its global trade policy has been felt by countries with large trade surpluses with the U.S.
- African countries overall are significantly less exposed to the tariffs. For example, South Africa's GDP is less than 1% dependent on U.S. goods imports, making it well-positioned to weather the direct shock. Asian countries are the most at-risk. For example, 12% of Vietnam's GDP is exposed to US exports.
- Most African nations run trade deficits with the U.S. And received the baseline tariff of roughly 10%. The tariff's greatest impact on Africa is indirectly creating global uncertainty, which is stalling investment and slowing growth.

Debt Conditions

- Heightened global uncertainty is increasing African borrowing costs, as investors are demanding higher premiums on dollar-denominated sovereign bonds. This interest rate premium has been rising since 2022 due to inflation and central bank rate hikes.
- Rising borrowing costs and uncertainty put donor aid at risk of declining in 2025.
- In 2024, donor aid accounted for half of all external inflows to Africa. A drop in this aid could reduce external funding by 1.0–1.5% of GDP. The remaining inflows would be barely enough to cover Africa's debt service obligations.
- Annual debt service costs are rising and now exceed spending on education, healthcare, and infrastructure, suggesting Africa is defaulting on its development.
- The IMF expects Africa's total debt to peak at just over 60% this year.

Economic Outlook: Zambia

[See the presentation](#)



Matt Winkler, Co-founder and Editor-in-Chief Emeritus, Bloomberg News, presents the Zambia Economic Outlook.

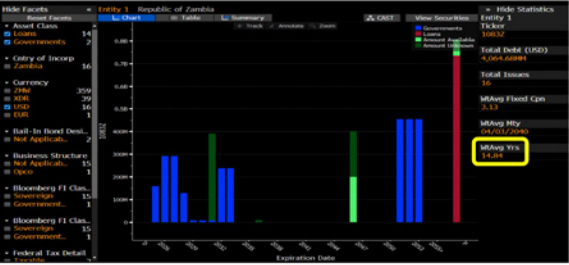
- Driven by the rising price of copper and other mineral exports, Zambia is on track to lead Africa in GDP growth in 2025 and is projected to potentially be a world leader in growth through 2027.
- The Zambian kwacha has appreciated by more than 11% this year, making it the second-best performing currency in Africa.
- Following its 2024 debt restructuring, Zambia's U.S. dollar-denominated bonds have returned 15% since July, outpacing the emerging markets average of 7.5%. Those bonds are favored among investors because of its 15-year average U.S. dollar debt maturity.
- These positive developments are occurring despite a current Moody's rating of CAA2, which suggests the "bond market sees what the pundits miss" and may indicate a future rating upgrade.
- Zambia's success is comparable to Greece's debt rebound in 2015, proving that structural reforms and long-term debt maturity can restore market credibility.
- Zambia should pursue broader industrial development to ensure sustainable growth based on more than just resource extraction in copper, which makes up 60% of Zambian exports.

Zambia Doubles Returns From Emerging, High Yield Markets Since July 2024



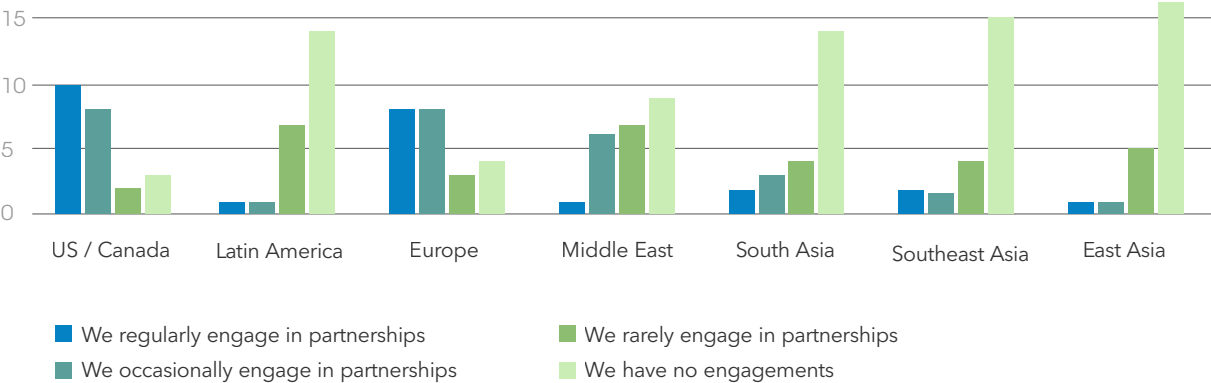
Matt Winkler, (2025). "Economic Outlook: Zambia" [PowerPoint Slide].

Zambia Gaining Confidence of Bondholders As Creditors Extend Maturities to 15 Years

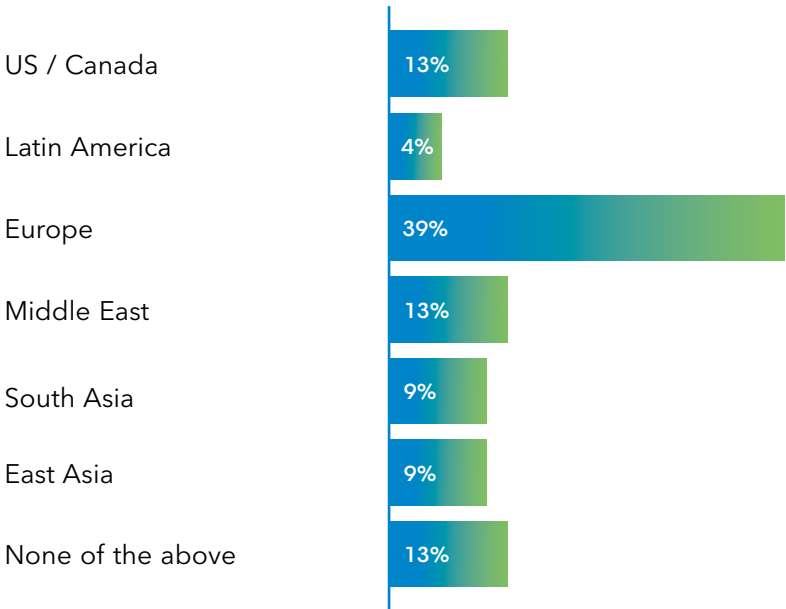


Pre-event Survey

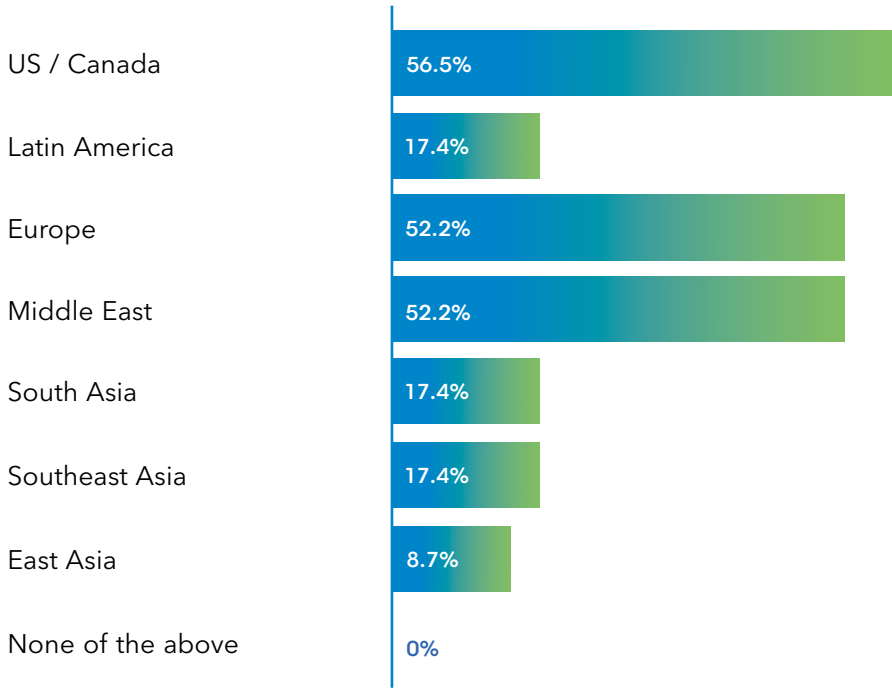
What is your organization’s economic relationship with other regions outside of Africa?



In your view, which region outside of Africa has collaborated most effectively and meaningfully with the continent?



Which region(s) outside of Africa are you most interested in expanding economic cooperation within the near future? Please select all that apply.



Global Partnerships: An Investment Pipeline for the Future

This conversation on deepening international investment and collaboration considered the policies and investments fostering renewed growth in African media, how African media can create a robust digital infrastructure and how the African media industry can leverage on its huge diaspora to enhance media project funding.

To attract international investment and capitalize on the enormous opportunity of Africa’s youth demographics, Mr. Coleman, Senior Fellow, Atlantic Council, argued that leaders must significantly invest in infrastructure for logistics, energy, and transportation. With these investments that can bolster the physical and digital economies,

Yvonne Mhango, Africa Economist, Bloomberg Economics, Colin Coleman, Senior Fellow, Atlantic Council, Freda Isingoma, Head of AIM Venture Capital Trusts, Octopus Investments, and Pule Molebeledi, Chief Executive Officer, Arena Holdings, discuss international investment and collaboration.

combined with the right regulations, the media industry has a chance to thrive and increase trade with other countries.

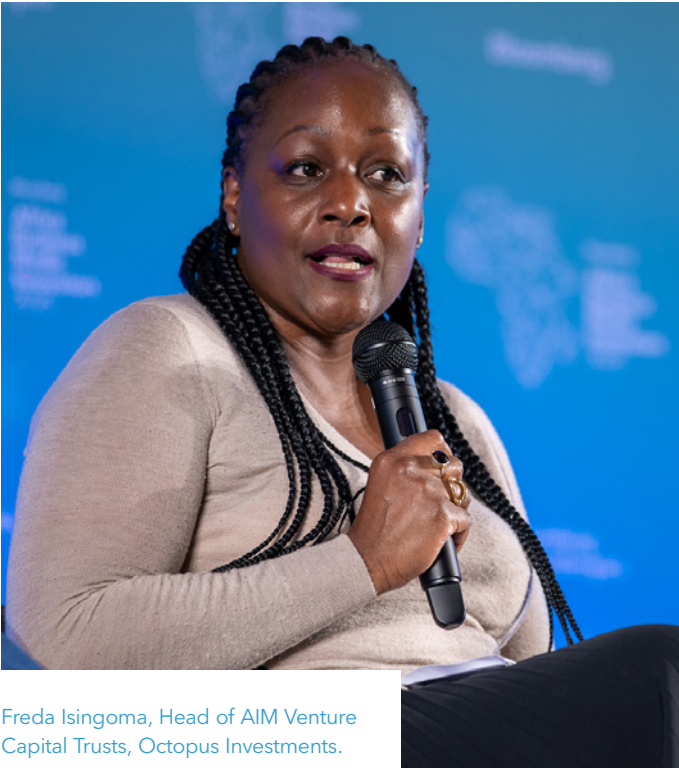
“We need to embrace technology to make the world borderless.”

Ms. Freda Isingoma, Head of AIM Venture Capital Trusts, Octopus Investments

Speakers also challenged leaders to think beyond traditional views of what is or is not “investible” on the continent, stressing that investors should back more nimble players in the media space who have the best ideas and technologies.

Building on Mr. Coleman’s arguments, Ms. Isingoma further emphasized the need for local platforms aligned with local values and the importance of cross-border policy frameworks such as the African Continental Free Trade Area (AfCFTA) for easing logistics. Stressing the importance of treating media as its own asset class, Mr. Molebeledi, Chief Executive Officer, Arena Holdings, advocated for partnerships supported by pension funds and development finance institutions (DFI’s) as opposed to traditional models supported by commercial banks.

To leverage the enormous potential of increased digital access, social media’s ability to discover new markets, and mobile fintech platforms, more international media global integration will be required. Mr. Coleman stressed the need to think outside the box to create new environments for large-scale partnerships.



Freda Isingoma, Head of AIM Venture Capital Trusts, Octopus Investments.



Key Takeaways

Develop Investor Friendly Environments and Infrastructure

Media leaders should support large scale investment into the physical infrastructure that supports digital platforms: data centers, cell towers, cables, satellites, and more.

Media Digitization for Growth

Unlock value by investing in the digitization of archived content, social media, and mobile platforms that can easily integrate with African fintech infrastructure.

Create Local Pan-African Investment Platforms

The continent needs local media and investment platforms that can attract local and international capital.

Foundational Growth: How Foundations are Shaping African Media

This conversation explored the role of philanthropy on the continent, covering issues including diversity and inclusivity, editorial independence, managing donor influence, capital management, and paths to sustainability.

Significant gender imbalances in the private sector are hindering vital work that foundations have a role in fixing. Pointing out that only 2.3% of the roughly \$300 billion invested in startups went to female led organizations, Dr. Akinbobola, Co-founder and CEO, African Women in Media, stressed that foundation leaders can correct this societal problem by investing in media organizations to strengthen their governance and financial structures. That way, they are prepared to attract capital and create value sustainably.

The topic of sustainability was a major theme. Dr. Eze noted that Open Society Foundations is working to “redefine and reimagine what we call sustainability,” which includes incubating domestic funding sources to help media become less reliant on foreign aid.

Ultimately, panelists concluded that two new paradigm shifts in foundational support are necessary and that leaders and funders must begin to prioritize strategic long term investments over short term projects and invest in leadership development.



Harlan Mandel, Chief Executive Officer, Media Development Investment Fund, Adeyeye Joseph, Managing Director and Editor-in-Chief, Punch Newspapers, Dr. Yemisi Akinbobola, Co-founder and CEO, African Women in Media, and, Dr. Chukwuemeka Eze, Director for Just and Inclusive Democratic Futures in Africa, Open Society Foundations, discuss how foundations are shaping African Media.

“There is a critical need for a refocusing on creating the right set of leaders who would then be champions of true innovation and change within the organization.”

Adeyeye Joseph, Managing Director and Editor-in-Chief, Punch Newspapers



Key Takeaways

Human Capital and Leadership

Grantmakers, funders, and media leaders must continue to invest in training, upskilling, and education that equips the current workforce, as well as the next generation of media leaders and content creators, with critical skills to run their media organizations sustainably and at scale.

Paths to Sustainability

Grants should function as tools that support organizations in their journey to sustainability and self-sufficiency. Media leaders should prioritize grant applications and systems that create that model.

Invest in Foundational Infrastructure

Funders should invest in media organizations to grow strong governance models and sound financial management, not just individual projects or initiatives.

Breakout Rooms

Each year, ABMI hosts intimate, interactive sessions led by industry experts, designed to facilitate conversation and knowledge sharing. These roundtable presentations offer attendees a chance to dive deeper into the most pressing issues facing the media sector beyond the mainstage.

This year, breakout sessions focused on industry trends most top of mind for media leaders in an era of rapid media fragmentation and niche content, reliance on consumer and corporate data, and an exploding AI sector.

The State of the Podcasting Industry

Molly Jensen, Chief Executive Officer of Afripods, and Vuyo Lutseke, Executive Director of Radio Workshop, led this breakout, starting with presentations that outlined their respective work amplifying audio storytelling on the continent. Following the presentations, a round of Q&A and discussion led to these key takeaways:

- In 2024, audiences in Sub-Saharan Africa listened to 4 billion minutes of podcasts. Major cities and metropolitan areas are key geographies leading the market, especially Nairobi, Lagos, Johannesburg, Accra and Cape Town.
- For the African market, podcasts provide increased opportunity and access to local content, relatable voices, and culturally relevant stories for diverse voices to amplify.
- Podcasts are expanding beyond audio and incorporating visual components, providing engaging formats that are more capable of telling the Africa story.
- Radio has the potential to integrate its traditional platform with podcast solutions by featuring stories on communities that would otherwise not be included. Radio Workshop does this by leveraging a Pan-African business approach in prioritizing stories before headlines.
- Challenges for the podcast industry that are unique to the continent include monetization, infrastructure, funding, reporting, misinformation, discoverability, and language.
- The growing appetite for podcasts and their larger audiences offer great monetization potential through ad reads and commercial breaks. Connecting businesses to the podcast will require audience data.
- It will become necessary to establish and enforce standards that can detect dangerous content or false information to maintain podcasts' ethos amongst its audiences.



Molly Jensen, Chief Executive Officer, Afripods co-hosts the breakout session on the State of the Podcasting Industry.

Optimizing and Securing Data for Media Growth

Yannick Lefang, Founder and Chief Executive Officer of Kasi Insight, and William Makatiani, Founder and Chief Executive Officer of Serianu Limited, delivered briefings on how to protect their businesses' and their customers' data. The session produced the following insights:

- Data-driven insights are essential for Africa's economic and social forecasting as data collection improves in quality and quantity.
- Regular, high-frequency data collection from third parties can track essential fast-changing market conditions, consumer sentiment, and economic perceptions—especially in the absence of real-time official data.
- Tools like the Index of Consumer Sentiment are proving useful not only for economic forecasting but also for anticipating political outcomes such as elections.
- Cybersecurity must be treated as a strategic risk management priority across sectors through investment, infrastructure, and reskilling to build resilience in their organizations.
- Media organizations are especially vulnerable to cyberattacks and data leaks given their access to and reporting of sensitive information. Protecting such digital assets requires direct investment in media-specific cyber defense systems.
- Africa must build and own its digital infrastructure beginning with local data centers, to reduce dependency on global tech platforms. This will require collaboration with national governments to set data privacy and cybersecurity regulations that are balanced with innovation through public awareness, anonymization protocols, and proactive policymaking.



Yannick Lefang, Founder and Chief Executive Officer, Kasi Insight co-hosts the breakout session on Optimizing and Securing Data for Media Growth.

AI Use Cases

Ruvimbo Violet Katiyo, Head of Exploration for UNDP Zimbabwe, opened this breakout session presenting a use case of AI implementation to solve the local threat of Quelea birds on food crops in Zimbabwe. Afterwards, Claudia Quinonez, Global Head of Content Innovation at Bloomberg, examined frameworks for technology-assisted content. The room broke into an open conversation further considering how AI technology can be applied as solutions to problems contextual to their region and industry. Here are some key takeaways:

- To address the Quelea bird problem, agriculture solutions integrated artificial intelligence for real time bird detection, flight path, and tracking of the bird. Working with local community partners in Zimbabwe, the United Nations Development Program (UNDP) utilized drone technology embedded with technology mimicking the traditional ways to address the challenges.
- Through this use of AI, existing local ecosystems and rural farmers were empowered while reinforcing the government's commitment to using AI to solve real, urgent development challenges through blending indigenous knowledge systems with the latest technology.
- AI can accelerate youth and women empowerment across all sectors of the economy when applied innovation is implemented in national policy, strategy, and programs.
- When adopting technology-assisted content, human centered design approaches are more optimal in targeted interventions so that AI can augment, not override, human judgement.
- Key issues identified include data scarcity and capacity gaps in AI literacy within the media industry, academia, and government. Globally, African languages and narratives also remain underrepresented in AI training data.
- While generative models are at the center of the conversation of AI, it is important to remember that not all solutions need to be cutting-edge to be effective. Considering the context of the problem, cost-efficiency and practicality can be prioritized.



Claudia Quinonez, Global Head of Content Innovation at Bloomberg, examines frameworks for technology-assisted content.

Dinner

Following a day full of programming, guests were invited to a dinner on the Royal Livingstone Express Train. The historic train journeyed to the edge of the Zambia and Zimbabwe borders to catch the breathtaking Mosi-oa-Tunya Falls at sunset. On the way back, guests enjoyed drinks, a four-course meal in the train cars, and a night of conversation.



Sheena Adams, Global Director of Communications, Accountability Lab, and Stone Atwine, Chief Executive Officer, Eversend, and guests at the ABMI25 Dinner.

Entertainment at the ABMI25 Dinner.



Honorable Theresa Kolala, Mayor of Kasama, Kgosa Masaseng, General Secretary for the Footballers Union of Botswana (FUB) and FIFPRO Africa, Dr. Chukwuemeka Eze, Director for Just and Inclusive Democratic Futures in Africa, Open Society Foundations, Ibrahim Sagna, Executive Chairman, Silverbacks Holdings, Pule Molebeledi, Chief Executive Officer, Arena Holdings, and, Mr. Lamine Niang, Director, Le Soleil at the ABMI25 Dinner.



The Business of Sports Media in Africa: Growth & Opportunity

This engaging session explored the burgeoning sports media industry, identifying the enormous potential for growth on the continent and globally. Speakers agreed on the necessity to build reliable infrastructure to retain star athletes on the continent and build media structures and platforms that are in line with current digital technologies.

Speakers discussed the need for mobile and digital fan engagement to meet fans where they are. Mr. Mashinini, Co-founder, Rumble Ventures & FanBase Analytics, noted the opportunity through the lens of data, explaining that media leaders, in addition to teams and leagues, can use data to track consumer habits and create more targeted monetization strategies alongside sponsors. "It's about understanding the fan: who's coming to the game, how often they come, what they buy when they're at the game or outside of the game," he noted.

"Sport is probably one of the most unexploited as a class on the continent."

Mr. Ibrahim Signa, Executive Chairman, Silverbacks Holdings

Framing sports as an asset class within the broader media landscape, speakers also agreed on the strong need to invest in Africa's sports and sports media infrastructure, noting that African athletes are leaving to other leagues and countries where operations and profitability are more predictable. Keeping star athletes on the continent and fostering fan engagement with them here on the continent can create the conditions for growth.

To fully realize the potential of sports business on the continent, speakers agreed on the need for greater investment into sports infrastructure, from physical stadiums and facilities to increased salaries of athletes and staff. Mr. Masaseng agreed, explaining that the professional athletes he works with are seeking new opportunities on the continent.

Those investments would especially be fruitful in bolstering sports media. Arguing that these investments would create a virtuous cycle, Mr. Sagna explained that sports investors like himself are seeking predictability. Ms. Tshabalala, herself a global fixture in the sports media landscape agreed, highlighting the potential of two opportunities African leaders can take advantage of: experience hosting large scale successful international events like the World Cup, and perhaps Africa's greatest asset, its young population of eager and passionate fans. If media organizations can take advantage of this critical moment to collaborate, the future of sports media on the continent is bright.

Jennifer Zabasajja, Chief Africa Correspondent & Anchor, Bloomberg TV and Kgosana Masaseng, General Secretary for the Footballers Union of Botswana (FUB) and for FIFPRO Africa.



Jennifer Zabasajja, Chief Africa Correspondent & Anchor, Bloomberg TV, Kgosana Masaseng, General Secretary for the Footballers Union of Botswana (FUB) and for FIFPRO Africa, Mloni Mashinini, Co-founder, Rumble Ventures & FanBase Analytics, Ibrahim Sagna, Executive Chairman, Silverbacks Holdings and Carol Tshabalala, Sports Broadcaster, SuperSport.

Key Takeaways

Prioritize Sports Infrastructure

Global sports interest is soaring. To take advantage of the moment, media leaders should help local governments and private sector leaders to invest in sports infrastructure, both physical and human capital, to keep African star athletes on the continent and foster the growth of new and existing leagues.

Develop Significant Digital Platforms with Engaging Content

Social media channels and mobile platforms offer significant opportunities to media leaders looking to enter the sports business space. To monetize the significant fan interest in sports, develop niche, engaging content, such as sports documentaries or relevant social media videos. For in game platforms that drive revenue, tie digital efforts to ticket sales, sponsorships, and retail.

Invest in Africa

Africa's demographics, a large, young population, are unlike anywhere in the world and offer significant opportunity. Additionally, African star athletes can drive engagement and interest on the continent. Media leaders should prioritize homegrown leagues, sports, teams, and athletes to create a virtuous cycle of African sports business growth.



Showcasing Africa's Fintech and Tech Success Stories

In this session on the media's role in covering the financial and tech sectors, speakers overwhelmingly noted a disconnect between media coverage and investor and sector realities, creating a distorted public perception that obscures company fundamentals and finances. Noting that media focus on capital raises, rather than company performance, has created a negative "loop" that does not serve readers.

Mr. Atwine, Founder and Chief Executive Officer, Eversend, noted that this trend can be attributed to media in Africa often lacking depth in fintech reporting as coverage tends to focus on funding rounds rather than innovation or performance. Speakers overwhelmingly agreed. Ms. Kefela noted the conditions leading to the rise of this type of reporting: easy money in a low interest rate environment, which leads to false perception that "raising money equals performance." Now that the bubble has burst, speakers agreed the time was right for journalists to cover fundamentals.



Stone Atwine, Founder and Chief Executive Officer, Eversend.

"We have to go back to glorifying the boring... it will require a little bit of due diligence on the journalist side."

Ms. Mélanie Keïta Mariam,
Chief Executive Officer and
Co-founder, Melanin Kapital

Speakers urged journalists to avoid "glamorizing" the sector and to treat it with "the same analytical rigor as those in China or the U.S." A path forward includes journalists engaging more deeply with founders to create more systems of trust. Additionally, African media should prioritize stories about business models in the context of macroeconomic conditions.



Matthew Hill, Africa Correspondent, Bloomberg News,
Mélanie Keïta Mariam, Chief Executive Officer and
Co-founder, Melanin Kapital, Lewam Kefela, Principal,
Partech Africa.

Key Takeaways

Focus on Fundamentals

Media outlets covering the sector must prioritize reporting unit economics, innovation, customer impact, and market conditions as opposed to sensationalist announcements. This will create trust with audiences.

Transparency is Key

As journalists struggle to access reliable data, founders must shift to proactively sharing benchmark performance metrics and operational details. Media leaders should encourage their journalists to push for these metrics as opposed to taking company reporting at face value.

Expand Financial Literacy for Media and Readers

Media leaders must invest in their workforce to train journalists on the complexities of the financial and tech sectors, especially in opaque subsectors like cryptocurrency. This will better service audiences and give them both the tools to understand the market.

Digital Media Business Models

Speakers tackled the future of media in an age of declining media revenue with a hopeful message: Challenging environments present opportunity for radical innovation. Media firms who can adapt, embrace change, and create outstanding media products can find paying audiences.

Mr. Attah-Mensah, Chief Executive Officer, Citi FM and Channel One TV, provided an example, explaining how pivoting to live social media COVID-19 coverage at a time of peak interest helped “meet people where they are: mobile.” Mr. Kings too found organic growth during the pandemic and took advantage of the moment by building a reliable product, providing necessary coverage that readers depended on.

Mr. Charalambous, Founding Chief Executive Officer, The Daily Maverick, took a bold route to building a relationship with his audience: shutting down his website for a day to highlight the plight of journalism. The result: Two months’ worth of membership in 24 hours. “Our mission is to keep our journalism available for free for anyone, regardless of their ability to pay. So we’ve designed a voluntary membership model that allows us to do that, and that has helped us grow the organization. It is possible, and it is scalable.” “We have the youngest population on the planet, and we want to tell stories that make Africans proud of their diverse cultures.” The success for all these platforms is tailoring content to the market, while nurturing and developing indigenous talent.

“We need to make better products...People will invest in them, share them, and back them.”

Mr. Siphos Kings, Co-founder and Publisher, The Continent

Change waits for no one and emerging technology has already radically altered even modern digital newspapers, which may be losing ground to more consumers facing digital media forms, such as podcasts. While the impact of AI has yet to be seen, leaders must be aware of the potential positives and negatives the technology may bring. Though these technologies are disruptive, if leaders can continue to focus on sustainability through valuable content, their audiences will come and stay.



Styli Charalambous, Founding Chief Executive officer and Publisher, The Daily Maverick.



Arijit Ghosh, Africa Managing Editor, Bloomberg News, Samuel Attah-Mensah, Chief Executive Officer, Citi FM and Channel One TV, Styli Charalambous, Founding Chief Executive officer and Publisher, The Daily Maverick, Siphos Kings, Co-founder and Publisher, The Continent and Martha Ramos Sosa, Editorial General Director, Organización Editorial Mexicana, discuss the future of media.

Key Takeaways

Embrace Innovation

Media leaders should immediately begin experimenting with radical new content and business models that prioritize quality content on mobile platforms.

Product is Everything

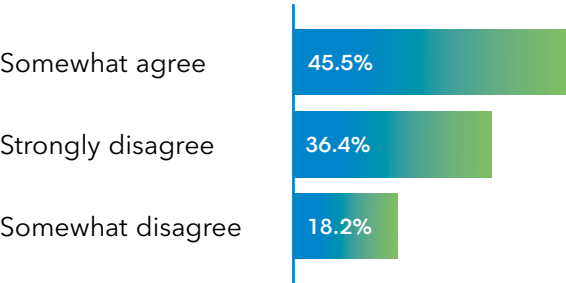
Quality of content matters above all else. Leaders must continue to focus on funding systems that foster interesting content that audiences will want to pay for and share with their networks.

Build and Foster Your Communities

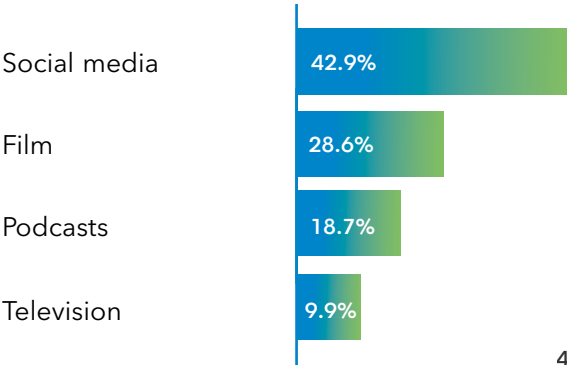
Know your audiences unique needs and desires, then find ways to engage with them directly to create a relationship with them that they will want to maintain.

Live Polling

“Africa’s digital infrastructure is ready to support the growth of emerging media platforms, innovations, and ventures.”



Which media platform is best positioned to support the African perspective and storytelling?



Visionary Ventures: Groundbreaking Enterprises

This session highlighted media leaders building new digital platforms, offering media leaders the tools and strategies to build sustainable media ecosystems. Their conversation on launching new media platforms covered a wide range of topics, including digital media financing opportunities, maintaining originality, and filling digital skill gaps. However, two topics remained top of mind: AI's impact on media and how to find new audiences.

Despite optimism about AI's potential to boost productivity, speakers overwhelmingly agreed that human-centric storytelling remains vital amid AI integration. While AI excels in data processing and generating content, it lacks human intelligence and contextual depth.

"What I do is I break news by talking to human beings and getting information that is not readily available on the internet," said Mr. Darcy. "For news organizations to thrive in the AI era, you have to be reporting, not just summarizing what happened."

Speakers also discussed the need to build original content hubs that serve young people and underserved niche communities, both target audiences that drive innovation and engagement, especially on social media. Sharing that lack of Black representation in fashion media in France inspired her to create a niche platform, Ms. Ndengue found common ground with Ms. Mungai, who noted that when media leaders listen closely to niche audiences, they develop trust and loyalty, boosting subscriptions and growth.

Charles Blow, Host, Ideas at Ford, Ford Foundation; Langston Hughes Fellow, Harvard University.



Charles Blow, Host, Ideas at Ford, Ford Foundation; Langston Hughes Fellow, Harvard University, Dr. Solomon Assefa, Founder, Viridian Partners, Oliver Darcy, Founder and Lead Author, Status, Christine Mungai, News Editor, The Continent, and, Paola Audrey Ndengue, Founder, Club ADEN.



Paola Audrey Ndengue, Founder, Club ADEN.



People are willing to pay when the content matters to them. Understanding your niche is more important than assuming what people can't afford."

Ms. Paola Audrey Ndengue, Founder, Club ADEN

To own the future, media enterprises must evolve through audience-driven product development, transparency, and technological innovation.

Key Takeaways

Embrace Niche Content and Audiences

While the internet has dramatically fragmented media, it has also created opportunities for outlets and platforms to connect with hyper specific and active communities. Media leaders should lean into specificity to build trust and serve audiences the news and social media content that meets their unique sensibilities.

AI is Helpful but Keep Human Driven Content at the Core

Readers are interested in breaking news, sophisticated analysis, and original reporting and content that connects them to their communities and the world. While AI tools can technically generate content, they are best used to boost productivity of reporters and content creators. Media leaders should not rush to replace human intelligence.

Product First

Media leaders should keep high quality and original content at the core of their mission. Create value that cannot be found elsewhere before all else to attract loyal audiences and drive growth.

Closing Remarks

Matt Winkler, Co-founder and Editor-in-Chief Emeritus, Bloomberg News, and Erana Stennett, Corporate Philanthropy Regional Lead for Africa and the Middle East at Bloomberg, concluded the conference emphasizing the need for growth, partnerships, and bold strategies.

"Even as disruptions in media upended traditional business models, the future is encouraging for Africans who embrace new tools, especially AI, and never abandon journalism's integrity from commercial interference."

Drawing on the conversations focused on AI and tech, Mr. Winkler noted that "African media succeeds when its journalists embrace AI as the set of tools necessary for greater influence. AI already shows promise improving agriculture, addressing youth unemployment, and using consumer sentiment to predict elections, which are templates for Africa media usage."

He continued: "Digital media business models are dependent on the specific and unique needs of the customers. As our final panel just showed, the media world is in transition and convulsion. Africa's explosive population growth makes it an optimal laboratory and incubator for the next wave of journalism, which is likely to draw investors and philanthropy."

Ms. Stennett highlighted the ten years since Mike Bloomberg announced the Bloomberg Media Initiative Africa, which began with a focus on equipping African journalists, analysts, and communication professionals with the tools and knowledge to report accurately

and insightfully on finance, economics, and development. This initiative was shaped by extensive outreach to over 100 key stakeholders in media, journalism, education, business, and philanthropy across South Africa, Kenya, and Nigeria. An ideation workshop at the Ford Foundation's Southern Africa Regional office, attended by news editors, educators, and foundation and civil society leaders, helped ground the initiative in African market realities.

What emerged was a program that brings together African and international leaders to improve information access, promote transparency and governance, and accelerate economic growth. The Africa Business Media Innovators is one of four programs designed to achieve the fundamental goal of maintaining a flourishing media sector. This conference united media, business, government, and technology executives from around the world to share fresh ideas, innovative solutions, successful business models, and emerging trends that can be scaled and replicated.

Ms. Stennett expressed gratitude to all participants and supporters, including Bloomberg Philanthropies and the Ford Foundation, for their contributions to a successful three days. The collaborative spirit and shared commitment were instrumental in advancing our mutual goals.

In Memoriam: Koyo Kouoh

This year we lost Koyo Kouoh (1967–2024), Executive Director and Chief Curator of the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), who was a cherished friend and colleague to the Bloomberg team, particularly in Africa where we worked closely with her in advancing the museum's education mission to bring art and culture to communities across South Africa.

Koyo was a valued partner and supporter of the Bloomberg Media Initiative Africa (BMIA), designed to advance business and economic reporting in Africa. As recently as 2023, Koyo was a featured mainstage speaker at the BMIA annual *Africa Business Media Innovators* (ABMI), where she also hosted convening guests at a gala dinner at the Zeitz MOCAA. Her presence underscored the deep connection between media and culture, and her voice enriched the dialogue on how art and media together shape narratives of Africa.

Appointed in December 2024 as the first African curator of the 61st International Art Exhibition of La Biennale di Venezia, scheduled to open in May 2026, Koyo approached the Biennale with the same passion, intellectual rigor, and vision that defined her career. Her leadership at Zeitz MOCAA and her curatorial practice more broadly have left an indelible mark on the global arts community.

As Koyo shared during the session *Portraying Africa: The Power of Media and the Arts to Reshape the Global Narrative at ABMI 2023*:



"We do art because life is not enough; it is an extension of our lives. Humanity defines itself through objects and sculptures, creating the corpus of knowledge of what we know. Too many of our stories have been told by other people. We need to develop more people who organize, who translate, who analyze, preserve, who collect that creativity."

Her legacy will endure through the institutions she built, the artists she championed, the 2026 International Art Exhibition at the La Biennale di Venezia that will carry her vision forward, and the ABMI community that had the privilege of benefitting from her immense talent.

About Bloomberg Africa Business Media Innovators

Africa Business Media Innovators is a program of the Bloomberg Media Initiative Africa to advance business journalism, build media capacity, convene international leaders and improve access to data in order to advance transparency, accountability and governance on the continent.

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