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 the sectoral 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.

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