AfriMass NETWORK
Empowering Media Business

THE 7th Africa Media Ad Sales Innovation Summit

AFRIMASS 2026

THEME

MEDIA, MARKETING & MONEY (3M): THE FUTURE ECONOMICS OF AFRICAN MEDIA.

In Celebration of **WORLD TELEVISION DAY**

DATE	TIME	
SATURDAY 21ST NOVEMBER, 2026	**12:00 PM**	**THE AFRICAN REGENT HOTEL AIRPORT ACCRA**

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PROGRAMME

AFRICA MEDIA AD SALES INNOVATION SUMMIT 2026 | # AFRIMASS 7.0

Theme: "Media, Marketing & Money (3M): The Future Economics of African Media.
Date: Saturday 21st November 2026
Venue: The African Regent Hotel – Airport Accra

TIME	ITENARY	GUEST SPEAKERS
11:00 – 12:00 pm	Event open / Registration	AfriMass- iSERD Ltd.
12:00 – 12:05 pm	Open prayer & Acknowledgement of Special Guest of Honor & Invited Guest	**MC**
12:05 – 12:15 pm	**Welcome address** Celebration of 7th anniversary of AfriMass and Appreciation order Prayer, Cutting of Cake	**Raymond Smith** Founder & Managing Partner AFRIMASS NETWORK
12:15- 12:20pm	**Open Remarks by the Host Venue partner**	Koffie Kwabena Bless Sales & Marketing Manager The African Regent Hotel
12:20pm-12:40pm	**Open Remarks by GTV Partner**	**George Lomotey** – Director of Marketing -GBC
12:40pm- 12:50pm	**Goodwill Messages / special remarks**	**Professor Amin Alhassan** Director-General of the Ghana Broadcasting Corporation **Abdulai Awudu,** President, Ghana Independent Broadcasters Association

		(GIBA), **Special Guest of Honor**
12:50pm-1:00pm	**Spoken Word/Music**	**Rhyme Sonny** Lead Servant – Rhyme Consult
1:00pm-1:20pm	**Keynote Speaker** Topic: **THE BIG IDEA: "Media, Marketing & Money (3m): The Future Economics of African Media."**	**Jesse Agyepong –** Jesse Agyepong & Associate **Keynote Speaker**
1:20pm -1:40pm	**Audience Insight** Topic: Stop Renting, Start Owning: Your Audience Is Africa's Real Ad Asset"	**Yannick Kabangu,** Country Manager, Adform, Sub-Saharan Africa **Guest Speaker**
1:40pm – 1:55pm	**Industry Remarks:** **Celebration of World Television Day**	**Naa Akushika Acquaye** Director of Television, GBC **Guest Speaker**
1:55pm- 2:10pm	**Industry & Academia Collaboration** Topic: **"Reimagining Journalism and Media Education for the Future Economics of African Media."**	**Prof. Godwin Etse Sikanku** Dean of the School of Journalism and Media Studies (School of Journalism) at the University of Media, Arts and Communication (UniMAC) **Special Guest of Honour**
2:10pm- 2:30pm	**1st Presentation- CEO Media Money perspective:** Topic: **Impact-Drives-Return Strategy - a sustainable pathway to Commercial Viability and Growth of Media Businesses**	**Osah Thompson Mensah,** Executive Chairman, Inclusive Business Centre (IBC) **Guest Speaker**
2:30pm-2:50pm	**Legacy Thoughts** Topic: **The African Ownership Mindset: Moving from Using Global Platforms to Building Our Own.**	**Dr. O. B. Agyemang,** Global Service Consultant, Empowered Diaspora, **Guest Speaker**

2:50pm-3:00pm	**Market plugin – Brand Advantage**	**Vendo Smart City Advertising**
3:00pm -3:15pm	**2nd Presentation CEO MARKETING perspective** Topic **BEYOND BRAND IDENTITY: Brand Harmonization as a Catalyst for Marketing Effectiveness, Customer Trust and Business Growth."**	**Nii Martey Newman-Adjiri** **CEO –**Ronel **Guest Speaker**
3:15pm- 3:30pm	**3rd Presentation** **CEO Media Agency perspective:** Topic: "**Beyond Media Fragmentation: Connecting the Consumer, Brands & the Business of Media.**	**Taniya Mondal,** Managing Director Optimal OMD **Guest Speaker**
3:30pm – 3:35pm	Musical Interlude / Musical Performance	**MC**
3:35pm – 3:55pm	**Revenue Growth** Topic**: REVENUE GROWTH- The Business of Growth: Strategic Thinking, Innovation and Revenue Generation for Africa's Next media Enterprises**	**Myrah Caesar** **Brand & Business Strategist**
3:55pm-4:10pm	Market plugin – Brand Advantage	**iSERD SOLUTION**
4:10pm -4:30pm	**4th Presentation** Topic: **The Future of Media Sales: From Selling Advertising Space to Selling Business Outcomes"**	**Stephen NaaSei Boadi** Lead Consultant, Enable Growth Consult **Guest Speaker**
4:30pm -4:40pm	Market plugin – Brand Advantage	**Nova viva**
4:40pm – 4:50pm	Presentation of Certificates	**MC/AfriMass/Ronel**

ABOUT AFRIMASS

"MEDIA, MARKETING & MONEY (3M)" The Future Economics of African Media.

The Africa Media Advertising Sales Innovation Summit (AFRIMASS) is a premier event that unites leaders, professionals, and stakeholders in Africa's media and advertising sectors. With a core focus on innovation, sustainability, revenue generation and monetization strategies.

AFRIMASS is an incubator of ideas, a crucible of strategies, and a meeting ground for Africa's media and advertising luminaries. It exists to explore, unlock, and harness the full potential of revenue generation within Africa's ever-evolving media landscape. AFRIMASS isn't just an event-it's a transformative experience that redefines the trajectory of revenue growth in media and advertising.

The African media industry is undergoing one of the most disruptive and transformative periods in its history. Traditional advertising revenues are shrinking, audience behavior is rapidly evolving, digital platforms are redefining content consumption, and media organizations are under increasing pressure to innovate, monetize, and remain commercially sustainable.

Against this backdrop, the Africa Media Ad Sales Innovation Summit 2026 emerges as Africa's premier thought leadership and industry growth platform dedicated to advancing the future of media commerce, advertising innovation, audience monetization, and sustainable media business development.

Now in its 7th edition, the AFRIMASS will convene media executives, broadcasters, advertisers, agencies, digital platforms, telecom companies, fintech innovators, brands, regulators, startups, and technology leaders under one powerful theme: "MEDIA, MARKETING & MONEY (3M)" the future economics of African media

The 2026 edition will move beyond conversations and focus on actionable business growth opportunities, strategic partnerships, innovation ecosystems, revenue acceleration, and the future economics of African media.

Why 3M Matters

• MEDIA
• The engine of influence. Media shapes culture, drives engagement, and fuels economic growth. The future belongs to scalable, digital-first, multi-platform ecosystems.

• MARKETING
• Beyond visibility. Modern marketing is driven by data, measurable impact, AI-powered targeting, creator partnerships, and audience intelligence.

• MONEY
• The growth factor. Sustainable revenue is now the defining challenge. New opportunities lie in digital monetization, branded content, subscriptions, fintech, commerce, and media investments.

Strategic Vision
• The summit is strategically designed to position AfriMass Network as:
1 Africa's leading convener of media business innovation conversations
2. A strategic bridge between media, brands, technology, and investment
3. A catalyst for commercial transformation within African media
4. A thought leadership platform driving the future of advertising sales and media monetization
5. A continental ecosystem for partnerships, learning, and industry collaboration

VISION
To become the premier catalyst for innovation, collaboration, and transformative revenue generation within Africa's media and advertising sectors, uniting industry leaders, professionals, and stakeholders to pioneer pioneering monetization strategies and drive sustainable growth across the continent's media landscape.

CORE VALUES
S - Service Excellence
A - Accountability
L - Leadership
E - Empowerment
S - Synergy

ABOUT HOST



AMB. RAYMOND SMITH

Media Commercial Strategist | Founder,
AfriMass Network | Business Growth Advocate
Thought Leadership Convener.

Amb. Raymond Smith is respected media commercial strategists, renowned for helping media organizations transform audiences into sustainable revenue and profitable business growth. With more than 20 years of experience spanning broadcast, digital media, advertising sales, strategic partnerships, and commercial leadership, he has built a reputation for driving innovation at the intersection of media, marketing, technology, and business.

Throughout his career, Raymond Smith has successfully led high-performing sales teams, developed commercial strategies, built long-term advertiser partnerships, and generated multi-million-cedi revenue opportunities across some of Ghana's leading media organizations. His expertise extends beyond selling advertising—he helps media businesses rethink how they create value, monetize content, strengthen client relationships, and build commercially sustainable brands.

He has held commercial and media sales leadership roles with some of Ghana's most respected media companies, including Multimedia Group Ltd (JoyFM, Myjoyonline, JoyNews) Media General (Digital), EIB Network (Starr FM & Live FM), Media GH (Live 91.9 FM), Class Media Group Ltd (ClassFM, AccraFM, Classfmonline) and Tonaton.com, where he played key roles in business development, advertising sales, digital revenue growth, and strategic client engagement.

Known for his collaborative leadership style, Raymond Smith has worked extensively with programming, marketing, production, and executive teams to align content strategy with commercial objectives, transforming audience engagement into measurable business value for advertisers and partners. His philosophy is rooted in building strategic partnerships rather than transactional sales, creating long-term value for brands, media owners, and audiences alike.
Today, Raymond Smith is the Founder and Managing Partner of AfriMass Network, a leading Pan-African thought leadership and business engagement platform dedicated to advancing media innovation, commercial excellence, entrepreneurship, and industry collaboration across the continent.

Under his leadership, AfriMass Network has developed several flagship industry platforms, including:

• Africa Media Ad Sales Innovation Summit (AfriMass) – Africa's premier platform advancing innovation, revenue growth, and commercial excellence in media and advertising.

• Africa Radio Business Mixer – Celebrating World Radio Day by connecting broadcasters, advertisers, technology companies, and policymakers to shape the future of radio.

• Newsroom Business Initiative (NBI) – A World Press Freedom Day platform focused on newsroom sustainability, journalism innovation, and the news creator economy.

• Ghana Business Growth Summit – Held annually in celebration of World MSME Day, empowering SME's, entrepreneurs and business leaders to build profitable and resilient enterprises.

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NII MARTEY NEWMAN-ADJIRI
Founder & CEO, Ronel Ghana Limited
Brand Strategist | Entrepreneur | Technology and Innovation Builder

Nii Martey Newman-Adjiri is a Ghanaian entrepreneur, brand strategist and technology builder based in Accra. He is the Founder and CEO of Ronel Ghana Limited, where he leads Brand Experience Harmonisation—helping organisations align their strategy, identity, communications and customer experiences across digital and physical touchpoints.

His work combines integrated marketing, design, web development and business systems. Through proprietary frameworks such as The Harmony System™ and Brand Synergy Stack™, he helps businesses translate strategic intent into consistent execution and sustainable growth.

He is also the founder of Brantrepreneur, a coaching and content platform equipping Africa's creative minds with practical, biblically grounded entrepreneurship principles. His approach connects purpose with sound business strategy, ownership and long-term value creation.

His technology initiatives include HARC, an AI-native business operating system; Niatse, a financial operating system; TrustProtocol, a trust and verification platform; and EventPnP, an event experience platform.

Nii Martey holds an MSc in Advanced Materials Science and Engineering and is Founder and Director of Martmont Limited, with interests in development, engineering, property and manufacturing. His engineering background informs his systems approach to building brands and businesses.

Within AFRIMASS's Media, Marketing & Money conversation, he brings a practitioner's perspective on connecting brand experience, technology and audience engagement to measurable commercial value for African businesses.

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What we Do?

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STEPHEN NAASEI BOADI
Lead Consultant,
Enable Growth Consult

Stephen Naasei Boadi is a growth and positioning consultant and Lead Enabler at Enable Growth Consult. His work with media organisations spans business strategy, programme development and revenue generation. As former Head of Digital Marketing for PZ Cussons Africa, he led the development of Cussons Baby Mama's Nest, a digital community that grew to more than five million mothers.

Drawing on his experience with both brands and media organisations, Stephen will share an industry perspective on media sales and commercial leadership, exploring how media leaders can turn audience insights into stronger advertiser propositions, develop their sales teams and grow revenue.



TANIYA MONDAL
Managing Director & Digital
Transformation Architect
Optimal OMD Ghana

A visionary leader with 17+ years of experience bridging the gap between high-level business strategy and cutting-edge digital execution. Expert at developing "first-class" marketing solutions that cut through competitive clutter to foster deep audience connections. Core Competencies:- Scaled Digital Strategies: Proven track record at Google managing teams to scale digital solution suites for Fortune 500 brands, driving product revenue through efficient digital business strategies- Cross-Vertical Expertise: Deep experience across high-engagement sectors including FMCG, Pharma, Telecom, Automotive, and Beauty & Lifestyle.- Full-Funnel Content & Communication: Responsible for overseeing all functional areas with full P&L responsibility, ensuring brand consistency and innovative marketing across the consumer journey. Agile Leadership: Championing company vision within dynamic, evolving environments to build highly diverse, high performing teams.

Passionate about Diversity and is committed to an inclusive work culture. Professional Background & Education:- Managing Director, Optimal OMD Ghana: Leading organizational growth through innovative integrated solutions and market-wide P&L management- Solution Specialist Lead, Google: Directed digital specialists to implement complex strategies for top-tier global brands in North America- Academic Excellence: MBA in International Business from the Indian Institute of Management and a Master's in Science Personal Philosophy: The "Spiritual Gangster" Taniya brings a unique "Spiritual Gangster" mindset to innovation- combining the discipline of a gym enthusiast and yoga practitioner with the mindful clarity of a meditation expert to lead with purpose and high-energy impact

GBC NEWS

NEWS @2PM

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LIVE ON



YANNICK KABANGU
Country Manager, Adform,
Sub-Saharan Africa

A Country Manager for Sub-Saharan Africa at Adform, the global independent advertising technology platform. He leads Adform's regional growth, helping advertisers, agencies and media owners adopt its full-stack platform, from programmatic buying and ad serving to first-party data and identity solutions, as Adform establishes itself as the region's leading omnichannel advertising platform.

Yannick has more than 15 years of experience in advertising and marketing technology, in senior commercial and consulting roles. Before joining Adform, he led a team at ReturnX, a South African performance marketing and MarTech company, where he ran programmatic and affiliate partnerships between advertisers and publishers. Earlier, he managed global client portfolios at Conversant, the ad-tech arm of Epsilon, whose data and identity platform Publicis Groupe acquired for $4.4 billion. His expertise covers SaaS growth, programmatic media, data-driven advertising and market expansion.

Yannick is passionate about building a sustainable, data-driven media ecosystem across Africa, where technology, talent and trusted data grow together."



O.B. AGYEMAN
Global Service Consultant,
Empowered Diaspora

Dr. Obie Agyeman is an inspirational speaker, leadership developer and mentor affiliated with the John Maxwell Team. He is President of AfriCaricom Alliance, a bridge-building organization connecting Africa and the Caribbean through trade, culture and strategic partnerships.
Having travelled extensively, Obie works with organizations and community groups, providing leadership development, strategic advisory support and organizational transition strategies. He is passionate about community-led development, empowering people, strengthening institutions and creating sustainable pathways for socioeconomic impact.

His broader vision is to develop purposeful leaders, connect global opportunities and advance community-driven transformation across Africa and the Caribbean.
His guiding philosophy: Building people, connecting opportunities and empowering communities to create lasting impact.

Osah Thompson-Mensah, Founder and Chairman – ThirdWell Commodities; and ThirdWell Inclusive Business Centre (IBC) Osah is a deep thinker and astute strategist with extra-ordinary insight into SME business operations in Ghana. He has over 23 years work experience, comprising 17 years in banking and finance; 12 years of which were in strategy and top level management. He is an entrepreneur and the founder of ThirdWell Commodities Ltd, an accredited inclusive business with operating partnerships in the Bono, Bono East and Northern regions of Ghana. Osah is also a certified Impact Drives Return Business Coach and an Inclusive Business Consultant to the Association of Ghana Industries (AGI). He was the lead consultant for the 2025 Inclusive Business Accreditation under the auspices of the Association of Ghana Industry (AGI). In furtherance of his strong belief in the economic and social transformation potential of inclusive businesses, he founded the ThirdWell Inclusive Business Centre (IBC) to empower inclusive business and impact-driven SMEs to scale their operations and impact on low-income groups and communities. IBC is focused on securing financing and longterm investments for accredited inclusive businesses and impact-driven SMEs. To ensure investor readiness, IBC will provide the full range of investor readiness services to SMEs at affordable rates to unlock funding from local and foreign financiers. Osah is passionate and dedicated to the inclusive business initiative and strongly believes that inclusive businesses are the most sustainable approach to eradicating poverty in Ghana; and guarantee systemic improvements in income and living standards of BoPs in Ghana. Osah is also the founder and chairman of Chorale Africa, a Pan-African musical arts institution in Ghana.

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OSAH THOMPSON-MENSAH
Executive Chairman,
Inclusive Business Centre (IBC)

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GEORGE LOMOTEY
Director of Marketing- GBC

George Lomotey is a seasoned media and marketing professional serving as Director of Marketing at the Ghana Broadcasting Corporation (GBC), Ghana's national public service broadcaster. He provides strategic leadership for the Corporation's sales, marketing, marketing communications, and business development activities, with a strong focus on revenue mobilisation, brand positioning, strategic partnerships, and commercial growth.

With a keen understanding of Ghana's media and broadcasting landscape, George has been instrumental in driving initiatives that strengthen GBC's commercial sustainability, expand its market presence, and deepen relationships with corporate organisations, government institutions, and industry stakeholders.

He has played a significant role in developing commercial partnerships and sponsorship opportunities around major national and international broadcasting events, including the FIFA World Cup 2026 Ghana TV Consortium initiative.

George is passionate about innovation in broadcasting, strategic marketing, institutional development, and leveraging media platforms to create value for businesses and society. He brings to his work a commitment to excellence, strategic thinking, relationship management, and the transformation of GBC into a more competitive, commercially viable, and audience-focused public broadcaster.

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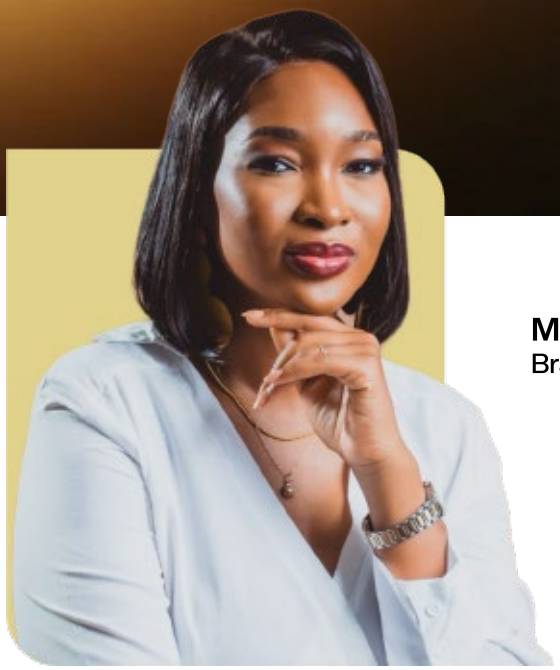

MYRAH CAESAR
Brand & Business Strategist

Myrah is a brand and business strategist and growth leader with nearly two decades of experience across Africa and international markets. She has led brands within FMCG, energy, hospitality, telecoms, financial services, international higher education, and healthcare sectors across Ghana, Nigeria, Kenya, and the UK.

As Strategy Director at Ogilvy Africa (Ghana), she has led brand strategy and communications across hospitality, energy, financial services, and consumer goods, for clients including The Coca-Cola Company, Diageo, Vodafone, Unilever, Tullow Oil, Pelican Hotel, Mastercard Foundation, and Standard Chartered Bank.

She led the national rebrand strategy and brand architecture for Telecel Ghana, delivering over 80% brand awareness in year one and winning at the AAG Gong Gong Awards for campaign effectiveness. Her strategic framework for Mastercard Foundation has been adopted by major financial institutions and a number of organisations across the nation. She has built and scaled marketing teams across multiple markets and developed strategic frameworks that have been implemented by global brands across the continent.

Her healthcare experience spans both public and private sectors. During COVID-19 she was Communications and Engagement Lead for NHS Wales, managing crisis communications for Cardiff and Vale University Health Board, directing a £15.3M capital programme, and leading media relations for two clinical firsts covered by the BBC. She has also worked with Nuffield Health on private clinical communications.

She founded Propel International, a pan-African youth platform that has connected over 100,000 students, graduates, and young professionals to skills, mentors, and study abroad opportunities. The platform generates over one million monthly organic views across social media.

Myrah has worked across continents, built from scratch, and led in a crisis. Beyond her professional career, she is a speaker and trainer, engaging audiences at universities, corporate forums, and community platforms across Ghana and internationally on brand strategy and youth development. She volunteers with the Great Commission Movement, bringing the same conviction to community that she brings to every brand she has led.

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COMPANY PROFILE

A leading reputation management agency.

Repute Burson helps businesses, organisations and individuals to **build, protect and improve** their reputations.

We are a member of **Burson Africa**, distinguished by local market knowledge and global relationships, along with deep sector expertise and unmatched global reach.

Local market knowledge

Global relationships

Deep sector expertise

Unmatched global reach



Portfolio

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06 Creative & Digital Hub

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JESSE AGYEPONG
Managing Partner,
Jesse Agyepong & Associates

Jesse Agyepong is a Ghanaian business leader, strategic communications adviser, public speaker, and youth advocate with more than twenty years of experience across telecommunications, banking, brewing, media, government, and the development sector. He is the Lead Consultant of Jesse Agyepong & Associates, an Accra-based advisory firm that counsels CEOs, senior public servants, and boards on brand positioning, governance communications, and crisis response.

Mr. Jesse Agyepong is a Ghanaian business leader, strategic communications adviser, public speaker, and youth advocate with more than twenty years of experience across telecommunications, banking, brewing, media, government, and the development sector.
He is the Lead Consultant of Jesse Agyepong & Associates, an Accra-based advisory firm that counsels CEOs, senior public servants, and boards on brand positioning, governance communications, and crisis response.

His experience extends across public sector entities, the private sector, multilateral projects, and social enterprise. Jesse has consulted or led communications projects at the Ministry of Finance, MIDA, the Ministry of Communications, the Ministry of Foreign Affairs, the Ministry of Information, the Ministry of Energy, and the Ministry of Works and Housing and under the Ministry of Trade and Industry, served within the Ghana Free Zones Authority as Director of Corporate Affairs & PR. His record spans some of Ghana's most visible national moments: communications for the Otumfuo Silver Jubilee Gold Coin and the Otumfuo Pillar of Peace Awards, the national launch of Ghana's 112 emergency service, the chip-embedded passport rollout, and the merger of First National Bank and Ghana Home Loans. He serves as Communications Consultant for the Ghana Grows Program, an initiative of the Mastercard Foundation in partnership with the Springboard Road Show Foundation.

A former Marketing Director of Tigo Ghana, he was named CIMG Marketing Practitioner of the Year in 2015. He holds a first degree in Political Science and Linguistics from the University of Ghana, an LLB from GIMPA, and an MBA Marketing from the University of Ghana Business School, bringing strategy, communications, and law together in one practice. He is the founder of AI, Ads & The Law, convenor of Quiet Conversations, and a father who believes, above all, that storytelling is nation building.

AfriMass NETWORK
Empowering Media Business



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- Thought Leadership & Industry Platforms
- News Business & Media Sustainability
- Research, Insights & Media Intelligence
- Partnerships & Business Development
- Empowering the Next Generation
- For Brands and the Business Community
- Media Buying Services

About Afrimass Network

AfriMass Network is an African-focused media business development and industry transformation platform that supports the growth of sustainable media enterprises by bringing together media owners, professionals, and stakeholders to solve the challenges of Africa's media economy.

Our Philosophy

"Great media creates public value. Sustainable media builds the business systems that allow that value to continue."

Get in touch with us

+233 (0) 243024552 afrimassghana@gmail.com www.afrimassnetwork.com



PROF. G. ETSE SIKANKU
Associate Professor of Journalism
& Political Communication - UniMAC

Prof. Etse Sikanku is an Associate Professor of Journalism and Political Communication at UniMAC.

He obtained his PhD in Journalism and Mass Communication from the University of Iowa in the United States of America.

He's currently the Dean of the Faculty of Journalism and Media Studies at the University of Media, Arts and Communication

His first book "The Afrocentric Obama and lessons on political campaigning" was the subject of a book discussion at Harvard University and University of Pennsylvania where he was invited as a guest speaker.

Prof. Sikanku's work has appeared in top-rated globally recognized journals.

He is a political communication analyst who has researched, written and reported on the importance of communication and the media to building a strong civic culture in Ghana. He is a frequent analyst on local and international media across the world.

His academic career includes teaching appointments at the University of Ghana Department of Communication Studies and the University of Media, Arts and Communication-Institute of Journalism (UniMAC-IJ).

THE Africa Media Ad Sales Innovation Summit

MEDIA FACT

TELEVISION IS CHANGING NOT DISAPPEARING



As audiences move toward streaming, on-demand platforms, and mobile viewing, television continues to evolve rather than disappear. Its formats and delivery methods are changing to match new viewing habits.

Television Is Changing, Not Disappearing

Television remains an important mass medium across Africa, but its role in the media system is changing. Across eight Francophone Sub- Saharan African markets covered by Kantar's Africascope 2025 study, 89% of the population watched television daily, with average viewing of 3 hours and 37 minutes; compared with 64% connecting to the internet daily. Television and internet together accounted for 88% of total measured media consumption.

This demonstrates that television remains capable of delivering scale, particularly where households continue to rely on shared screens for entertainment, news and major events

Television should therefore be evaluated according to the audience and role it delivers rather than assumptions about its decline

Digital out-of-home is extending this role by allowing more flexible creative, scheduling and location-based communication. Outdoor can also complement mobile campaigns by providing physical visibility before consumers encounter related content on their phones.

For brands, the implication is that radio and outdoors should not be treated simply as legacy channels. Their value is increasingly specific and complementary: radio can provide accessible local reach, while outdoor can provide repeated physical visibility. Their effectiveness depends on how well these functions connect with television and digital activity

Mobile is the primary gateway to the internet for most Africans. Social media and video platforms dominate online activity, with significant opportunities for brands to engage diverse and fast-growing audiences.

This is changing the consumer journey. A consumer can discover a product through a creator, watch a demonstration on YouTube, discuss it through WhatsApp or comments, compare alternatives and purchase without encountering a traditional advertisement at any stage. Content is increasingly part of product discovery and evaluation.

The supply of content has also expanded dramatically. Consumers now have access to creators, short-form video, online drama, free streaming platforms, podcasts and user-generated content alongside traditional broadcasters. AI is further reducing the cost and technical barriers to content production, increasing the volume of material competing for attention.

For brands, the central implication is fragmented attention. Large platform audiences do not automatically translate into influence. Each channel needs to be assigned a specific role in the consumer journey, whether that is reach, discovery, education, credibility, community or conversion.

Key takeaways for brands:

1. Do not treat digital as a replacement for traditional media. Build around the different functions each channel performs.

2. Plan around consumer behaviour, not platform popularity. The largest platform is not necessarily the most effective environment for every category or audience.

3. Separate reach from engagement. A consumer being exposed to a message does not mean that they noticed, understood or trust edit.

4. Build content for the environment. Television creative, TikTok content, YouTube programming and creator content should not simply be different versions of the same execution.
5. Use creators strategically. Their value increasingly lies in their communities, cultural knowledge and ability to produce relevant content, not simply their follower numbers.

6. Segment the African media consumer properly. Income, geography, age, connectivity and socioeconomic status can significantly alter media behaviour.

7. Measure the complete consumer journey. Awareness, attention, consideration, engagement and conversion increasingly happen across multiple media environments

The emerging African media landscape is therefore defined by the coexistence of mass reach, fragmented attention and increasingly personalized consumption. Brands that understand how these systems connect will be better positioned to build sustained consumer engagement than those that continue to plan around individual channels in isolation.

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