



BROADCAST MEDIA AFRICA | MARCH 2026

AI & Transformation of Media

Africa Readiness Industry Survey 2026

Findings & Strategic Insights

AFRICA

EXECUTIVE SUMMARY

An industry at an inflexion point

94%

Leadership
AI Familiarity

75%

Plan to Increase
AI Investment

56%

No In-House
AI Expertise

75%

No Clear AI
Regulatory Framework

Ambition currently exceeds architecture. AI awareness is rising — but only 11% have a formal strategy. The window for proactive governance is open, but not indefinitely.

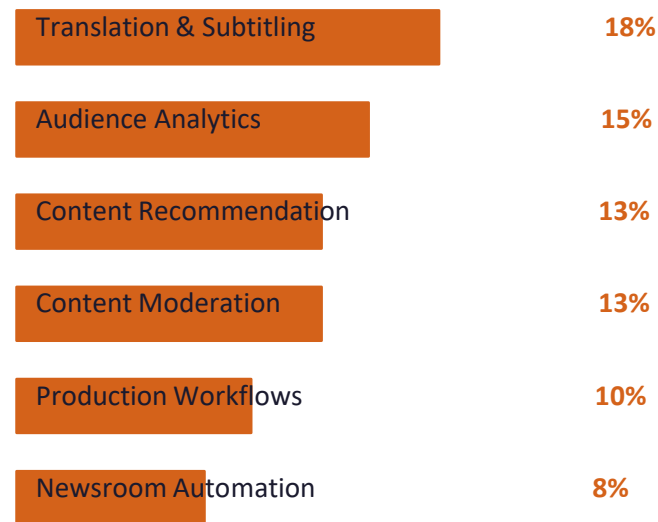
AI ADOPTION LANDSCAPE

Strategy vs. Readiness

Deployment Status



Top AI Use Cases

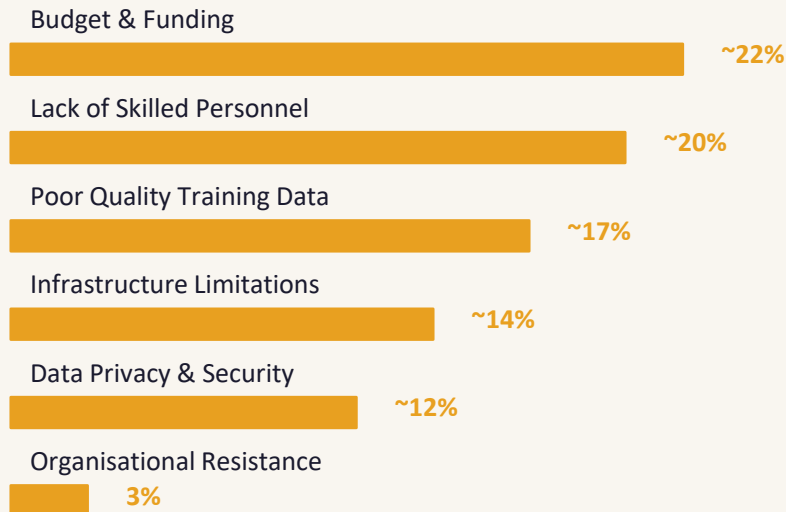


Only 11% have a formal AI strategy — yet 55% rate AI as a high or top strategic priority.

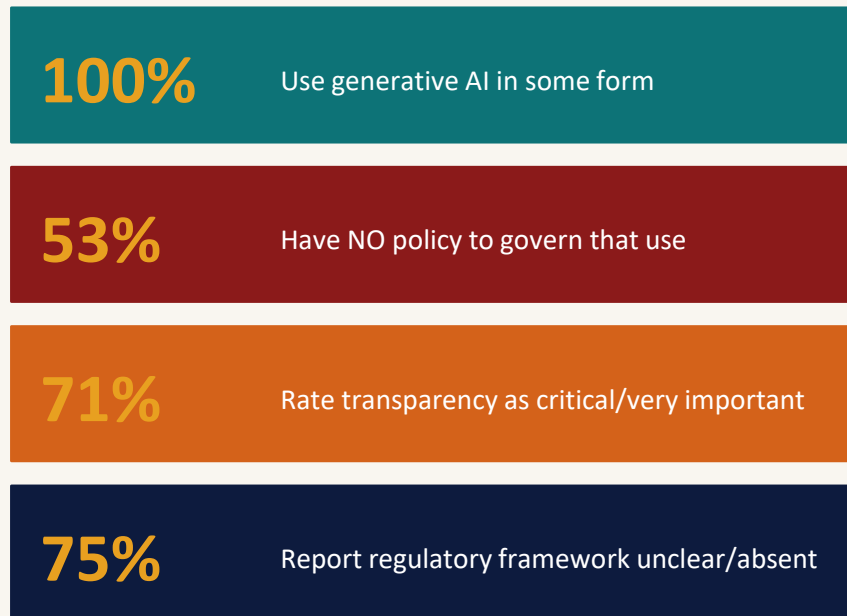
RISKS, BARRIERS & GOVERNANCE

The obstacles are structural — not attitudinal

Top Barriers to Adoption



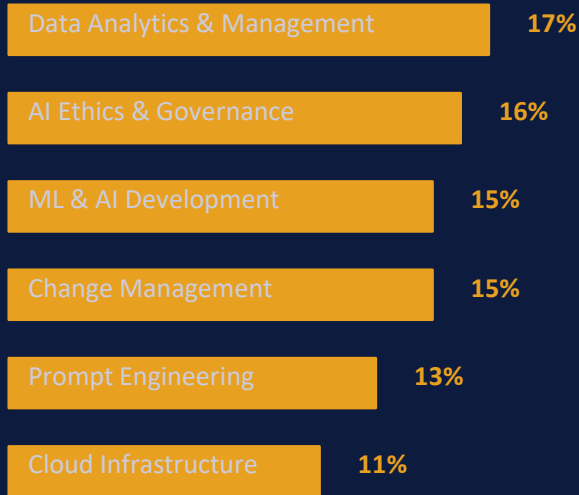
Governance Gaps



SKILLS GAPS & STRATEGIC OUTLOOK

Human capital is the central bottleneck

Key Skills Gaps



Strategic Priorities

- 01** Build formal AI strategies — only 11% have one despite high intent
- 02** Invest in AI ethics & governance skills alongside technical capability
- 03** Close the policy gap — 100% use gen AI, 53% have no governing policy
- 04** Advocate for regional regulatory frameworks — none rate theirs 'very clear'
- 05** Accelerate AI fact-checking — only 9% fully integrated on a continent battling misinformation