

Media Production Infrastructure In

Africa

Industry Survey Report

November 2025

CONDUCTED AND
PRESENTED BY:



Executive Summary

The Media Production Infrastructure in Africa – Status Survey 2025 sought to capture a holistic view of the current state, strengths, and shortcomings of Africa’s media production landscape.

The survey gathered responses from broadcasters, production companies, and other creative professionals across the continent.

The findings reveal a deeply experienced and resilient sector — one that has grown through resourcefulness but now stands at a crucial turning point where modernisation, strategic investment, and policy alignment are essential to achieving global competitiveness.

The following sections explore each key question in the survey, unpack the data, interpret its meaning, and provide actionable recommendations for the future of Africa’s media production infrastructure.

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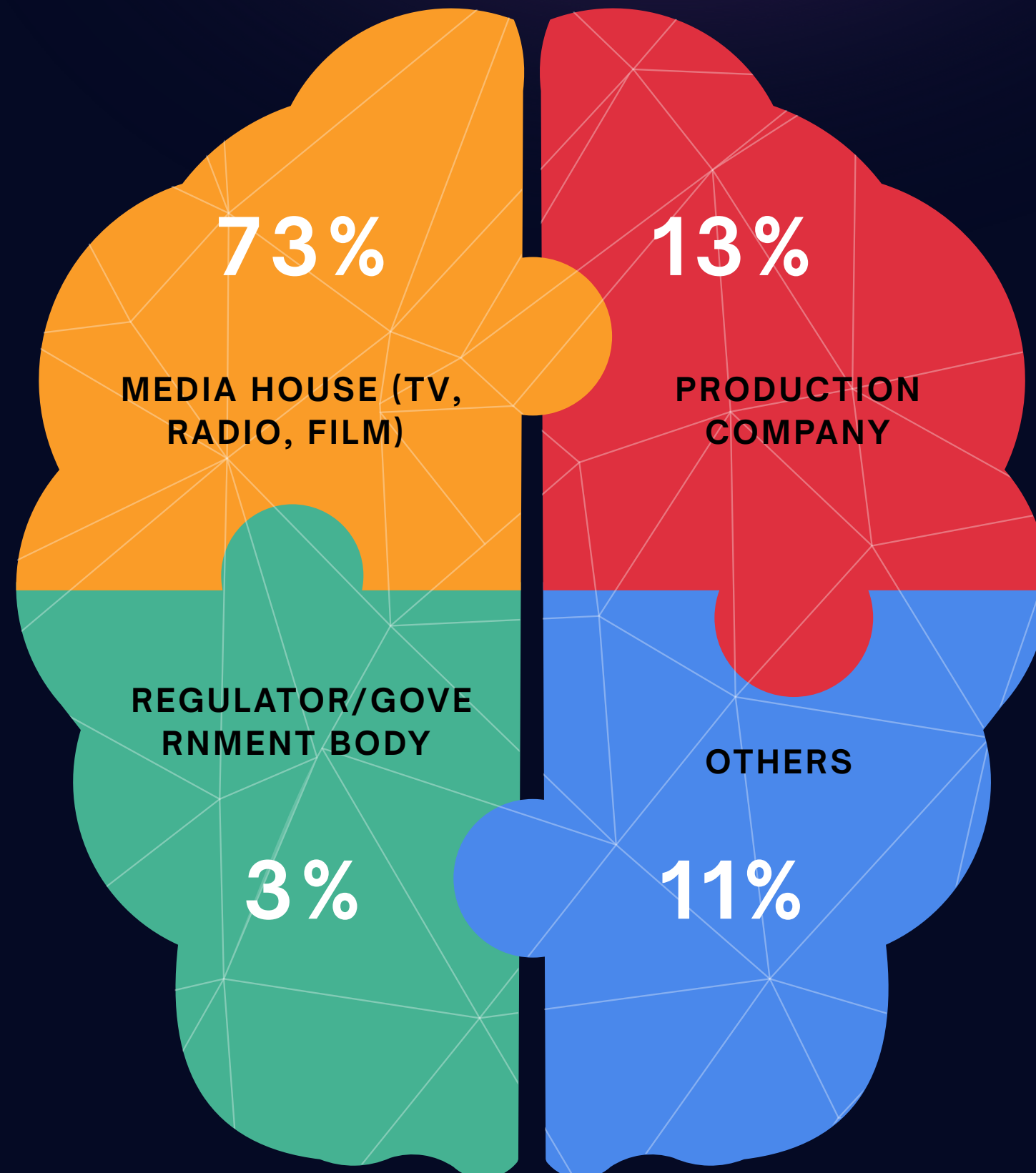




FINDINGS AND TAKEAWAYS

- Summary

WHO WE SURVEYED - VALUE-CHAIN SPREAD



73% of survey respondents came from traditional media houses — including television, radio, and film institutions.

Production companies followed with (13%) of respondents. Others such as regulators, analysts etc comprised the rest. Notably, no responses were recorded from post-production or equipment rental companies, a gap that exposes a lack of downstream technical participation in the sector.

This imbalance demonstrates the concentration of Africa's media ecosystem at the content creation level, with limited infrastructure and service-oriented enterprises that support the production chain. It suggests that while the African media is strong in creative generation, it remains thin in technical and operational infrastructure.

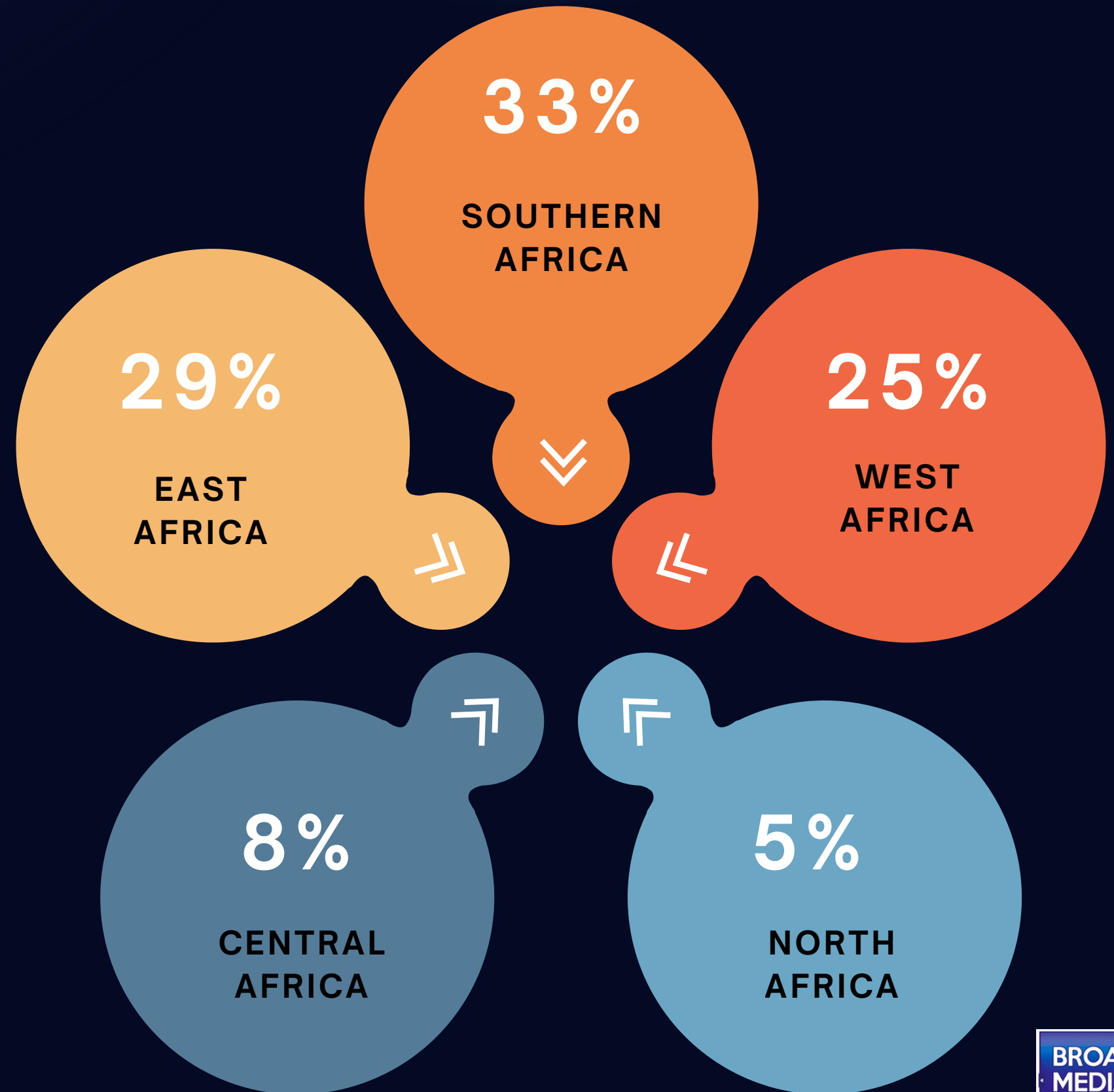
Without robust equipment rental networks, post-production facilities, and logistics providers, the industry risks becoming overly dependent on a few large players, inhibiting innovation and accessibility for smaller creators.

WHO WE SURVEYED - REGIONAL SPREAD

This regional distribution confirms where the continent's most active production clusters currently exist — in Southern, Eastern, and Western Africa — while underscoring the relative underdevelopment of Central and North African markets.

This uneven distribution highlights Africa's longstanding infrastructure investment gap. Southern Africa's advantage lies in its established broadcast networks and governmental support structures, while East Africa's rise reflects rapid digital adoption and growing independent production communities.

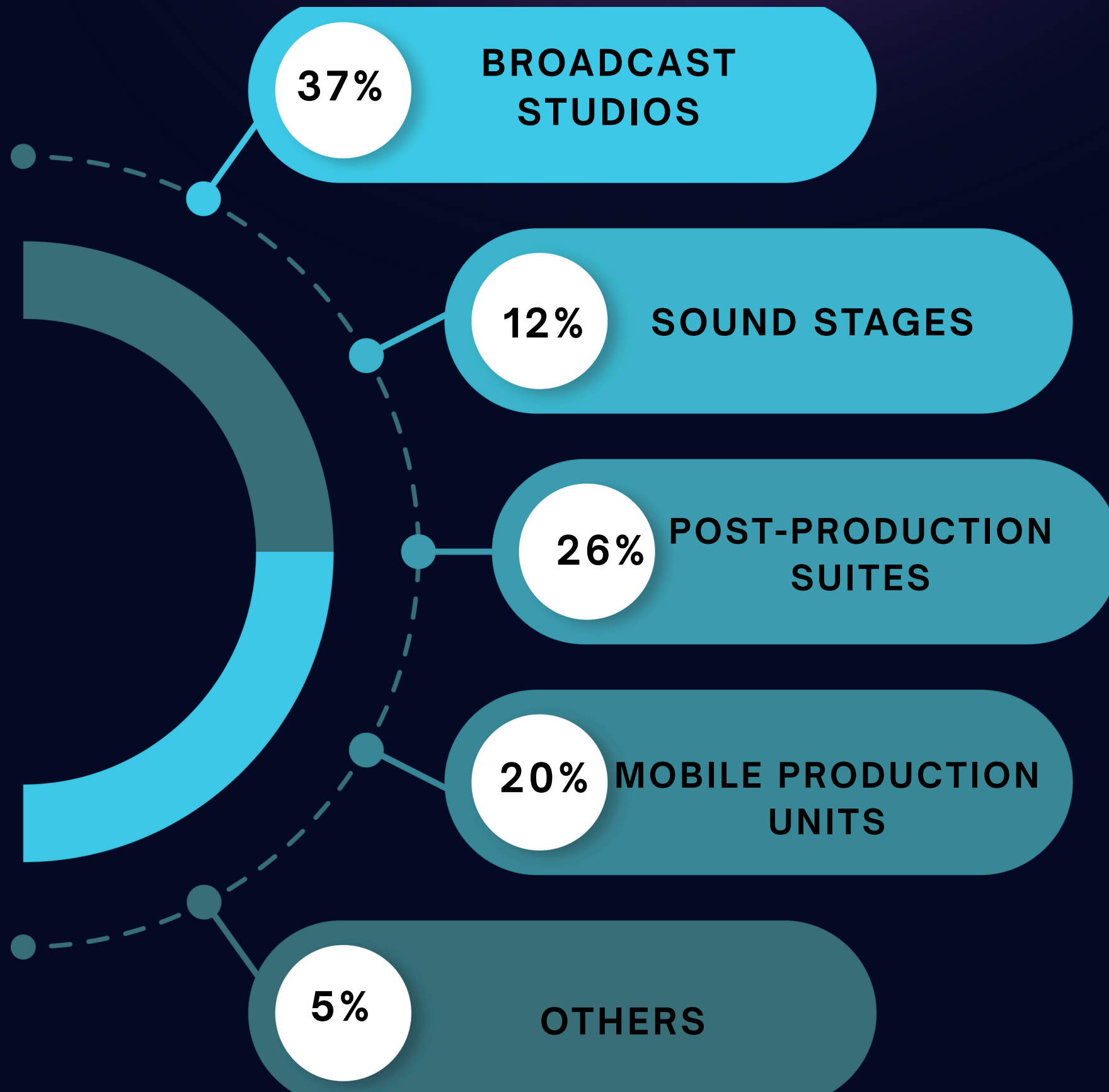
However, much of Central Africa continues to lack dedicated production infrastructure, forcing local producers to depend on external facilities or cross-border partnerships.



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CURRENT INFRASTRUCTURE STATUS

TYPES OF PRODUCTION FACILITIES

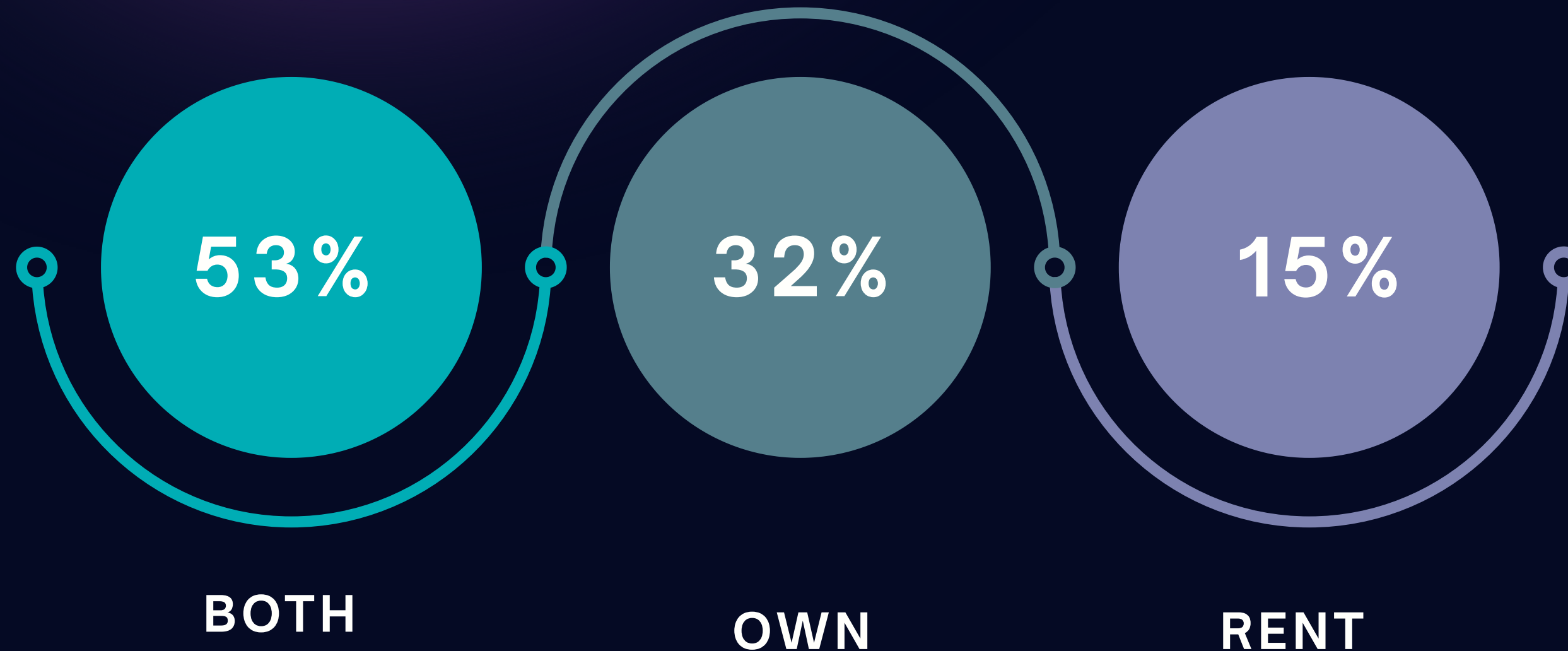


Takeaway:

The data reveals that while broadcast facilities are relatively accessible, there remains a glaring shortage of dedicated sound stages and large-scale studios across the continent. This shortage limits Africa's ability to host major productions or compete for international co-productions. The consequence is that many high-value projects are either outsourced to regions with better infrastructure or significantly scaled down to fit the available facilities—a compromise that affects both quality and economic returns.

This further indicates that governments and investors should prioritise the establishment of multi-purpose sound stages and modern studios through innovative financing models, particularly public-private partnerships (PPPs). Such investments would not only expand the continent's production capacity but also stimulate local creative economies, attract foreign investment, and enhance skills transfer through collaboration with international production houses.

EQUIPMENT: OWN VS. RENT



Takeaway:

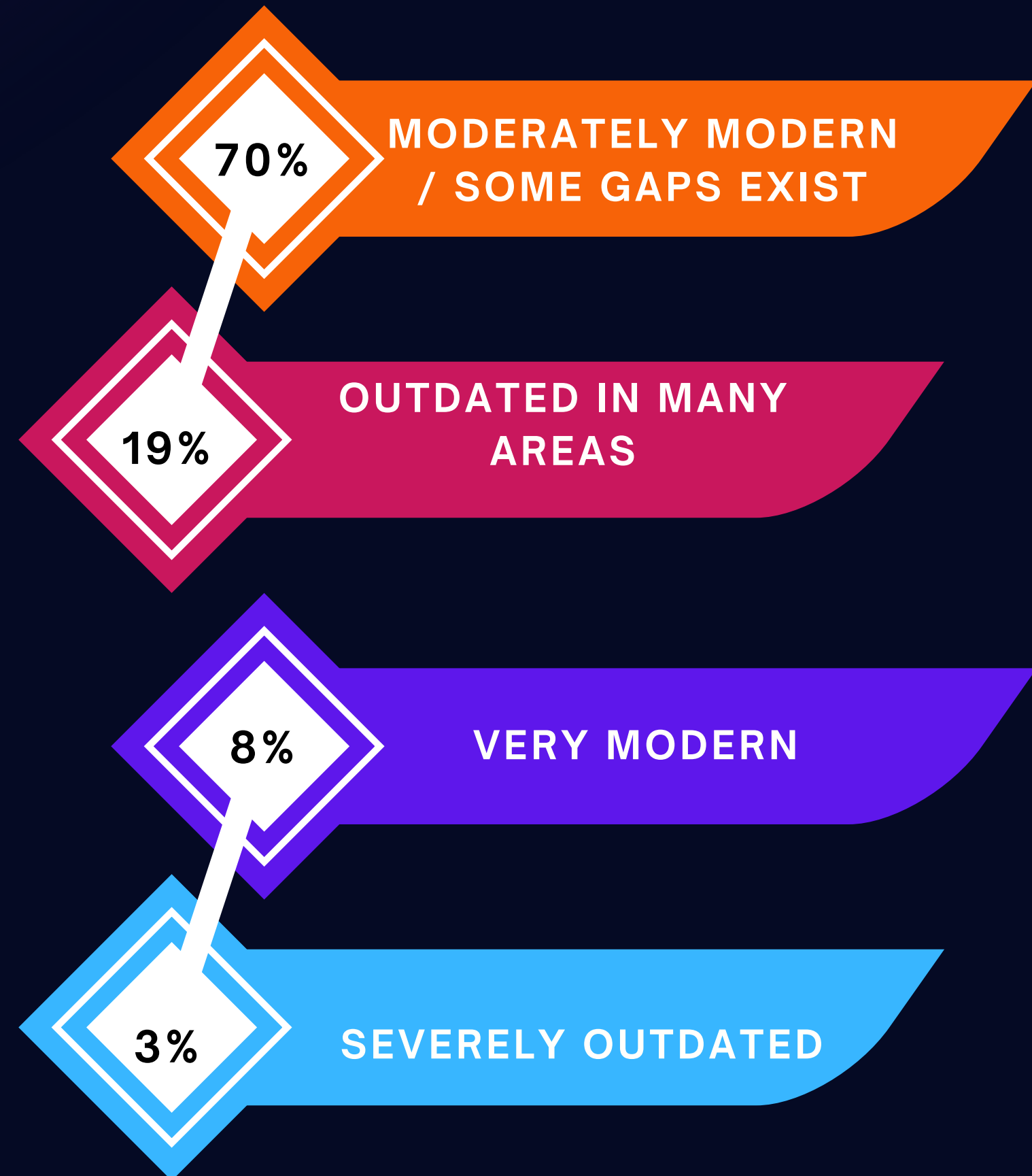
This demonstrates the financial pragmatism of African producers, who often adopt flexible and adaptive strategies to navigate limited resources. Renting production equipment and facilities enables them to tailor their investments to specific projects, ensuring operational efficiency and minimising financial risk. However, this approach also underscores a deeper structural issue within the continent's media and entertainment sectors — the lack of sufficient capital or financing mechanisms to support full ownership of essential production assets.

MODERNITY OF EQUIPMENT COMPARED TO GLOBAL STANDARDS

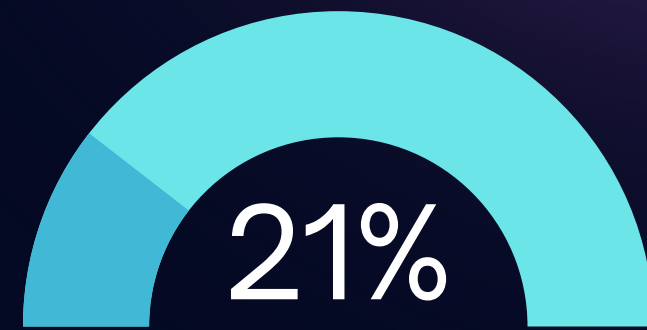
Takeaway:

This finding encapsulates the technological lag Africa faces. While the continent's producers are creative and adaptive, the lack of modern tools — particularly in camera technology, sound design, and post-production — constrains quality output and limits global collaboration.

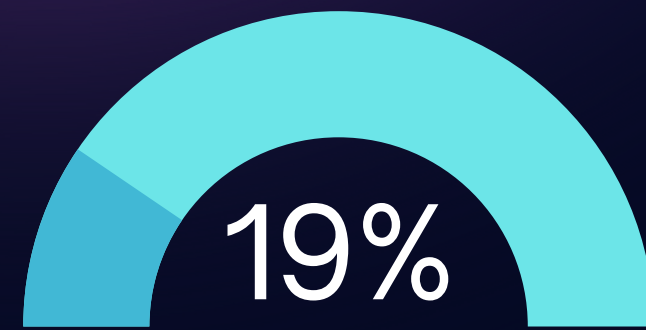
Introduce technology transfer partnerships with international broadcasters and vendors. Encourage governments to provide customs exemptions on essential production equipment to make modernisation more affordable.



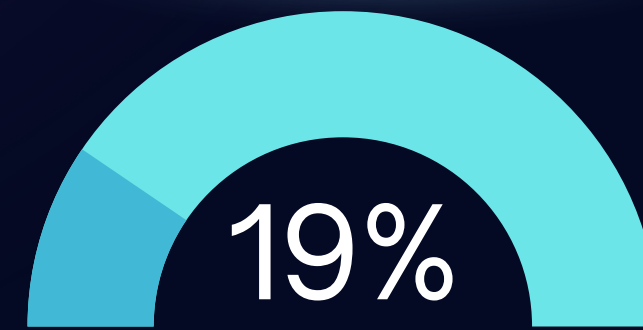
KEY INFRASTRUCTURE CHALLENGES



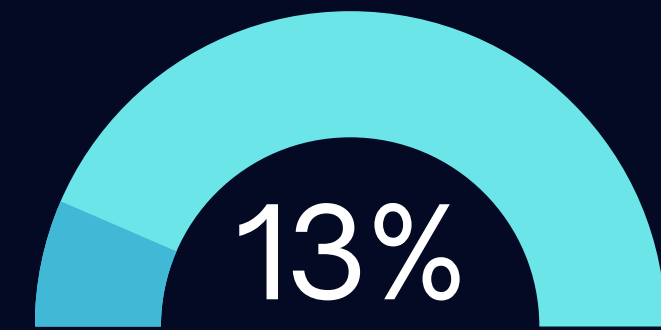
HIGH COST OF
RENTING/OPERATING FACILITIES



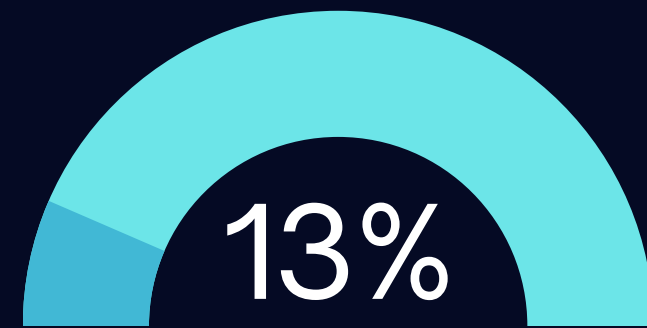
OUTDATED OR INSUFFICIENT
EQUIPMENT



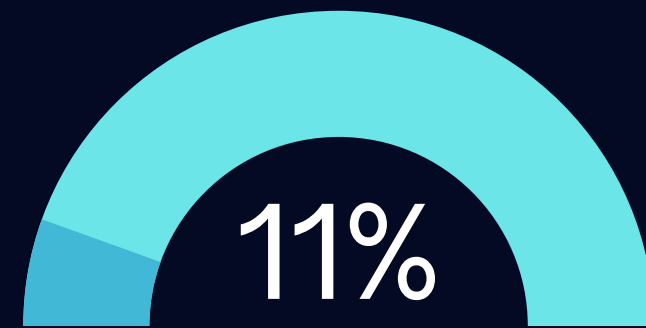
POOR OR UNSTABLE INTERNET
CONNECTIVITY



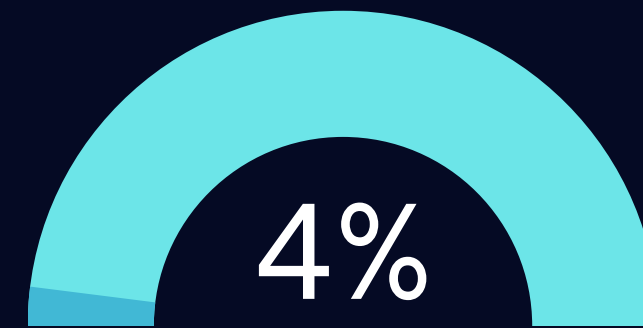
LACK OF SKILLED TECHNICAL
STAFF



UNRELIABLE ELECTRICITY
SUPPLY



LIMITED ACCESS TO
STUDIOS/SOUND STAGES



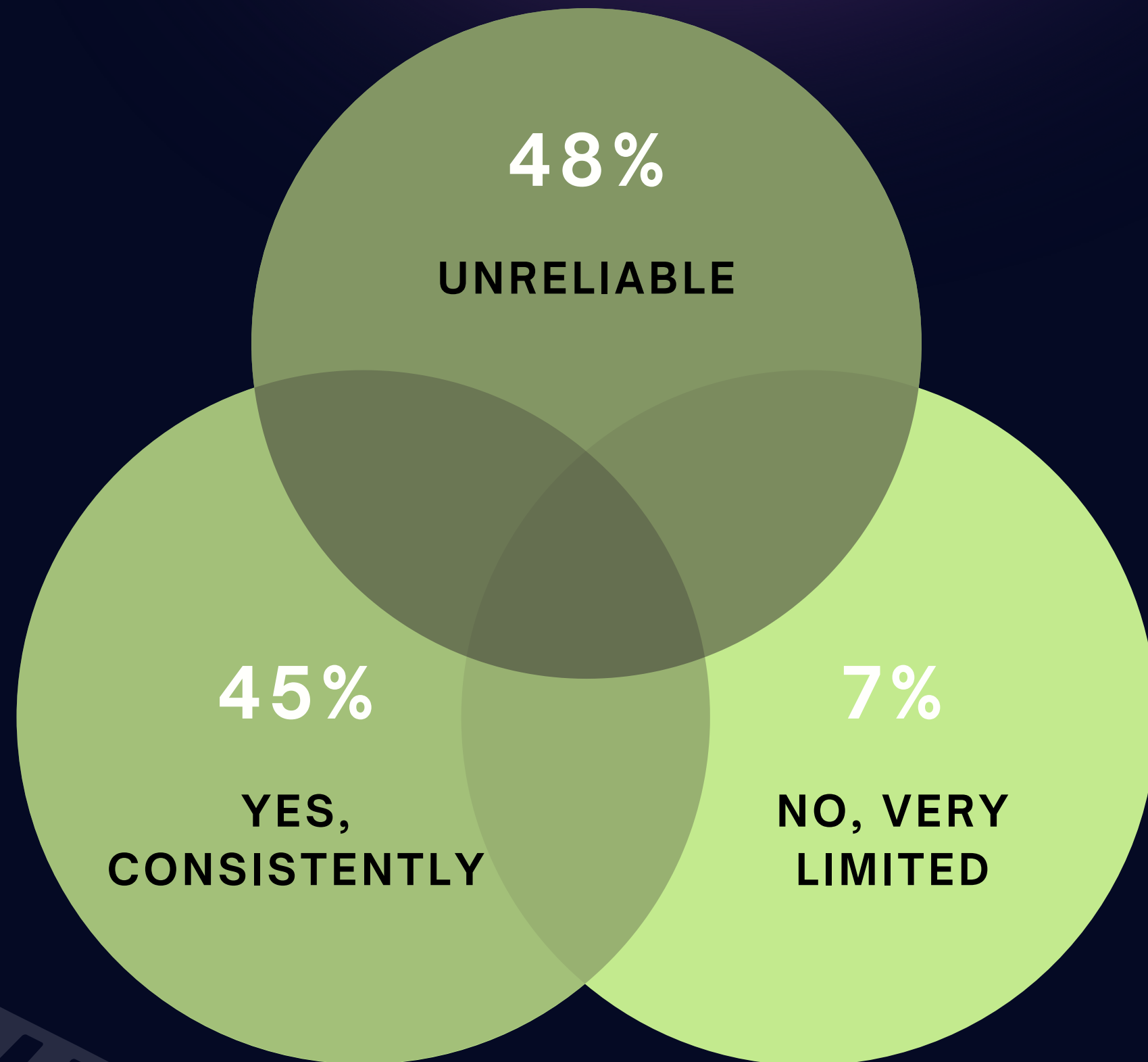
OTHERS

Takeaway:

The data reveals a layered problem encompassing operational inefficiency, technological lag, and human capacity gaps — each compounding the other to create a systemic challenge for Africa's broadcast and production industries. Unstable power supply and inconsistent internet connectivity remain among the most critical barriers, frequently disrupting production schedules and post-production workflows.

These interruptions not only increase operational costs but also compromise quality and reliability, making it difficult for local broadcasters and producers to meet the rigorous timelines and standards demanded by international partners.

INTERNET ACCESS FOR PRODUCTION WORK



Takeaway:

Almost half of the respondents reported unreliable internet connectivity, while others enjoy consistent access.

This highlights an ongoing digital divide that directly affects production, editing, and distribution. Without stable connectivity, cloud collaboration, remote editing, and live streaming are compromised — a significant setback in an era where digital workflows dominate global production.

Strengthen broadband networks through partnerships with telecom operators and digital infrastructure programs. Media parks should have priority access to high-speed fibre or satellite connectivity.

USE OF CLOUD-BASED TOOLS

55%

YES,
OCCASIONALLY

36%

NO, NOT AT ALL

9%

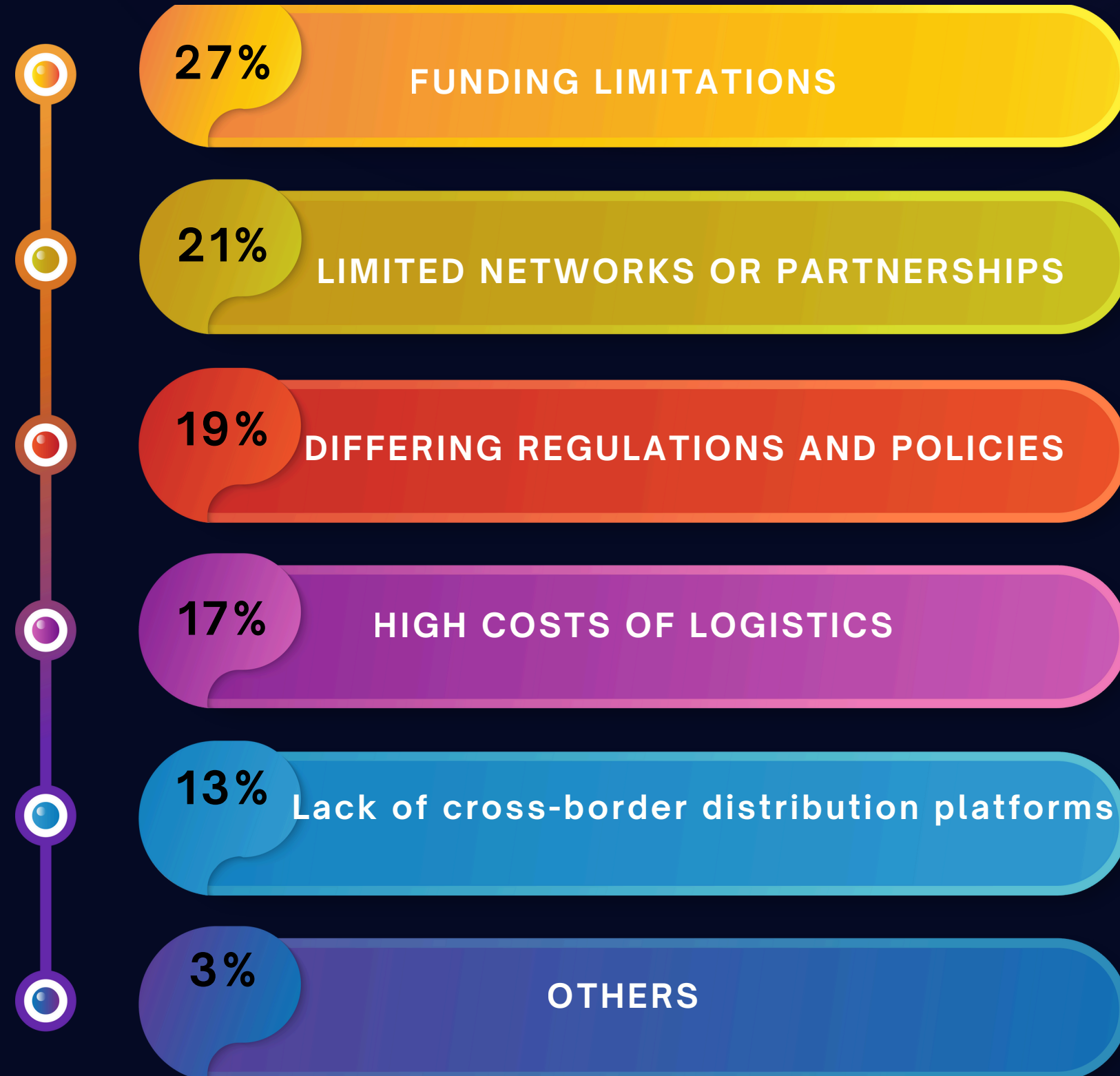
YES,
EXTENSIVELY

Takeaway:

This low adoption rate underscores a missed opportunity for efficiency. Cloud tools can reduce hardware dependency, facilitate collaboration, and ensure content security, yet poor internet access and unfamiliarity with the cloud hinder adoption.

Training programs should focus on digital transformation, emphasising cloud workflows for editing, storage, and distribution. Governments can encourage cloud adoption by supporting local data centres to lower costs and latency.

CHALLENGES IN CROSS-BORDER COLLABORATION



Takeaway:

Funding limitations emerged as the most common barrier, followed by limited professional networks, differing regulations, and high logistics costs.

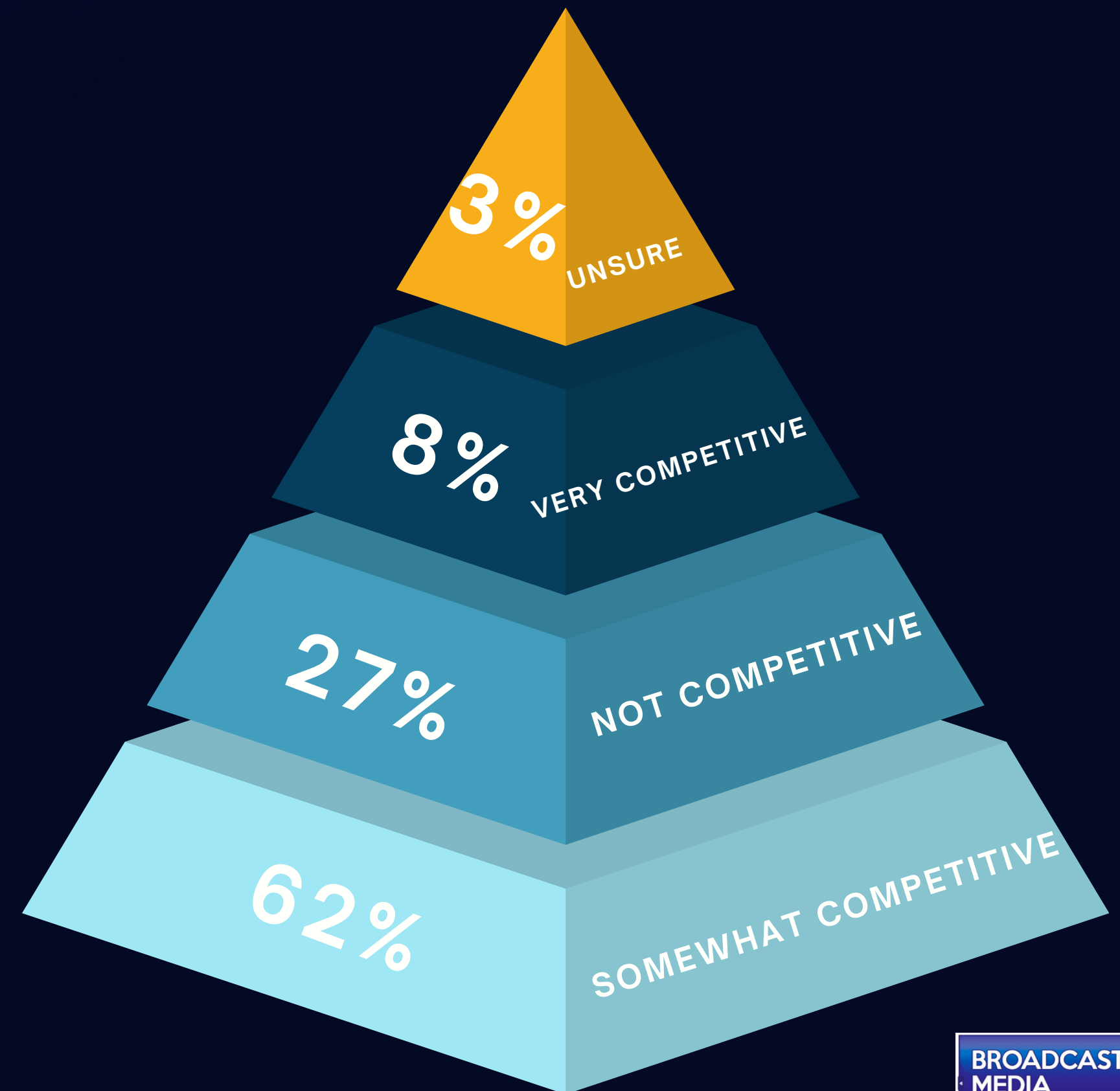
This shows that Africa's creative industries remain nationally focused, despite the vast potential for continental collaboration. Inconsistent regulations and funding mechanisms make co-productions complex and expensive.

COMPETITIVENESS OF AFRICA'S MEDIA INFRASTRUCTURE

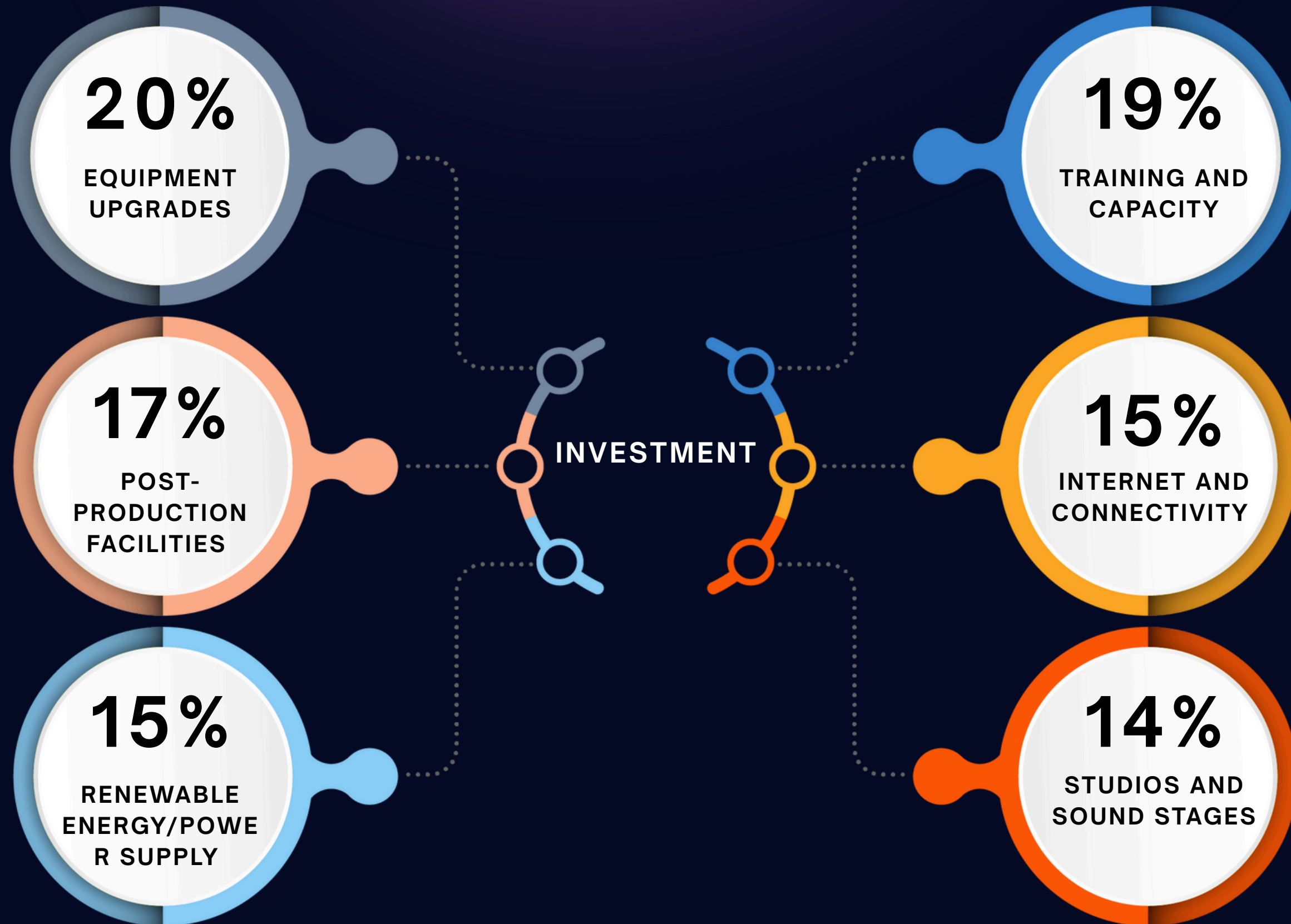
Takeaway:

This demonstrates an early-stage adoption of cloud technology, largely constrained by poor internet reliability and limited awareness of its benefits.

Capacity-building programs should teach cloud-based workflows for storage, editing, and remote collaboration. Investment in reliable data centres within Africa could also encourage wider use.



PRIORITY AREAS FOR INVESTMENT

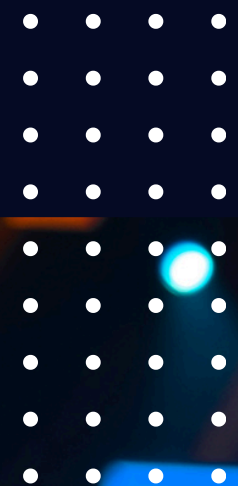


Takeaway:

Respondents emphasised a holistic understanding of growth: physical, digital, and human infrastructure must advance together.

Develop Integrated Media Parks that combine training centres, studios, post-production suites, and renewable energy systems. These parks could serve as the foundation for a modern, sustainable production ecosystem.

INNOVATIONS SHAPING THE NEXT FIVE YEARS



Respondents foresee artificial intelligence, streaming platforms, and immersive technologies driving the future of African production.

This optimism reflects an emerging digital consciousness — a belief that Africa can leapfrog traditional stages of development by embracing technology.

Recommendation:

Governments and investors should encourage early adoption through innovation funds and partnerships with global tech companies.

CONCLUSION

The Media Production Infrastructure in Africa – Status Survey 2025 reveals a sector standing on the threshold of transformation. It is defined by strength of experience, creative ingenuity, and an unmistakable will to modernize — yet constrained by infrastructure gaps, uneven investment, and regulatory fragmentation.

Africa's creative professionals have shown resilience and adaptability, and with strategic investment, digital infrastructure, and a renewed focus on skills development, the continent is poised to redefine its global media footprint. The story that emerges from this survey is not one of limitation, but of readiness — readiness to invest, to collaborate, and to take Africa's media production to world-class heights.



Thank You



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