Tanzania - Media Sector Report: Radio, Television, Newspapers

Description: This report provides a comprehensive industry profile, analysis and outlook of Tanzania's media sector. In the audio-visual sector, Tanzania is becoming one of the most competitive African countries, both from an audience and TV offering perspective, despite limited terrestrial broadcast coverage, a restricted consumer market and relatively limited broadband access. Radio remains the most reliable mass medium, reaching around 92% of people. Since just one radio station in 1994, there are now 86 registered stations. Media landscape in Tanzania is dominated by the IPP Media Group, which has interests in print, radio and television, and currently leads in all three sectors. The other strong media groups are Africa Media Group, Clouds Entertainment and Sahara Communications. The media sector remains exposed to internal and external pressures. It is believed that lack of transparency, impartiality and fairness has been witnessed in the allocation of broadcast licenses and frequencies.

The report provides a SWOT analysis, full overview of the media sector and its segments with a focus on the sector's growth and value. It analyses the country's print and broadcast media, as well as their ownership structures. It summarizes recent developments in the sector including the major projects, companies and investors. It outlines the main factors driving growth in the sector, as well as gives details on capital and financing. The Report explains thesectoral policy and regulatory environment in the country and provides an assessment of the risks and challenges in the sector for domestic and foreign investors. Finally, it provides market trends and outlook.

The report draws on national and international data, statistics, media reports and industry insights. It is useful to domestic and international investors, policy-makers, businesses and research institutions in understanding investment opportunities, risks and challenges, legal and business environment in Tanzania.

Contents:  
1. Tanzania: Country Brief 
2. Sector Overview 
3. Recent Developments 
4. Products and Markets 
   - Newspapers 
   - Radio 
   - Television 
   - Community Radio and Television 
   - Pay TV 
   - On-line Media 
   - Internet Television 
   - Mobile Telephony 
   - Mobile Television 
5. Informal Economy 
6. Leading Companies 
   - Tanzania Broadcasting Corporation 
   - Start times / Tanzania Broadcasting Corporation (TBC) 
   - IPP Media Group 
   - Sahara Communications (Sahara Media Group Ltd) 
   - Africa Media Group Ltd 
   - Global Publishers 
   - Clouds Entertainment 
   - New Habari Corporation 
7. New Entrants
8. Mergers and Alliances
9. Initial Public Offerings (IPO)
10. Divers of Growth
11. Barriers to Entry
12. Consumers
   - General Audience Trends
   - Print Media Readership
   - Radio Audiences
   - Television Viewers
   - Mobile Media Users
13. Suppliers
14. Efficiency of Infrastructure
15. Capital and Financing
16. Availability and Cost of Labour
17. Policy and Regulatory Environment
   - Private Media Ownership
   - Foreign Ownership
   - Print Publications
   - Broadcasting Content Quotas
   - Media Accountability
   - Censorship
   - Internet Censorship
   - ICT Policy
   - Public-Private Partnerships (PPP)
18. Foreign Investment
19. Risks & Challenges
20. Market Trends & Outlook
   - Tanzania's Economic Outlook
   - Media Sector Outlook
   - Audience Outlook
   - Advertising Outlook
   - Local Content Outlook
   - Ownership Outlook
   - Investment Outlook

List of Figures
Figure 1: Real GDP growth, 2014
Figure 2: Tanzania’s economic forecast, 2014-2018
Figure 3: Most Popular TV Channels in Tanzania, June 2014
Figure 4: Internet use in Tanzania, 2014
Figure 5: Mobile phones penetration in Tanzania, 2014
Figure 6: Leading Companies
Figure 7: GDP per capita growth, 2014
Figure 8: Basic monthly salaries in media industry in Tanzania, 2014
Figure 9: Office Hire in Major Cities

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