South Africa - Media Sector Report: Radio, Television, Newspapers

Description: This report provides a comprehensive industry profile, analysis and outlook of South Africa's media sector. South Africa has the largest, most sophisticated, vibrant and diverse media sector in Africa. The sector attracts multiple investments. Its media players, most of them listed on the Johannesburg Stock Exchange are global players. They pursue aggressive expansion not only in Sub-Saharan Africa, but also in other emerging markets: Central and Eastern Europe, Russia, Turkey, Brazil and India. In print media sector, there are plenty of small, independent media houses. However, the industry is dominated by four main players. In digital media sector, major companies, such as Naspers, Times Media Group, and Primedia Unlimited, are world class players and global investors. Their portfolios span broadcasting and content, internet, pay-television, print media, advertising and entertainment. Rising middle class, especially among black population, is the key driver of the sector's growth.

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 South Africa.

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