

# South Africa TV Broadcasting Market By Type (Digital Terrestrial Television, Satellite Television, IPTV, Others), By Revenue Generation (Subscriptions, Advertising) By Region, By Company, Forecast & Opportunities, 2018-2028F

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## Abstracts

The South Africa TV Broadcasting Market is expected to witness significant growth during the forecasted years, owing to the rapid rise in television penetration in households. Moreover, the increasing demand for local content and the rise in pay TV membership are further driving the TV broadcasting market in South Africa.

Broadcast television is a method of transmitting radio waves from transmitters to antenna receivers that generates visual pictures on TV for viewers to tune to. They are regulated by TV stations that provide a lot of independent channels with various frequencies. Broadcast television consists of all the shows that are broadcasted to viewers who are tuned in to the appropriate channel and are efficiently used for marketing and advertising.

Moreover, due to rising technological advancements, many brands are providing TV broadcasting services through IPTV. IPTV stands for Internet-based Protocol Television, which uses the Internet to provide both live and on-demand TV shows and videos. IPTV is a system where subscribers receive digital television service using Internet protocol technology through a broadband or Internet connection.

The rising popularity of sports such as cricket, football, rugby, etc., are also contributing to the South Africa TV broadcasting market, as people prefer to watch these sports live on television and are purchasing subscription packages for uninterrupted experience of sports watching. The rise in demand for high-quality video content and the development

of technologies like the Internet of Things are key factors that are anticipated to propel the expansion of the South Africa television broadcasting market during the forecast period. The market for television broadcasting services is also expected to develop as a result of the expanding need for businesses to reach out to large audiences and potential clients.

The market for TV broadcasting in South Africa is expanding as more people are using smart TVs. Today, more people are using the internet, and more people need improved distribution infrastructure. As people's lifestyles have transformed, the necessity for broadcasting has changed as well, leading to an increase in the demand for digital material and a rise in cable subscriptions. The cable television revolution is being led by cable operators, who are airing popular TV shows, films, documentaries, news, sports, and other programs.

### Increasing Television Penetration is Fueling Market Growth

According to the report 'General Household Survey 2020' provided by Statistics South Africa, around 89.2% of households own a television. Thus, with the increase in television penetration in households in South Africa, the market will witness significant growth in the forecasted years. Moreover, as per the data provided by World Bank, the per capita income in the country is rising at 3.6% annually. Thus, with the increasing per capita income, people will have more purchasing power which will significantly result in increased demand for television and will affect the TV broadcasting market in the country.

### Growing Pay TV Subscribers are Driving the Market Growth

Owing to the rising number of pay TV subscribers in South Africa, the market is anticipated to rise during the forecasted period. According to MultiChoice Group Ltd, a market player in the TV broadcasting market, the number of households with a linear pay-tv subscription for the group (measured on a 90-day active basis) climbed by 900,000 to 21.8 million, with 12.8 million in the rest of Africa and 9 million in South Africa, in 2022. Moreover, the country will add around 18-20 million pay-TV subscribers by 2027. Thus, with the rise in pay TV subscribers, the market of TV broadcasting in South Africa will rise.

### High Demand for Local Content to Fuel the Market Growth

The demand for TV broadcasting in South Africa is increasing as a result of the growing

desire for local programming that reflects the culture and values of the country in the local language. According to a survey done by Futurefact in 2019, in South Africa, 86% of respondents indicated 'they enjoy watching TV shows about the country's social and cultural values.' Thus, to grab a large viewership, many channels have started focusing on local content, which is significantly forcing people to buy pay-TV subscriptions, further affecting the market of TV broadcasting in South Africa.

## Market Segmentation

The South Africa TV broadcasting market is segmented on the basis of type and revenue generation. Based on Type, the market is divided into Digital Terrestrial Television, Satellite Television, IPTV, and Others. Further, the market is fragmented into Subscriptions, Advertising on the basis of revenue generation. The market is divided into Gauteng, KwaZulu-Natal, Western Cape, Eastern Cape, Rest of South Africa on the basis of region.

## Market Players

MultiChoice Africa (Pty) Limited, Electronic Media Network Limited (PTY) Ltd., Openview (PTY) Ltd, StarTimes Media South Africa (Pty) Ltd (StarSat), The South African Broadcasting Corporation (SABC), Zee TV South Africa (Pty) Ltd are the key players in the South Africa TV broadcasting market.

## Report Scope:

In this report, South Africa TV broadcasting market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### South Africa TV Broadcasting Market, By Type:

Digital Terrestrial Television

Satellite Television

IPTV

Others

### South Africa TV Broadcasting Market, By Revenue Generation:

Subscriptions

Advertising

### South Africa TV Broadcasting Market, By Region:

Gauteng

KwaZulu-Natal

Western Cape

Eastern Cape

Rest of South Africa

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in South Africa TV broadcasting market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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