2019 MediaFacts

WEST & CENTRAL AFRICA

mediaReach OMD

Harmonies OMD

NOW AVAILABLE ONLINE
www.mediafactsbook.com


Endorsed by NIGERIAN MEDICAL ASSOCIATION
Dettol
Be 100% Sure*
PROTECTS FROM UP TO
100
ILLNESS-CAUSING
GERMS
*Of product quality

INTRODUCTION

mediafacts
WEST & CENTRAL AFRICA

At **mediaReach OMD**, we provide media information that is accurate and reliable based on rigorous research methods, validations and intelligent interpretation of facts conducted by our Research and Technology Unit, mediaLab.

Over the years, Mediafacts has become a key resource for marketing professionals in West and Central Africa. In addition to extensive coverage of Nigeria, Ghana, Cameroon, Benin and Cote d'Ivoire, the Mediafacts Book covers 18 other markets in West and Central Africa. Media practitioners in the West and Central African regions and companies that are making inroads into the markets of these regions would find this publication useful.

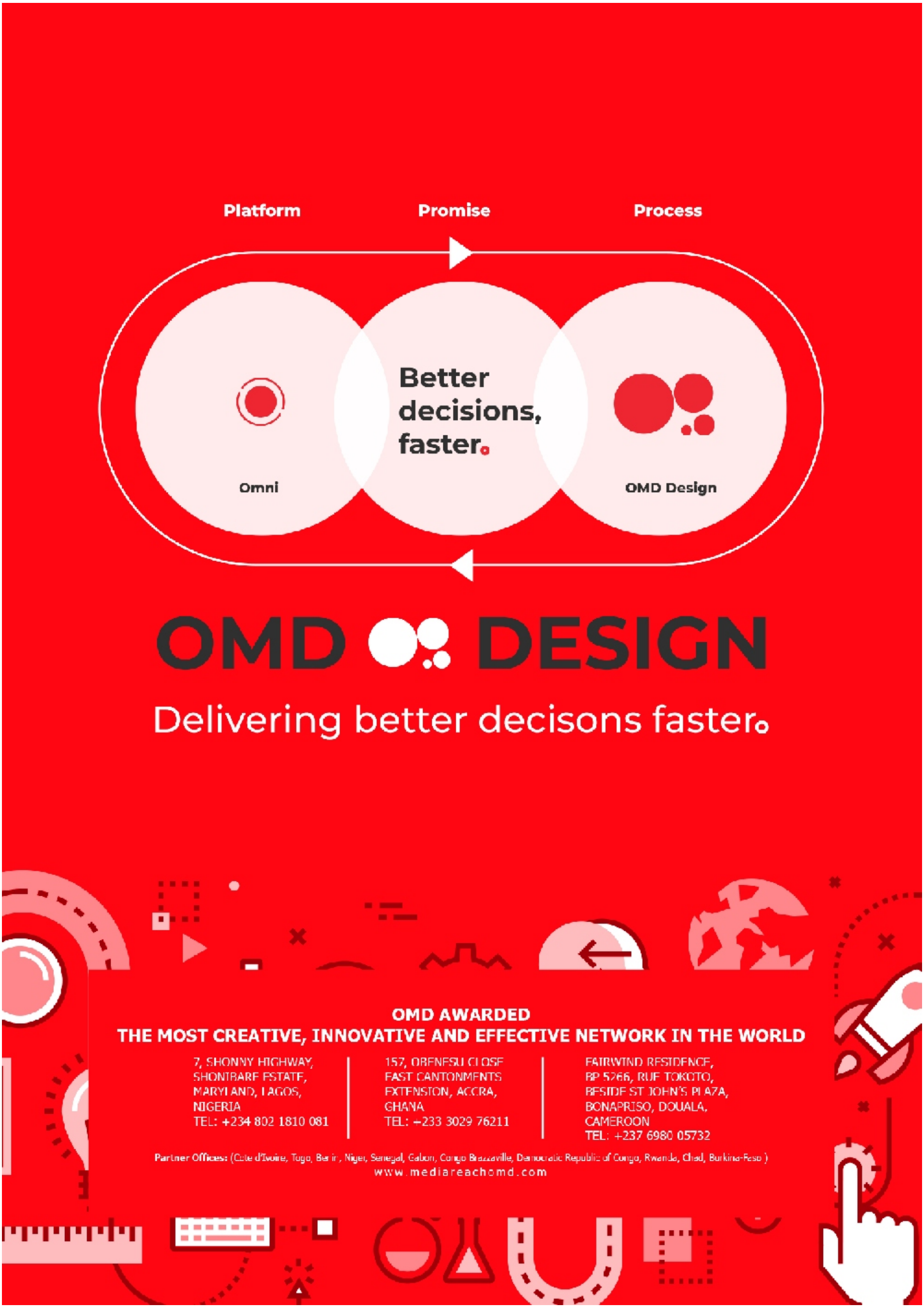
APPRECIATION
We warmly appreciate the support of our customers and other content / media owners for their support in making this publication a success.

We also wish to express our gratitude to the following organizations for their kind provision of some of the data used here; Media Monitoring Services Limited (MMS) and Media Planning Services Limited (MPS) in Nigeria, IPSOS for AdEx in Ghana and GeoPoll for Audience Measurement Data in Ghana, Cote d'Ivoire and Benin. Harmonies Media Group for the French West African Markets, the National Bureau of Statistics, the World Bank, the Central Bank of Nigeria (CBN), the Central Intelligence Agency (CIA), The Commercial Economy and the International Monetary Fund (IMF).

W: www.mediafactsbook.com

Download our Mediafacts Book app from:

GET IT ON Google Play | Download on the App Store



Platform
Promise
Process
Better decisions, faster.
Omni
OMD Design
OMD DESIGN
Delivering better decisons faster.
OMD AWARDED
THE MOST CREATIVE, INNOVATIVE AND EFFECTIVE NETWORK IN THE WORLD
7, SHONNY HIGHWAY, SHONIBARE ESTATE, MARYLAND, LAGOS, NIGERIA
TEL: +234 802 1810 081
157, OBENESU CLOSE EAST CANTONMENTS EXTENSION, ACCRA, GHANA
TEL: +233 3029 76211
FAIRWIND RESIDENCE, BP 5266, RUE TOKOTO, BESIDE ST JOHN'S PLAZA, BONAPRISO, DOUALA, CAMEROON
TEL: +237 6980 05732
Partner Offices: (Cote d'Ivoire, Togo, Benin, Niger, Senegal, Gabon, Congo Brazzaville, Democratic Republic of Congo, Rwanda, Chad, Burkina-Faso)
www.mediareachomd.com

WHO WE ARE

mediaReach OMD is a specialist media agency that provides media planning, buying, control and inventory management services - with offices in Lagos, Accra and Douala.

The company holds professionalism, client responsiveness, innovation and integrity as its values in action; and is also widely known to be the most transparent and accountable media independent in the sub-region.

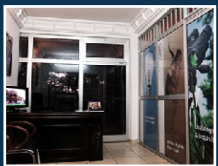
Starting on a clean slate in 1999, mediaReach OMD has grown to be a reputable firm within the industry. As per RECMA, mediaReach OMD is a leading Media Agency in Nigeria with 21% Industry share (has been consistently #1 since the RECMA audits started in Nigeria from 2011). In Ghana, **mediaReach OMD** is a close number 2 with 17% Industry Share.

Better Decisions, Faster.

mediaReach OMD is a result focused agency with priority on leveraging powerful insights and activating ideas to deliver business results to our clients. This ambition is consistently delivered via a scientifically designed process **OMD DESIGN** consisting of four key guardrails that enable every brief set to meet its business needs and increase accountability by crafting effective media solutions by leveraging our world class global end-to-end proprietary platform **OMNI** to deliver our promise of **Better Decisions, Faster.**

NIGERIA:
7, Shonny Highway,
Shonibare Estate
Maryland, Lagos, Nigeria.
Tel: +234.802.181.0081

GHANA:
157, Obenesu Close East Cantonments
Extension Accra, Ghana.
Tel: +233.302.976.211



CAMEROON:
Fairwind Residence, Beside
St John's Plaza, Bonapriso,
Douala, Cameroon.
Tel: +237.69.800. 5732

website: www.mediareachomd.com | email: medialab@mediareachomd.com

Connect with us on Social:

WHO WE ARE

Harmonies | OMD

Harmonies ATL is part of **HARMONIES MEDIA GROUP (HMG)**
HMG is the largest group of media agencies in Francophone West & Central Africa. With activities in Print, Electronics/Audiovisual, Outdoor Media & Digital Media, HMG serves clientele in more than 15 countries (through offices in Cote d'Ivoire, Congo, Togo, Benin).

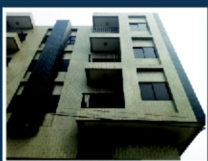
Harmonies ATL got affiliated to **mediaReach OMD** in December 2017, thus this media agency is now called Harmonies|OMD.

Harmonies OMD has added to the coverage of **OMD**, the world's largest media agency that uses its industry leading-operating scale, global tools & local proprietary tools to create and deliver high-quality media advertising campaigns, to highly discerning clients.

As **Harmonies |OMD**, we are committed to generating & creating content that will inform, educate and entertain our customers' consumers, taking into account the changing needs & trends of the industry.

OUR MISSION
Our mission is to break the barriers of the bulk-chain process and ensure effective & efficient publicity of consumer goods to targeted markets.

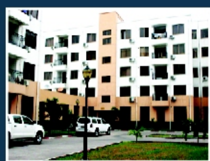
We have, as an ultimate goal, to take to heart the expectations of our stakeholders ranging from shareholders to suppliers & customers.



BENIN:
1679, Boulevard
Saint Michel
Imeuble Bisola 1st Floor
Benin
Tel.: +229 6473 1313

COTE D'IVOIRE :
Immeuble Jaka 2 Porte A5
Cocody-Angré
9e Tranche , Abidjan
Cote d'ivoire
Tel.: +225 2250 4022

TOGO:
Boulevard de la Kara
Street après Forever
Living, Lome,
Togo
Tel.: +228 9710 3030



CONGO:
Tour Nabemba 7e étage,
centre ville Brazzaville,
Republic of Congo
Tel.: +242 06 575 8564

We create more than just quality products. We build powerful brands. From paper to power; fabric to foodstuff, Tolaram Group's growing portfolio of products and services have become household names in the markets.

Tolaram Group

www.tolaram.com

CONTENT

CONTENT

CONTENT

MARKET 1

Information About

NIGERIA

"Unity & Faith, Peace & Progress"

Capital **Abuja**

BACKGROUND

Nigeria is a country located in West Africa with a coast on the Gulf of Guinea and Atlantic Ocean. The geography ranges from southern coastal swamps to tropical forests, woodlands, grasslands and semi-desert in the north. The government system is a federal republic; the head of state and head of government is the president. Nigeria has a mixed economic system which includes a variety of private freedom, combined with centralized economic planning and government regulation. Nigeria is a member of the Economic Community of West African States (ECOWAS). Officially known as the Federal

Population
200.96 Million

Republic of Nigeria, Nigeria is a federal constitutional republic comprising 36 states and its Federal Capital Territory, Abuja. Nigeria shares land borders with the Republic of Benin in the West, Chad and Cameroon in the East and Niger in the North. Its coast in the south lies on the Gulf of Guinea in the Atlantic Ocean.

Nigeria is often referred to as the "Giant of Africa", due to its large population and economy. With approximately 200 million inhabitants, Nigeria is the most populous country in Africa and the seventh most populous country in the world. Nigeria has one of the largest populations of youth in the world. The country is inhabited by over 500 ethnic groups, of which the three largest are the Hausa, Igbo and Yoruba. Regarding religion, Nigeria is roughly divided in half between Christians, who live mostly in the southern and central parts of the country, and Muslims, concentrated mostly in the northern and southwestern regions. A minority of the population practice religions indigenous to Nigeria, such as those native to Igbo and Yoruba ethnicities.

POLITICAL CONTEXT

The country held national elections in 2019, for the sixth consecutive time since its return to democracy in 1999. The incumbent president, Muhammadu Buhari won the elections and was sworn in for a second term on May 29, 2019. He has identified fighting corruption, increasing security, tackling unemployment, diversifying the economy, enhancing climate resilience, and boosting the living standards of Nigerians as main policy priorities his government seeks to continue to pursue in his second term up till 2023. Nigeria's federated structure gives significant autonomy to states.

OVERVIEW OF THE ECONOMY

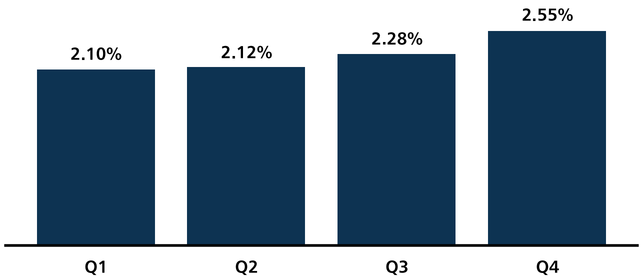
Nigeria is a middle income, mixed economy and emerging market, with expanding financial, service, communications, technology, and entertainment sectors. It is ranked as the 27th largest economy in the world in terms of nominal GDP, and the 23rd largest in terms of purchasing power parity. It is the largest economy in Africa; its re-emergent, though currently underperforming, manufacturing sector is the third-largest on the continent and produces a large proportion of goods and services for the West African sub region. Nigeria changed its economic analysis to account for rapidly growing contributors to its GDP, such as telecommunications, banking, and its film industry.

KEY FACTS

GEOGRAPHY	
Climate:	Varies; equatorial in south, tropical in center, arid in north.
Area:	Total: 923,768 sq km Land: 910,768 sq km Water: 13,000 sq km
Natural resources:	Natural gas, Petroleum, Tin, Iron Ore, Coal, Limestone, Niobium, Lead, Zinc, Arable Land
Land use:	Agricultural land: 78% (2011 est.) Forest: 9.5% (2011 est.) Others: 12.5% (2011 est.)
PEOPLE	
Population	200,962,417 (2019 est.)
2006 Census:	140,431,790
Age structure:	0-14 years: 41.70% 15-24 years: 20.27% 25-54 years: 30.60% 55-64 years: 4.13% 65 years and over: 3.30% (2019 est.)
Population growth rate:	2.53% (2019 est.)
Urbanization:	Urban population: 51.2% of total population (2019)
Infant mortality rate:	59.8 deaths/1,000 live births
Life expectancy at birth:	60.4 years
Total fertility rate:	4.72 children born/woman
Languages:	English (official), Hausa, Yoruba, Igbo (Ibo), Fulani, over 500 additional indigenous languages
ECONOMY	
GDP (purchasing power parity):	$1.221 trillion (2019 est.)
GDP - per capita (PPP):	$6,130 (2019 est.)
GDP growth rate:	2.0% (2019 est.)
GDP composition by sector:	Agriculture: 21.6% (2017 est.) Industry: 18.3% (2017 est.) Services: 60.1% (2017 est.)
Exports:	$52.885 billion (2018 est.)
Import:	$34.20 Billion (2017)
Imports - commodities:	Machinery, chemicals, transport equipment, manufactured goods, food and live animals
Currency (Code):	Naira (NGN)
COMMUNICATIONS	
Calling code:	+234
Internet users:	47,759,904 25.7% of the population (July 2016 est.)

Sources: *CIA World Facts Book & World Bank's Doing Business report*
https://www.en.wikipedia.org/wiki/Nigeria

GDP QUARTERLY GROWTH RATE 2019



Source: *www.tradingeconomics.com*

The Gross Domestic Product (GDP) in Nigeria grew by 2.55% in the fourth quarter of 2019 compared to an upwardly revised 2.28% increase in the previous quarter.

MONTHLY INFLATION RATE 2019

MONTH	2019
January	11.37%
February	14.31%
March	13.25%
April	12.37%
May	11.40%
June	11.22%
July	11.08%
August	11.02%
September	11.24%
October	11.61%
November	11.85%
December	11.98%

Source: *The Central Bank of Nigeria & National Bureau of Statistics, Nigeria*

Nigeria inflation rate averaged double digit at 11.39% all year despite efforts of central Bank to achieve a single digit.

EXCHANGE RATE OF NAIRA TO USD MONTHLY AVERAGE

MONTH	2019
January	362.7
February	360.9
March	359.8
April	359.9
May	360.2
June	360.2
July	360.5
August	362.0
September	361.6
October	361.6
November	361.7
December	362.2

Source*: The Central Bank of Nigeria & National Bureau of Statistics, Nigeria*

The annual exchange rate of Naira to USD averaged 361.11 in 2019.

POPULATION & DEMOGRAPHICS

State	Capital	Area Sq. Km	%	Population Projection 2016	%
Total		934,666	100%	193,392,517	100%
Abia	Umuahia	7,081	0.8%	3,727,347	2%
Adamawa	Yola	36,917	3.9%	4,248,436	2%
Akwa Ibom	Uyo	4,844	0.5%	5,482,177	3%
Anambra	Awka	4,320	0.5%	5,527,809	3%
Bauchi	Bauchi	34,605	3.7%	6,537,314	3%
Bayelsa	Yenagoa	11,920	1.3%	2,277,961	1%
Benue	Makurdi	70,898	7.6%	5,741,815	3%
Borno	Maiduguri	34,059	3.6%	5,860,183	3%
Cross River	Calabar	20,156	2.2%	3,866,269	2%
Delta	Asaba	17,698	1.9%	5,663,362	3%
Ebonyi	Abakaliki	17,400	1.9%	2,880,383	1%
Edo	Benin	17,802	1.9%	4,235,595	2%
Ekiti	Ado Ekiti	9,707	1.0%	3,270,798	2%
Enugu	Enugu	7,431	0.8%	4,411,119	2%
FCT	Abuja	7,315	0.8%	3,564,126	2%
Gombe	Gombe	30,000	3.2%	3,256,962	2%
Imo	Owerri	5,530	0.6%	5,408,756	3%
Jigawa	Dutse	23,152	2.5%	5,828,163	3%
Kaduna	Kaduna	46,853	5.0%	8,252,366	4%
Kano	Kano	20,131	2.2%	13,076,892	7%
Katsina	Katsina	36,800	3.9%	7,831,319	4%
Kebbi	Birnin Kebbi	24,192	2.6%	4,440,050	2%
Kogi	Lokoja	29,833	3.2%	4,473,490	2%
Kwara	Ilorin	36,825	3.9%	3,192,893	2%
Lagos	Ikeja	3,345	0.4%	12,550,598	6%
Nasarawa	Lafia	20,000	2.1%	2,523,395	1%
Niger	Minna	76,363	8.2%	5,556,247	3%
Ogun	Abeokuta	9,251	1.0%	5,217,716	3%
Ondo	Akure	16,762	1.8%	4,671,695	2%
Osun	Oshogbo	11,252	1.2%	4,705,589	2%
Oyo	Ibadan	28,454	3.0%	7,840,864	4%
Plateau	Jos	38,030	4.1%	4,200,442	2%
Rivers	Port Harcourt	9,930	1.1%	7,303,924	4%
Sokoto	Sokoto	45,435	4.9%	4,998,090	3%
Taraba	Jalingo	54,473	5.8%	3,066,834	2%
Yobe	Damaturu	45,502	4.9%	3,294,137	2%
Zamfara	Gusau	20,400	2.2%	4,515,427	2%

Source: *National Bureau of Statistics*

REACH OF MEDIA BY REGION

	Total	Lagos	South East	South South	South West	North Central	North East	North West
Media	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
TV	75%	91%	79%	76%	86%	78%	60%	68%
RADIO	81%	92%	86%	84%	95%	75%	55%	82%
NEWSPAPER	22%	32%	23%	30%	26%	24%	14%	14%
MAGAZINE	25%	31%	27%	37%	22%	28%	16%	20%
OUTDOOR	68%	82%	75%	79%	88%	75%	55%	48%
INTERNET	42%	54%	51%	52%	50%	48%	26%	28%
CINEMA	13%	13%	12%	23%	8%	11%	5%	15%

Source: *AMPS 2019*
Note: *Reach of TV, Radio and Newspaper is computed using last one week and Internet, Magazine, Outdoor and Cinema is computed using last one month*

LANGUAGES IN NIGERIA BY REGION

Home Language	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Hausa	26%	0%	0%	0%	0%	10%	47%	75%
English	26%	31%	25%	43%	25%	41%	18%	11%
Yoruba	16%	46%	1%	2%	68%	17%	1%	4%
Igbo	13%	9%	71%	17%	2%	4%	2%	1%
Pidgin-English	4%	6%	2%	7%	2%	4%	1%	4%
Fulani	2%	2%	0%	0%	2%	0%	11%	1%
Ibibio	2%	1%	0%	12%	0%	0%	1%	0%
Tiv	2%	0%	0%	0%	0%	12%	1%	0%
Kanuri	2%	0%	0%	0%	0%	0%	11%	0%
Edo	2%	2%	0%	8%	0%	1%	0%	1%
Urhobo	1%	0%	0%	6%	0%	0%	0%	0%
Igbira	1%	0%	0%	0%	0%	5%	0%	0%
Gbagyi	1%	1%	0%	0%	0%	2%	2%	1%
Efik	1%	1%	0%	2%	0%	0%	1%	0%
Others	1%	0%	0%	0%	0%	1%	3%	0%
Nupe	0%	0%	0%	0%	0%	1%	1%	0%
Ijaw	0%	0%	0%	2%	0%	0%	0%	0%
Arabic	0%	0%	0%	0%	0%	0%	0%	0%
French	0%	0%	0%	0%	0%	0%	0%	0%

Source: *AMPS 2019*

MAIN HOUSEHOLD PURCHASER BY REGION

Principal Purchaser	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Female Head Of Household	56%	69%	63%	51%	60%	56%	46%	53%
Male Head Of Household	35%	24%	24%	36%	34%	34%	45%	38%
Other Male Adult	4%	5%	6%	5%	2%	4%	3%	4%
Other Female Adult	5%	3%	7%	8%	4%	6%	5%	5%
The Children	5%	3%	7%	8%	4%	6%	5%	5%
House Help	0%	0%	0%	0%	0%	0%	0%	0%

Source: *AMPS 2019*

MAIN HOUSEHOLD INCOME PROVIDER BY REGION

Income Provider	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Female Head Of Household	11%	14%	12%	12%	12%	11%	10%	9%
Male Head Of Household	86%	83%	83%	83%	87%	85%	87%	88%
Other Male Adult	3%	2%	4%	4%	1%	3%	2%	3%
Other Female Adult	1%	0%	1%	1%	0%	1%	0%	0%

Source: *AMPS 2019*

POPULATION PROFILE

Demographics	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
GENDER								
Male	51%	51%	51%	53%	50%	50%	51%	52%
Female	49%	49%	49%	47%	50%	50%	49%	48%
AGE GROUP								
07 14 years	18%	12%	17%	19%	14%	19%	21%	18%
15 17 years	4%	5%	4%	3%	4%	2%	4%	3%
18 24 years	20%	14%	26%	16%	15%	18%	24%	25%
25 34 years	33%	24%	30%	37%	28%	38%	32%	35%
35 44 years	15%	24%	13%	14%	21%	13%	14%	12%
45 54 years	7%	14%	6%	6%	11%	5%	4%	5%
55 years and above	4%	8%	4%	4%	7%	5%	1%	2%
SOCIAL CLASS								
A	3%	7%	3%	4%	2%	3%	2%	3%
B	7%	9%	8%	9%	7%	4%	6%	5%
C1	16%	18%	19%	20%	12%	17%	14%	15%
C2	28%	29%	33%	30%	26%	29%	22%	28%
D	33%	32%	27%	28%	38%	34%	37%	35%
E	13%	5%	10%	10%	15%	13%	20%	13%
EDUCATION								
No Schooling	2%	2%	2%	2%	2%	3%	2%	2%
Primary School	15%	8%	15%	16%	11%	16%	20%	15%
High/Secondary	34%	43%	40%	29%	42%	30%	31%	32%
A Levels	10%	7%	10%	11%	7%	10%	10%	13%
Diploma/Technical/NCE	17%	17%	12%	16%	18%	18%	17%	17%
Degree/HND	16%	17%	17%	18%	16%	17%	14%	14%
Professional	2%	5%	2%	2%	2%	2%	1%	1%
Post Graduate	2%	3%	1%	2%	1%	2%	1%	2%
Arabic School	2%	0%	1%	3%	1%	2%	4%	3%
Others	0%	0%	0%	0%	0%	0%	0%	0%

Source: *AMPS 2019*

MONTHLY HOUSEHOLD INCOME

Income Range	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Less than N5,000	0%	0%	1%	0%	1%	0%	1%	0%
N5,000 but less than N10,000	2%	0%	3%	1%	2%	1%	2%	2%
N10,000 but less than N20,000	3%	0%	3%	2%	3%	3%	3%	3%
N20,000 but less than N30,000	4%	1%	2%	4%	7%	4%	5%	5%
N30,000 but less than N40,000	6%	2%	3%	4%	9%	7%	7%	5%
N40,000 but less than N50,000	6%	3%	4%	4%	8%	6%	6%	6%
N50,000 but less than N60,000	5%	5%	3%	5%	6%	7%	4%	6%
N60,000 but less than N70,000	5%	7%	6%	5%	5%	5%	5%	6%
N70,000 but less than N80,000	5%	4%	5%	4%	5%	4%	4%	6%
N80,000 but less than N90,000	4%	2%	5%	4%	5%	4%	2%	4%
N90,000 but less than N100,000	4%	4%	3%	3%	3%	4%	3%	4%
N100,000 but less than N120,000	3%	4%	3%	4%	3%	4%	1%	4%
N120,000 but less than N140,000	3%	2%	2%	4%	3%	3%	2%	3%
N140,000 but less than N160,000	2%	2%	2%	2%	3%	3%	2%	2%
N160,000 but less than N200,000	2%	4%	2%	2%	2%	3%	1%	2%
N200,000 but less than N250,000	2%	3%	1%	2%	1%	1%	1%	2%
N250,000 but less than N300,000	1%	3%	1%	1%	2%	1%	1%	1%
N300,000 but less than N350,000	1%	3%	2%	2%	1%	0%	0%	1%
N350,000 but less than N400,000	1%	2%	1%	1%	2%	1%	0%	1%
N400,000 but less than N450,000	1%	1%	1%	1%	1%	0%	0%	1%
N450,000 but less than N500,000	1%	2%	0%	1%	1%	0%	0%	1%
N500,000 but less than N750,000	1%	2%	1%	0%	1%	0%	0%	1%
N750,000 but less than N1 million	1%	3%	0%	1%	0%	1%	0%	0%
N1 million Naira and above	0%	1%	0%	1%	0%	0%	0%	0%
Don't Know/Refused	13%	22%	18%	16%	7%	12%	16%	10%

Source: *AMPS 2019*

SOCIO-ECONOMIC PROFILE

Socio-Economic Profile	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
LSM GROUP								
LSM1	5%	2%	4%	4%	4%	3%	8%	6%
LSM2	8%	2%	6%	6%	11%	9%	12%	8%
LSM3	16%	15%	14%	13%	20%	15%	21%	16%
LSM4	17%	16%	13%	15%	18%	19%	16%	19%
LSM5	14%	15%	17%	14%	14%	15%	11%	15%
LSM6	14%	15%	17%	16%	12%	14%	10%	13%
LSM7	10%	9%	12%	12%	7%	11%	9%	10%
LSM8	6%	8%	6%	8%	5%	6%	5%	5%
LSM9	5%	7%	6%	5%	5%	3%	4%	4%
LSM10	2%	3%	3%	4%	2%	1%	2%	2%
LSM11	2%	4%	2%	2%	2%	2%	1%	2%
LSM12	1%	3%	1%	1%	0%	1%	0%	1%
SOCIAL CLASS								
A	3%	7%	3%	4%	2%	3%	2%	3%
B	7%	9%	8%	9%	7%	4%	6%	5%
C1	16%	18%	19%	20%	12%	17%	14%	15%
C2	28%	29%	33%	30%	26%	29%	22%	28%
D	33%	32%	27%	28%	38%	34%	37%	35%
E	13%	5%	10%	10%	15%	13%	20%	13%

Source: *AMPS 2019*

FINANCIAL SERVICES USAGE

Financial Services	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Banking	61%	71%	61%	63%	67%	61%	50%	58%
Cooperatives (Ajo,Susu,Thrift)	6%	8%	5%	6%	10%	7%	4%	5%
Property	4%	7%	3%	3%	2%	2%	7%	3%
Investment	3%	6%	3%	2%	1%	2%	7%	2%
Insurance	2%	3%	3%	3%	2%	2%	2%	2%
Microfinance	1%	0%	1%	3%	2%	2%	1%	1%
Mortgage	1%	1%	1%	2%	0%	1%	1%	1%
Stock	1%	1%	2%	1%	0%	1%	1%	1%
Bond	1%	0%	1%	1%	0%	0%	0%	1%
Others	1%	0%	0%	0%	1%	1%	1%	1%
None	10%	8%	8%	6%	9%	10%	13%	13%

Source: *AMPS 2019*

FREQUENCY OF INTERNET USAGE

Frequency	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
More Than Once A Day	13%	18%	23%	16%	8%	14%	9%	8%
Once A Day	7%	9%	5%	9%	9%	6%	4%	5%
More Than Once In A Week	12%	8%	12%	16%	15%	22%	8%	6%
Once In A Week	5%	5%	4%	8%	4%	4%	2%	7%
Once In Two Weeks	3%	4%	3%	4%	2%	2%	0%	3%
Once In Three Weeks	1%	2%	1%	2%	1%	1%	0%	2%
Once A Month	1%	1%	0%	1%	1%	1%	0%	1%
Less Often	3%	4%	4%	4%	2%	3%	1%	2%
Don't Know	0%	0%	0%	1%	1%	0%	0%	0%

Source: *AMPS 2019*

ACTIVITIES PEFORMED ONLINE

Online Activities	Total	Lagos	South East	South South	South West	North Central	North East	North West
Total	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Use an online social networking sites like Facebook, or Twitter	30%	31%	39%	40%	34%	39%	20%	19%
Get news	22%	25%	22%	25%	20%	27%	14%	23%
Use a search engine to find information	11%	17%	14%	15%	15%	13%	7%	4%
Download games from the Internet	10%	13%	9%	15%	7%	11%	4%	10%
Do any banking transaction	9%	12%	12%	10%	9%	10%	5%	9%
Get Sport Scores and Info	9%	10%	10%	12%	8%	10%	6%	8%
Listen to music	9%	5%	13%	11%	6%	10%	4%	10%
Search for info about a Job/Vacancy	8%	10%	8%	10%	7%	10%	5%	7%
Send Email	6%	6%	6%	11%	4%	9%	3%	4%
Go to a dating website or other site where you can meet people	6%	3%	7%	12%	8%	6%	1%	3%
Research a product or service	5%	7%	7%	6%	5%	9%	2%	4%
Visit a betting site	4%	5%	5%	4%	5%	8%	4%	1%
Watch Videos	3%	3%	7%	5%	4%	3%	1%	2%
Read online journal, web log, or blog	3%	2%	4%	6%	2%	3%	2%	3%
Take a course/Training	3%	5%	2%	2%	3%	4%	0%	2%
Listen to a live or recorded Radio broadcast	2%	0%	2%	4%	1%	1%	1%	2%
Shopping	2%	2%	1%	2%	2%	1%	1%	2%

Source: *AMPS 2019*

MEDIA TRENDS IN NIGERIA

Nigeria's media is one of the most vibrant in Africa. State Radio and TV have near-national coverage and operate at federal and regional levels. All 36 states run at least one radio and a TV station. There are hundreds of radio stations and terrestrial TV networks, as well as cable and direct-to-home (DTH) satellite offerings.

Television viewing is concentrated in urban areas. There are more than 100 national and local press titles, some of them state-owned. They include well-respected dailies, tabloids and publications which champion ethnic interests.

NATIONAL BROADCASTING COMMISSION (NBC)

The National Broadcasting Commission (NBC) is the regulatory authority responsible for regulating and controlling broadcasting in Nigeria including receiving, processing and considering applications for the grant of broadcast licences.

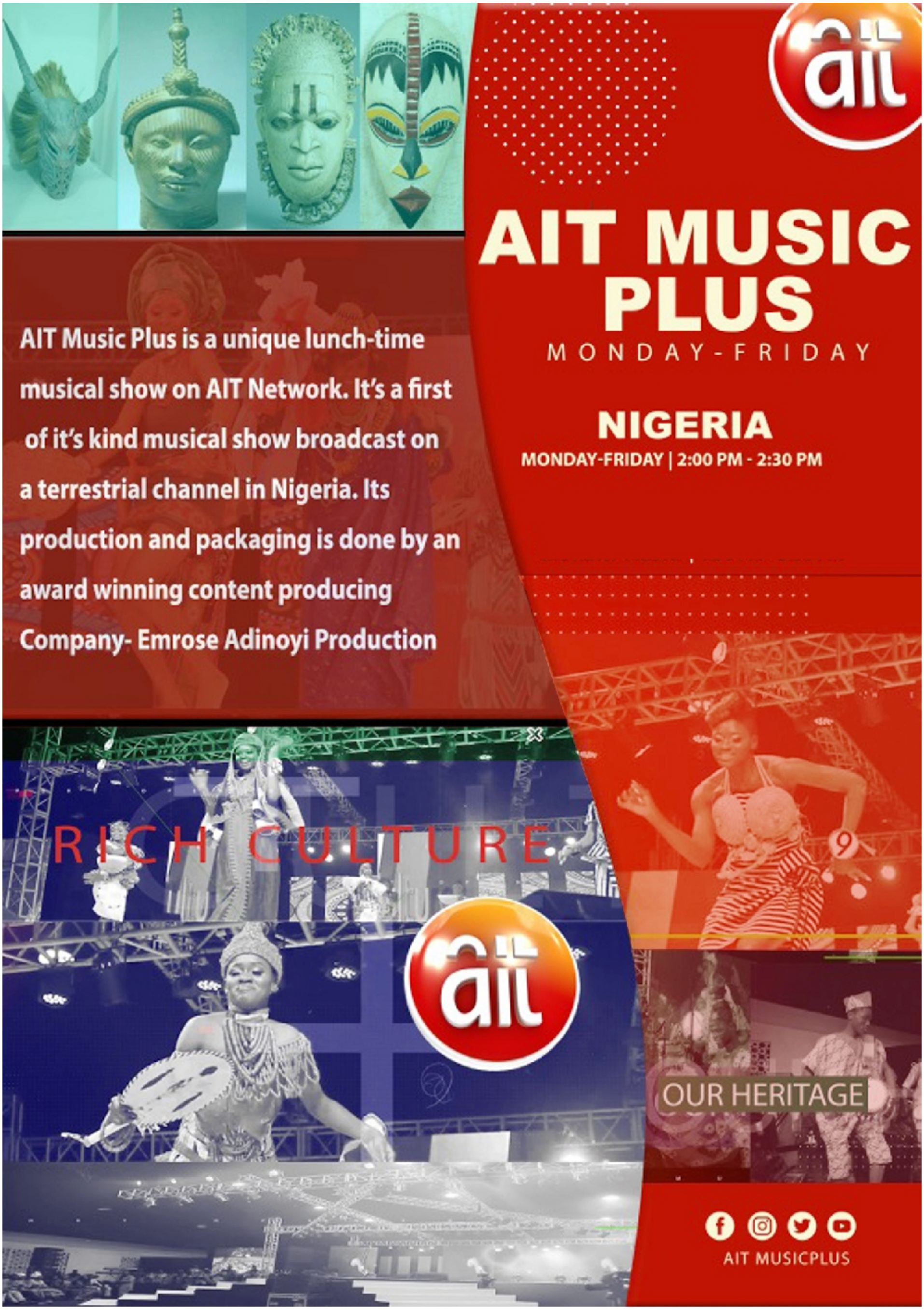
NBC is also responsible for facilitating transition from analogue to digital terrestrial broadcasting. This includes licensing of broadcasting signal distributors and broadcasting content service providers.

ADVERTISING PRACTITIONERS COUNCIL OF NIGERIA (APCON)

The Advertising Practitioners Council of Nigeria (APCON) is a legislative body vested with power to regulate and control the practice of advertising in Nigeria, in all its aspects and ramifications. APCON maintains a strong focus on its vision of promoting responsible and ethical advertising practice; acts as the conscience of the society in matters of commercial communications and as a watchdog for consumers. It also manages the need and interests of stakeholders in Nigeria's advertising industry.

TELEVISION	Over 120+ operational terrestrial TV stations - 1 Federal network service * Nigerian Television Authority (NTA) with a total of 101 stations (81 presently on air including community stations) - 3 privately-owned network services * Africa Independent Television (AIT) with 9 stations * Silverbird Television (STV) with 6 stations * Galaxy Television with 3 stations - 37 State-owned stations - 36+ private stations - 34 MMDs/wireless cable service providers - Over 137 Satellite TV stations - More than 42 private Stations - Audience measurement: Monthly media diaries (TV Audience Measurement Survey - TAMS), covering 18 markets (10 monthly & 8 quarterly)

RADIO	Over 100 licensed radio stations - 1 Federal network * Federal Radio Corporation of Nigeria (FRCN) with 41 individual stations - Over 63 State-owned stations (on AM & FM bands) - Over 60 privately-owned stations - 27 campus Radio stations - 9 community stations - Audience measurement: Monthly media diaries (Radio Audience Measurement Survey - RAMS)
NEWSPAPERS	Over 130 titles - Dailies - Midweek/weekends - Sports/business - Audience measurement: Annual All Media and Product Survey (AMPS)
MAGAZINES	Over 70 titles - Weeklies & monthlies - News magazines/entertainments - Business/sports - Foreign/international titles - Audience measurement: Annual All Media and Products Survey (AMPS)
OUTDOOR	About 124 registered outdoor firms managing almost 20,000 boards pan-Nigeria Formats range from: - 40 Sheet Boards - 48 Sheet-Rooftop Boards - 96 Sheet Boards - 4 x 8m Backlit Boards - Bridge Panels - Building Branding - Bus Branding - Bus Shelters - Digital Screens (LEDs) - Gantries & Unipoles - Illuminated Advertising Towers (IATs) - In Mall Screen - Scroller LCD Screens - Street Lamp Poles - Wall Drapes - Annual Audience measurement: All Media and Products Survey (AMPS)
CINEMA	- Key players in Cinema include Silverbird Cinemas, Filmhouse Cinemas, Genesis Cinemas and Ozone Cinemas. - With approx. 55+ Cinema locations Pan Nigeria


AIT MUSIC PLUS
MONDAY-FRIDAY
NIGERIA
MONDAY-FRIDAY | 2:00 PM - 2:30 PM
AIT Music Plus is a unique lunch-time musical show on AIT Network. It's a first of it's kind musical show broadcast on a terrestrial channel in Nigeria. Its production and packaging is done by an award winning content producing Company- Emrose Adinoyi Production
RICH CULTURE
OUR HERITAGE
AIT MUSICPLUS

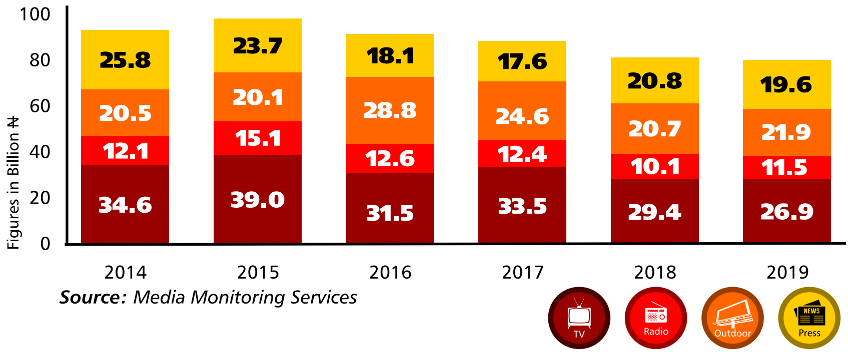
ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE (IN N BILLION) FOR LAST 6 YEARS

MEDIUM	2014	%	2015	%	2016	%	2017	%	2018	%	2019	%
TV	34.6	37%	39.0	40%	31.5	35%	33.5	38%	29.4	36%	26.9	34%
Radio	12.1	13%	15.1	15%	12.6	14%	12.4	14%	10.1	12%	11.5	14%
Outdoor	20.5	22%	20.1	21%	28.8	32%	24.6	28%	20.7	26%	21.9	27%
Press	25.8	28%	23.7	24%	18.1	20%	17.6	20%	20.8	26%	19.6	25%
Total	93.0	100%	97.9	100%	91.0	100%	88.0	100%	81.0	100%	79.9	100%

Source: *Media Monitoring Services*

** Note: Figures are in billion naira*
** TV remains the vehicle with the most investment year on year, especially for its audio-visual appeal. Outdoor and Press came second and third respectively.*

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE (IN N BILLION) CHART FOR LAST 6 YEARS



Source: *Media Monitoring Services*

GROWTH IN ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE

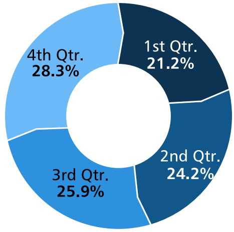
Total	2014 vs. 2013	2015 vs. 2014	2016 vs. 2015	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018
TV	-26.4%	12.7%	-19.2%	6.4%	-12.3%	-8.5%
Radio	-19.9%	24.8%	-16.6%	-1.7%	-18.4%	13.9%
Outdoor	-11.6%	-2.0%	43.3%	-14.8%	-15.7%	5.8%
Press	39.5%	-8.1%	-23.6%	-2.9%	18.4%	-5.8%
Total	-10.4%	5.3%	-7.0%	-3.3%	-8.0%	-1.4%

Source: *Media Monitoring Services*

**From the table above, the total ATL advertising spend in 2019 decreased by -1.4% over 2018.*

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE IN 2019 BY QUARTER

QUARTER	VALUE (₦ BN.)	DISP %
1st Quarter	17.3	21.7%
2nd Quarter	19.3	24.2%
3rd Quarter	20.7	25.9%
4th Quarter	22.6	28.3%
Total	**79.9**	**100%**

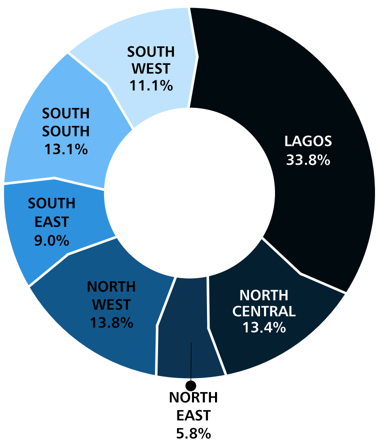


Source: *Media Monitoring Services*
** From the table above, 4th Quarter had the highest spend for 2019 at ₦22.6 Bn i.e. 28.3% of the total spend.*

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE BY REGION

ZONE	VALUE (₦ BN.)	DISP %
LAGOS	27.0	33.8%
NORTH CENTRAL	10.7	13.4%
NORTH EAST	4.6	5.8%
NORTH WEST	11.0	13.8%
SOUTH EAST	7.2	9.0%
SOUTH SOUTH	10.5	13.1%
SOUTH WEST	8.9	11.1%
TOTAL	**79.9**	**100%**

Source: *Media Monitoring Services*



Source: *Media Monitoring Services*

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE IN 2019 BY MEDIUM AND BY REGION

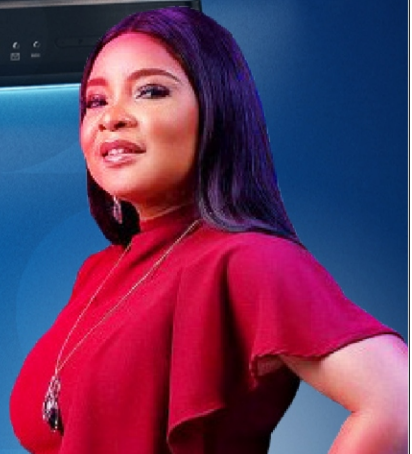
Zones	Value (₦ BN.)					Dispersion%				
	TV	Radio	OOH	Press	Total	TV	Radio	OOH	Press	Total
Lagos	6.6	4.5	14.4	2.8	27.0	24%	39%	66%	15%	34%
North Central	4.3	1.4	2.1	2.6	10.7	16%	12%	10%	13%	13%
North East	1.8	0.1	0.1	2.9	4.6	7%	1%	0%	15%	6%
North West	4.1	1.3	0.7	2.5	11.0	15%	11%	3%	13%	14%
South East	2.3	1.5	1.2	1.5	7.2	8%	13%	5%	8%	9%
South South	4.7	1.6	1.3	4.9	10.5	17%	14%	6%	25%	13%
South West	3.1	1.1	2.1	2.3	8.9	12%	10%	10%	12%	11%
Grand Total	26.9	11.5	21.9	19.6	79.9	100%	100%	100%	100%	100%

Source: *Media Monitoring Services*


DStv Media Sales
Multi-layered, targeted media solutions giving your brand Reach. Exposure. Impact.
DStv
Media Sales
Your one-stop-shop
for maximum brand exposure across Africa.
DStvmediasales.com
01-4484066 / 01-4484071

Pause screen Advertising (Aka Breakvertising / Freeze Frame):

DStv Competitions



Next Gen Opportunities

Live	Catch Up	Platforms	Reach	Attention	Efficiency
140+ Live Channels	2000+ Hours of Catch Up	Desktop & Mobile	Larger, Non-duplicated	Captive Audience	Targeting Options

Digital Branded Integration (DBI):

Mobile and Web Advertising:

EAST

ZAMBEZI MAGIC

YouTube

38 Youtube Channels in **50** countries

Getting your brand exposed across the best content has never been this ***accessible*** - or ***affordable***

DStv Media Sales

Sponsorship

Beyond Sponsorship

Electronic Programme Guide (EPG):

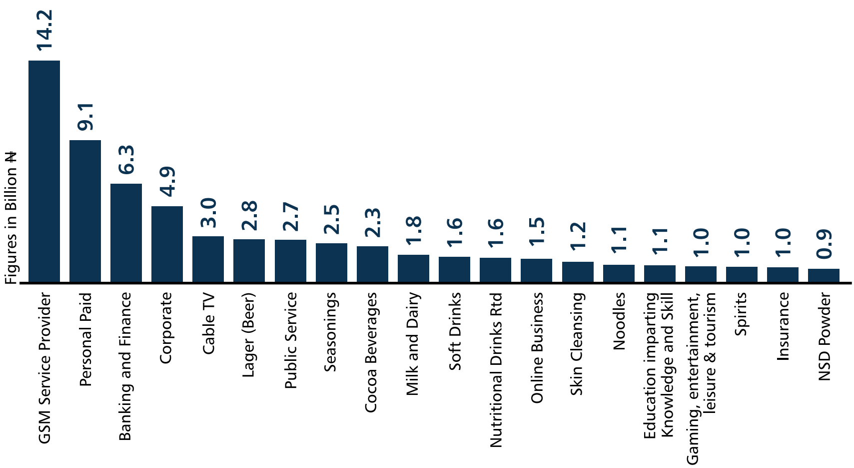
i-Plate

Channel List

TV Guide

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE - TOP 20 CATEGORIES OF 2019

CATEGORIES	VALUE (₦ BN)	DISP. %
GSM Service Provider	14.2	18%
Personal Paid	9.1	11%
Banking and Finance	6.3	8%
Corporate	4.9	6%
Cable TV	3.0	4%
Lager (Beer)	2.8	3%
Public Service	2.7	3%
Seasonings	2.5	3%
Cocoa Beverages	2.3	3%
Milk and Dairy	1.8	2%
Soft Drinks	1.6	2%
Nutritional Drinks Rtd	1.6	2%
Online Business	1.5	2%
Skin Cleansing	1.2	1%
Noodles	1.1	1%
Education Imparting Knowledge and Skill	1.1	1%
Gaming, Entertainment, Leisure & Tourism	1.0	1%
Spirits	1.0	1%
Insurance	1.0	1%
NSD Powder	0.9	1%
Others	18.6	23%
Total ATL Spend 2019	**79.9**	**100%**

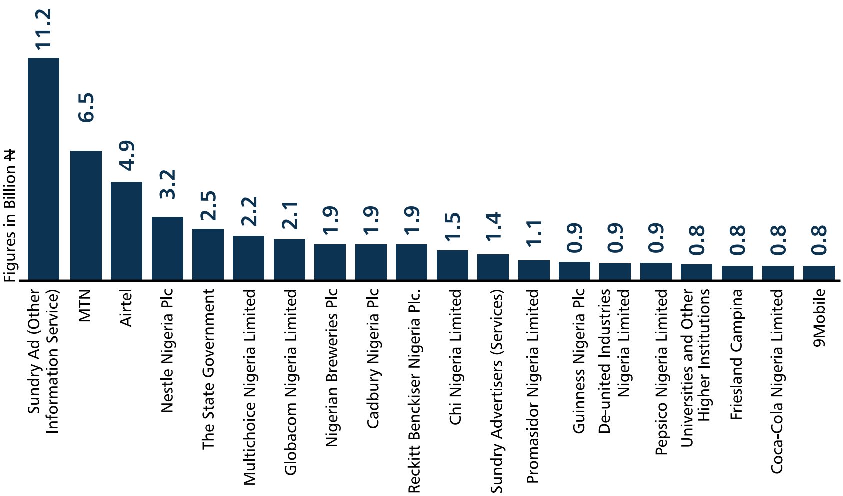


***Source**: Media Monitoring Services*

** From the above table, share of the top 20 categories from the total ATL expenditure was 77%. GSM Service Provider tops the chart of highest spenders with overall spends of ₦14.28bn i.e. 18% of the total ATL advertising in 2019*

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS OF 2019

ADVERTISERS	VALUE (₦ BN)	DISP. %
Sundry Advertisers (Other Information Services)	11.2	22%
MTN	6.5	14%
Airtel	4.9	10%
Nestle Nig Plc	3.2	7%
The State Government	2.5	5%
Multichoice Nigeria Limited	2.2	5%
Globacom Nigeria Limited	2.1	4%
Nigerian Breweries Plc	1.9	4%
Cadbury Nigeria Plc	1.9	4%
Reckitt Benckiser Nigeria Plc.	1.9	3%
Chi Nigeria Limited	1.5	3%
Sundry Advertisers (Services)	1.4	3%
Promasidor Nigeria Limited	1.1	2%
Guinness Nigeria Plc	0.9	2%
De-united Industries Nigeria Limited	0.9	2%
Pepsico Nigeria Limited	0.9	2%
Universities and Other Higher Institutions	0.8	2%
Friesland Campina	0.8	2%
Coca-Cola Nigeria Limited	0.8	2%
9Mobile	0.8	2%
Others	31.9	40%
Total ATL Spend 2019	**79.9**	**100%**



Source: *Media Monitoring Services*

**As regards Top 20 Advertisers, Sundry Adverts tops the chart, with MTN and Airtel following distantly. The top 20 accounts for 60% of total spend in 2019*

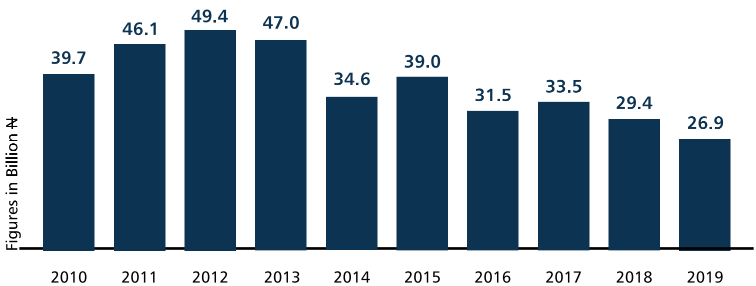
TRENDS IN TELEVISION

TREND OF TELEVISION ADVERTISING EXPENDITURES FOR THE LAST 10 YEARS

YEAR	VALUE (N BN.)
2010	39.7
2011	46.1
2012	49.4
2013	47.0
2014	34.6
2015	39.0
2016	31.5
2017	33.5
2018	29.4
2019	26.9

Source: *Media Monitoring Services*

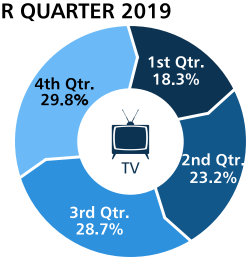
**TV spends in 2019 is a decrease compare to 2018*



Source: *Media Monitoring Services*

TELEVISION ADVERTISING EXPENDITURE PER QUARTER 2019

QUARTER	VALUE (₦ BN.)	DISP %
1st Quarter	4.9	18.3%
2nd Quarter	6.3	23.2%
3rd Quarter	7.7	28.7%
4th Quarter	8.0	29.8%
Total	**26.9**	**100%**



Source: *Media Monitoring Services*

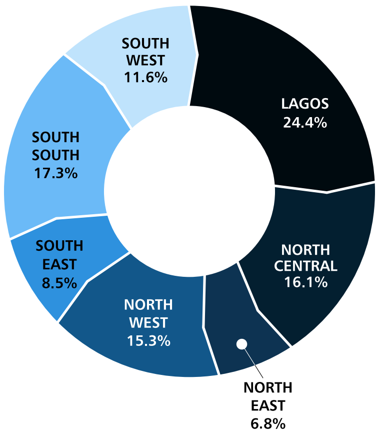
** Fourth Quarter with ₦8.0 bn spends recorded the largest share of Television advertising expenditure in 2019. It is distantly followed by third quarter and second quarter in that order.*

DISPERSION OF TV EXPENDITURE BY REGION: TERRESTRIAL AND CABLE

ZONE	VALUE (₦ BN.)	DISP %
Lagos	6.6	24.4%
North Central	4.3	16.1%
North East	1.8	6.8%
North West	4.1	15.3%
South East	2.3	8.5%
South South	4.7	17.3%
South West	3.1	11.6%
Total	**26.9**	**100%**

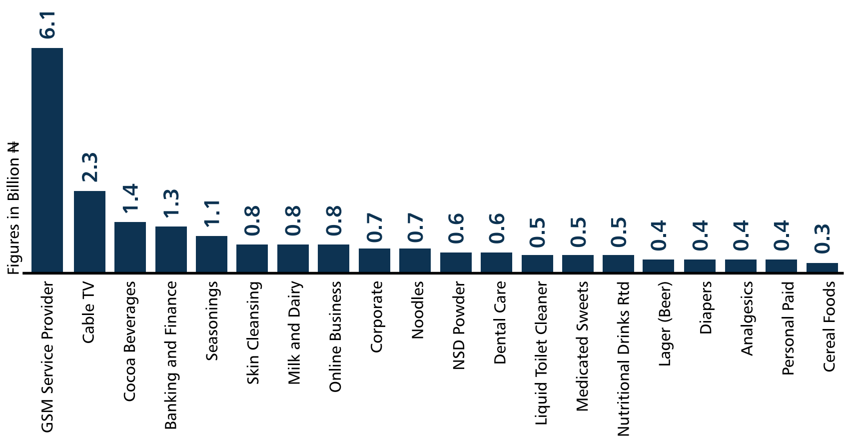
Source: *Media Monitoring Services*

** Lagos with 24.4% share of the total spends, leads other regions in terms of Television advertising expenditure in 2019. South South and North Central followed with 17.3% and 16.1% respectively.*



TV ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2019

CATEGORIES	VALUE (₦ BN)	DISP. %
GSM Service Provider	6.1	22%
Cable TV	2.3	8%
Cocoa Beverages	1.4	5%
Banking and Finance	1.3	5%
Seasonings	1.1	4%
Skin Cleansing	0.8	3%
Milk and Dairy	0.8	3%
Online Business	0.8	3%
Corporate	0.7	3%
Noodles	0.7	3%
NSD Powder	0.6	2%
Dental Care	0.6	2%
Liquid Toilet Cleaner	0.5	2%
Medicated Sweets	0.5	2%
Nutritional Drinks Rtd	0.5	2%
Lager (Beer)	0.4	2%
Diapers	0.4	2%
Analgesics	0.4	1%
Personal Paid	0.4	1%
Cereal Foods	0.3	1%
Others	6.3	23%
Total TV Spend 2019	**26.9**	**100%**



Source: *Media Monitoring Services*

** GSM Service Providers with 22% leads the spend by product category, with Personal Paid, Banking and Finance and Corporate following very distantly in that order. The Top 20 by category in terms of TV advertising expenditure accounts for 71%.*

HNC
HITLIST N CRUZIN

AIT NETWORK
TUESDAY 9:00 PM

RAVE TV
SATURDAY 7:00 PM

WAP TV
SUNDAY 6:30PM

WAZOBI TV
SATURDAY 5:00 PM

TVC TV
SATURDAY 3:00 PM

CARITAS FM ENUGU
TUESDAY 4:30 PM

MAGIC FM ABA
FRIDAY 2:30 PM

AND OTHER
STATIONS

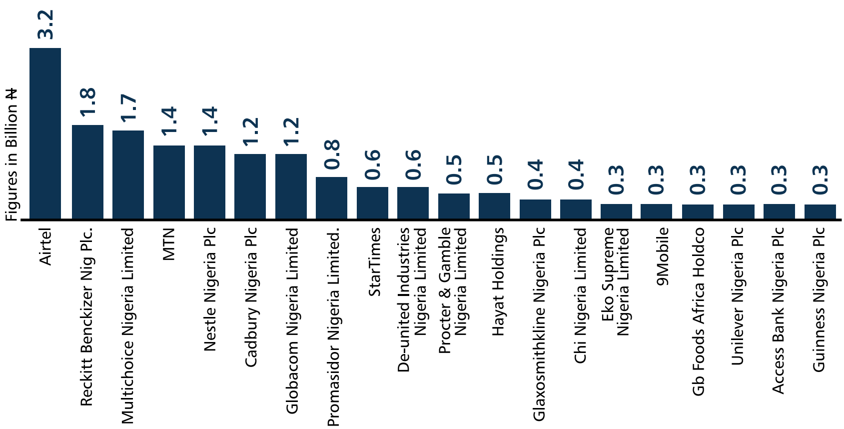
12 YEARS
Of Celebrating Nigerians

A 30 minutes weekly TV entertainment show geared towards enhancing youths passion for entertainment. It is made interactive through a chance given to viewers to answer "The Question Of The Day" and the lucky winner enjoys Cruz to a boutique ,electronics shop or supermarket for a free shopping.

Glory to God Almighty. Our special thanks goes to the TV stations and all the media agencies who have been there for Us....

TV ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2019

ADVERTISERS	VALUE (₦ BN)	DISP. %
Airtel	3.2	12%
Reckitt Benckizer Nig Plc.	1.8	7%
Multichoice Nigeria Limited	1.7	6%
MTN	1.4	5%
Nestle Nigeria Plc	1.4	5%
Cadbury Nigeria Plc	1.2	5%
Globacom Nigeria Limited	1.2	4%
Promasidor Nigeria Limited.	0.8	3%
StarTimes	0.6	2%
De-united Industries Nigeria Limited	0.6	2%
Procter & Gamble Nigeria Limited	0.5	2%
Hayat Holdings	0.5	2%
Glaxosmithkline Nigeria Plc	0.4	1%
Chi Nigeria Limited	0.4	1%
Eko Supreme Nigeria Limited	0.3	1%
9Mobile	0.3	1%
Gb Foods Africa Holdco	0.3	1%
Unilever Nigeria Plc	0.3	1%
Access Bank Nigeria Plc	0.3	1%
Guinness Nigeria Plc	0.3	1%
Others	9.5	35%
Total TV Spend 2019	**26.9**	**100%**



Source: *Media Monitoring Services*
**Sundry Ad (Other Information Service) lead as top advertiser in terms of media investments on TV, with 12% share. The top 20 advertisers amount to 56% of the total investment on TV..*

TV VIEWERSHIP: TV STATIONS WATCHED IN PAST 7 DAYS

LAGOS	
TOTAL	10,111,839
Africa Magic Nett	23%
Africa Magic Nett DSTV	16%
Africa Magic Nett GOTV	8%
TVC Nett	7%
Africa Magic Epic	6%
ONTV	6%
Africa Magic (Yoruba)	6%
TV Continental(TVC)	6%
TVC Local Nett	6%
Zee World Nett	5%

ABUJA	
TOTAL	2,038,583
Channels TV Nett	16%
AIT Nett	14%
Channels TV Abuja	12%
Channels TV Local Nett	12%
NTA Nett	11%
NTA Abuja	10%
NTA Local Nett	10%
AIT Abuja	8%
AIT Local Nett	8%

RIVERS	
TOTAL	5,477,859
Silverbird TV CH 31 P/Harcourt	17%
Silverbird Nett	17%
Silverbird Local Nett	17%
Rivers State TV (RSTV) P/H	15%
NTA Port Harcourt	13%
NTA Nett	13%
NTA Local Nett	13%
Africa Magic Nett	11%
Africa Magic Nett DSTV	9%
Zee World Nett	8%

EDO	
TOTAL	2,744,404
EBS Channel 55 Benin	29%
ITV Benin	21%
ITV Nett	21%
NTA Benin	17%
NTA	17%
NTA Local Nett	17%
Silverbird TV Benin	11%
Silverbird Nett	11%
Silverbird Local Nett	11%

KADUNA	
TOTAL	5,063,666
NTA Nett	31%
NTA Local Nett	31%
NTA Kaduna	26%
AIT Kaduna	26%
AIT Nett	26%
AIT Local Nett	26%
Zee World Nett	10%
DITV Kaduna	7%
ZEE World GOtv	6%
ZEE World	4%

KANO	
TOTAL	9,041,548
NTA Nett	17%
NTA Local Nett	16%
NTA Kano	16%
MBC Nett	15%
Arewa 24	11%
Africa Magic Nett	9%
Africa Magic Nett DSTV	8%
MBC Action	8%
ARTV/CTV 67, Kano	6%
MBC Max	5%

Source: *Television Diaries 2019*

TV VIEWERSHIP: TV STATIONS WATCHED IN PAST 7 DAYS

PLATEAU	
TOTAL	2,708,589
AIT Jos	29%
AIT Nett	29%
AIT Local Nett	29%
NTA Jos	22%
NTA Nett	22%
NTA Local Nett	22%
Silverbird TV Jos	21%
Silverbird Nett	21%
Silverbird Local Nett	21%
PRTV Nett	7%

ANAMBRA	
TOTAL	3,566,192
NTA Nett	18%
NTA Local Nett	16%
Africa Magic Nett	15%
Africa Magic Nett DSTV	14%
NTA Channel 35, Onitsha	9%
ZEE World	7%
Zee World Nett	7%
Africa Magic Epic	7%
NTA Awka	5%

SOKOTO	
TOTAL	3,143,703
Sokoto State Television	26%
NTA Nett	22%
NTA Sokoto	20%
NTA Local Nett	20%
Africa Magic Nett	11%
Africa Magic Nett DSTV	11%
CNN	8%
Africa Magic (Yoruba)	7%
Zee World Nett	4%
ZEE World	4%

CROSS RIVER	
TOTAL	2,456,591
CRTV Nett	31%
CRTV Calabar	27%
NTA Nett	17%
NTA Calabar	16%
NTA Local Nett	16%
Africa Magic Nett	5%
TVC Nett	5%
TVC Digital Nett	5%
Africa Magic Nett DSTV	5%
CRTV Ikom	4%

OYO	
TOTAL	4,754,744
NTA Nett	26%
NTA Local Nett	25%
NTA CH 4, 5 & 7 Ibadan	24%
Africa Magic Nett	21%
Africa Magic Nett DSTV	21%
Africa Magic Igbo	13%
Galaxy Nett	10%
Oyo,Galaxy TV Ibadan	10%
Galaxy Local Nett	10%
ST Nett	6%

BAUCHI	
TOTAL	2,830,504
NTA Bauchi	43%
NTA Nett	43%
NTA Local Nett	43%
AIT Bauchi	37%
AIT Nett	37%
AIT Local Nett	37%
BATV Bauchi	13%
ST Nett	2%
Fortis TV	2%
ST Nollywood Plus	2%

Source: *Television Diaries 2019*

TV VIEWERSHIP: TV STATIONS WATCHED IN PAST 7 DAYS

BORNO	
TOTAL	3,084,595
NTA Maiduguri	51%
NTA Nett	51%
NTA Local Nett	51%
BRTV Maiduguri	46%
AIT Maiduguri	1%
AIT Nett	1%
AIT Local Nett	1%
ST Dadin Kowa	1%
Star Plus	1%
ST Nett	1%

NIGER	
TOTAL	3,366,703
NTA Nett	39%
NTA Local Nett	39%
NTA Minna	33%
Satellite & DTT Nett	20%
NSTV Minna, Niger	14%
ST Nett	8%
ST Nollywood Plus	7%
NTA Abuja	5%
Channels TV Nett	3%
Channels TV (ST)	3%

EKITI	
TOTAL	2,027,388
Ekiti TV	32%
NTA Nett	32%
NTA Local Nett	31%
NTA Ado-Ekiti	21%
NTA Akure	9%
OSBC Akure	2%
OSBC Nett	2%
Africa Magic Nett	2%
Africa Magic Nett GOTV	1%
Disney Junior	1%

KWARA	
TOTAL	1,826,933
KTV Ilorin	24%
NTA Nett	23%
NTA Ilorin	23%
NTA Local Nett	23%
SS Blitz (DStv)	5%
Supersport Nett	5%
Supersport DSTV Nett	5%
Disney Junior	1%
Disney Nett	1%
Africa Magic Nett	1%

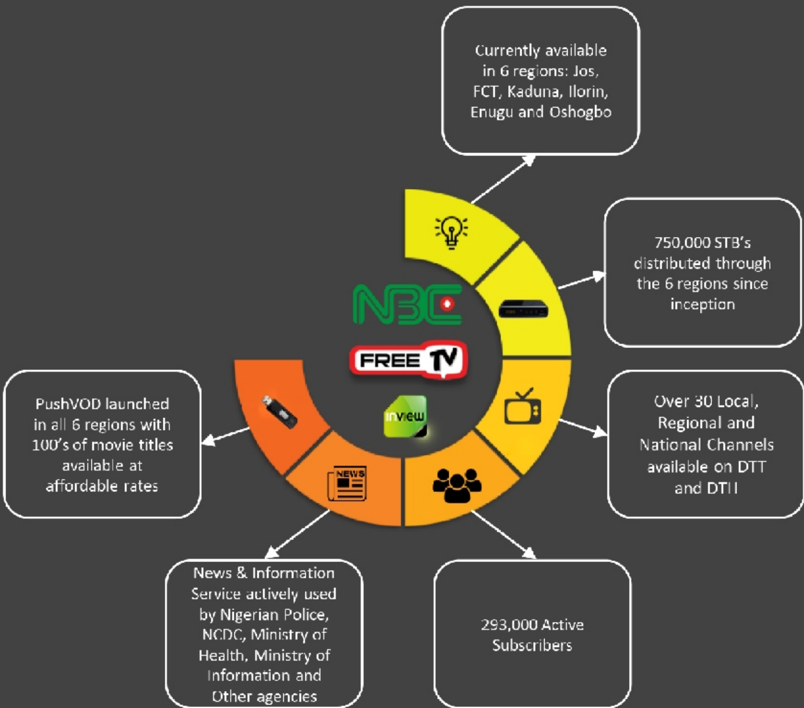
ABIA	
TOTAL	2,189,085
NTA Aba	12%
Rivers,AIT Port Harcourt	11%
BCA TV Umuahia	11%
ZEE World	6%
AMC Movies	6%
Abia,NTA Umuahia	6%
Rivers State TV (RSTV) P/H	5%
Telemundo	4%
Africa Magic Family	3%
Africa Magic Showcase	3%

ENUGU	
TOTAL	2,329,990
ETV Enugu	37%
AIT Enugu	31%
AIT Nett	31%
AIT Local Nett	31%
NTA Nett	16%
NTA Local Nett	16%
NTA Enugu	16%
Africa Magic Nett	5%
Africa Magic Nett DSTV	4%
Africa Magic Showcase	3%

Source: *Television Diaries 2019*

FREETV FACTS

- **FREETV is the brand name for the Digital Switch Over (DSO) project mandated by the National Broadcasting Commission (NBC).**
- **Inview Technology Nigeria Limited is the Middleware provider for the DSO and also the Operator of the FREETV Brand.**

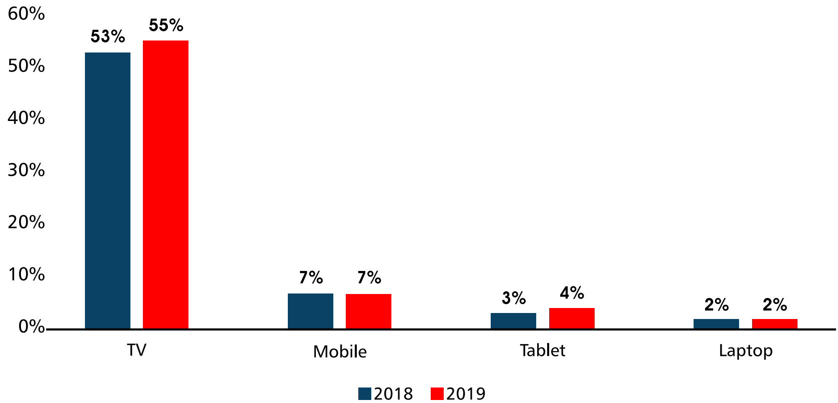


OWNERSHIP AND VIEWING OF CABLE TELEVISION

	Total	Lagos	South East	South South	South West	North Central	North East	North West
	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Receive/Watch Cable Or Satellite TV Stations	66%	83%	65%	69%	70%	63%	53%	68%
Own A Cable Or Satellite TV	57%	67%	56%	62%	59%	56%	47%	55%
Pay Subscription For Cable	50%	64%	51%	55%	54%	49%	42%	44%
Watched Pay/ Subscription TV in last 1 week	28%	41%	36%	31%	31%	32%	16%	20%

Source: *AMPS 2019*

MEDIUM/DEVICE USED TO WATCH CABLE/SATELLITE TV



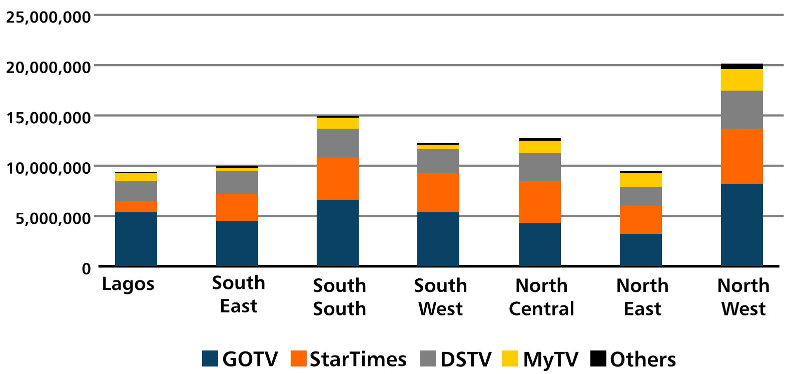
Source: *AMPS 2019*

CABLE SERVICE PROVIDER BY REGION

Region	Total	Go TV	Star Times	DStv	My TV	Others
Total	164,395,645	37,643,512	24,157,126	17,573,315	7,736,235	1,081,916
Lagos	12,965,220	5,418,014	1,126,184	1,938,222	864,894	51,859
South East	18,887,840	4,542,961	2,606,159	2,204,055	388,240	189,910
South South	24,223,701	6,547,804	4,305,500	2,764,055	1,063,178	72,609
South West	21,406,335	5,391,762	3,818,797	2,414,972	394,881	34,203
North Central	23,775,277	4,343,514	4,088,017	2,705,511	1,398,032	132,498
North East	21,894,401	3,222,786	2,764,840	1,805,110	1,540,237	11,435
North West	41,242,872	8,176,671	5,447,628	3,741,392	2,086,774	589,403

***Source:** AMPS 2019*

CABLE PLAYERS BY REGION



***Source:** : AMPS 2019*

WATCHED PAY/SUBSCRIPTION TV (FEE PAID) BY REGION

	Total	Lagos	South East	South South	South West	North Central	North East	North West
	164,395,645	12,965,220	18,887,840	24,223,701	21,406,335	23,775,277	21,894,401	41,242,872
Yesterday	15%	28%	19%	16%	16%	18%	9%	10%
Last 7 days	13%	13%	18%	15%	15%	15%	7%	9%
Last 4 weeks	12%	12%	10%	16%	9%	13%	7%	14%
Long Ago	25%	24%	21%	27%	28%	24%	30%	23%
Never	35%	23%	32%	26%	32%	30%	46%	43%

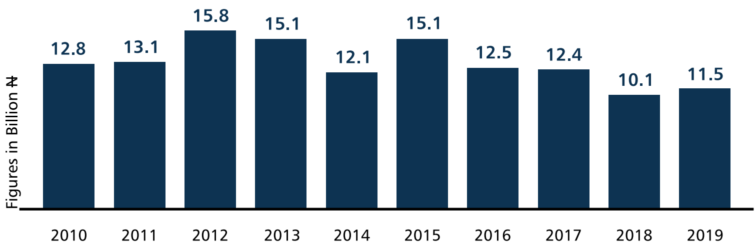
***Source:** AMPS 2019*

TRENDS IN RADIO

TREND OF RADIO ADVERTISING EXPENDITURES FOR THE LAST 10 YEARS

YEAR	VALUE (N BN.)
2010	12.8
2011	13.1
2012	15.8
2013	15.1
2014	12.1
2015	15.1
2016	12.5
2017	12.4
2018	10.1
2019	11.5

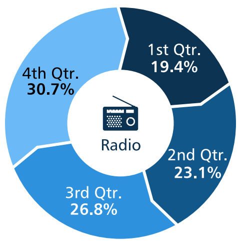
Source: *Media Monitoring Services*



Source: *Media Monitoring Services*

RADIO ADVERTISING EXPENDITURE PER QUARTER

QUARTER	VALUE (₦ BN.)	DISP %
1st Quarter	2.2	19.4%
2nd Quarter	2.7	23.1%
3rd Quarter	3.1	26.8%
4th Quarter	3.5	30.7%
Total	**11.5**	**100%**



Source: *Media Monitoring Services*

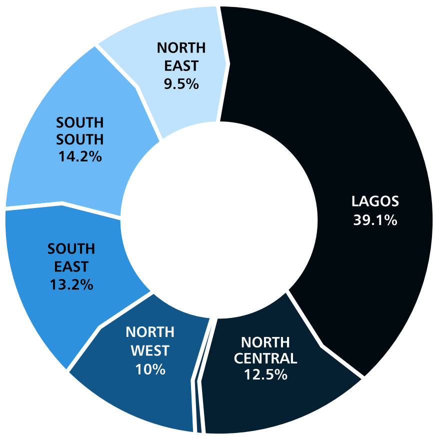
** The fourth quarter enjoyed the largest share of the spend in terms of Radio advertising with 30.7% of total expenditure, third and second quarters following distantly with 26.8% and 23.1% respectively.*

RADIO SPEND BY REGION 2019

ZONE	VALUE (₦ BN.)	DISP %
Lagos	4.5	39.1%
North Central	1.4	12.5%
North East	0.1	0.5%
North West	1.3	11.0%
South East	1.5	13.2%
South South	1.6	14.2%
South West	1.1	9.5%
Total	**11.5**	**100%**

Source: *Media Monitoring Services*

** Lagos remains the commercial hub for most advertisers, hence, taking the largest share of Radio investments relative to other regions.*

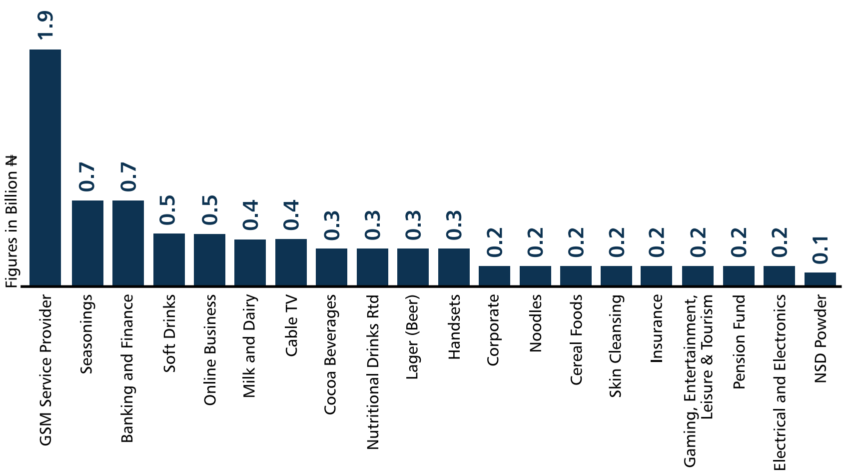


Source: *Media Monitoring Services*


Malta GUINNESS
ENJOY EVERY MOMENT
Malta GUINNESS NON ALCOHOLIC MALT DRINK
VITALITY • GOODNESS • ENERGY
LET'S GO

RADIO ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2019

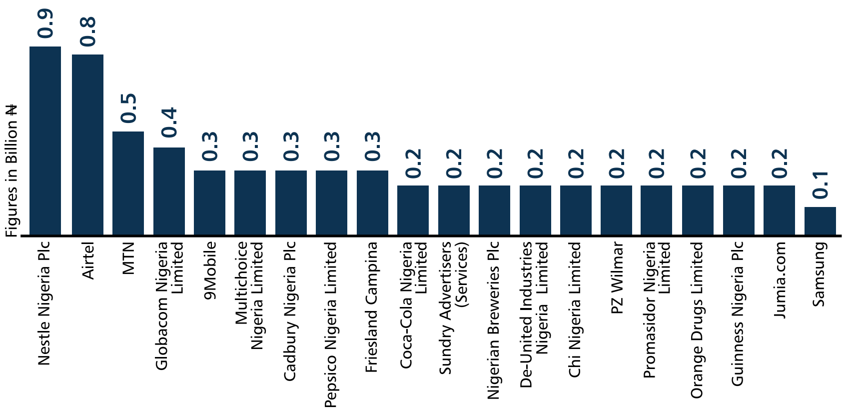
CATEGORIES	VALUE (₦ BN)	DISP. %
GSM Service Provider	1.9	17%
Seasonings	0.7	6%
Banking and Finance	0.7	6%
Soft Drinks	0.5	4%
Online Business	0.5	4%
Milk and Dairy	0.4	4%
Cable TV	0.4	3%
Cocoa Beverages	0.3	3%
Nutritional Drinks Rtd	0.3	3%
Lager (Beer)	0.3	3%
Handsets	0.3	2%
Corporate	0.2	2%
Noodles	0.2	2%
Cereal Foods	0.2	2%
Skin Cleansing	0.2	2%
Insurance	0.2	1%
Gaming, Entertainment, Leisure & Tourism	0.2	1%
Pension Fund	0.2	1%
Electrical and Electronics	0.2	1%
NSD Powder	0.1	1%
Others	3.7	32%
Total Radio Spend 2019	**11.5**	**100%**



Source: *Media Monitoring Services*
** Telecoms with 17% of the total investments on Radio medium remain the lead category in 2019.*

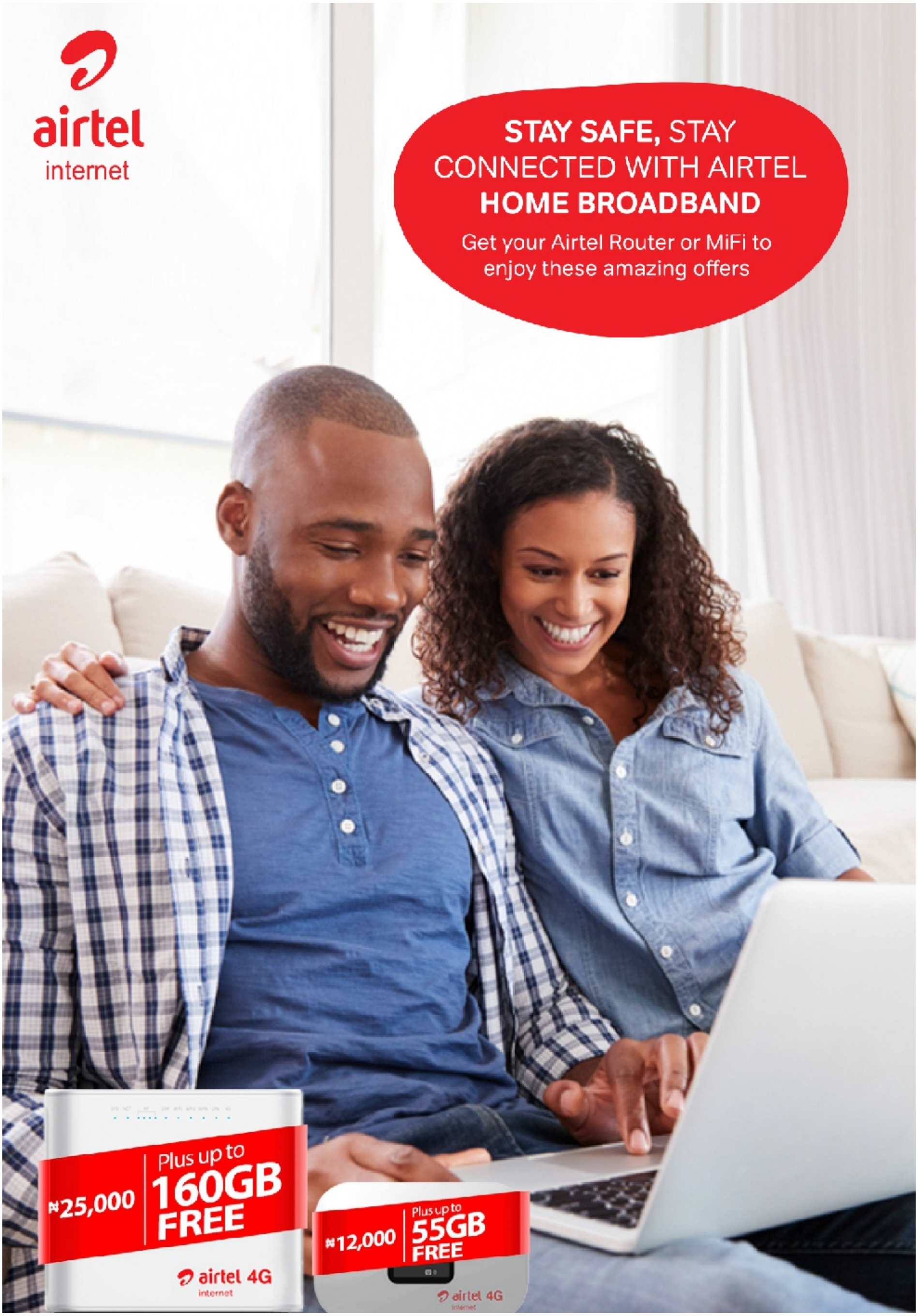
RADIO ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2019

ADVERTISERS	VALUE (₦ BN)	DISP. %
Nestle Nigeria Plc	0.9	7%
Airtel	0.8	7%
MTN	0.5	4%
Globacom Nigeria Limited	0.4	3%
9Mobile	0.3	3%
Multichoice Nigeria Limited	0.3	3%
Cadbury Nigeria Plc	0.3	3%
Pepsico Nigeria Limited	0.3	2%
Friesland Campina	0.3	2%
Coca-Cola Nigeria Limited	0.2	2%
Sundry Advertisers (Services)	0.2	2%
Nigerian Breweries Plc	0.2	2%
De-United Industries Nigeria Limited	0.2	2%
Chi Nigeria Limited	0.2	2%
PZ Wilmar	0.2	1%
Promasidor Nigeria Limite	0.2	1%
Orange Drugs Limited	0.2	1%
Guinness Nigeria Plc	0.2	1%
Jumia.com	0.2	1%
Samsung	0.1	1%
Others	5.5	48%
Total Radio Spend 2019	**11.5**	**100%**



Source: *Media Monitoring Services*

** The top 20 advertisers account for 52% of the total investment on Radio. Nestle Nigeria is the lead Advertiser on Radio with 7% share.*


airtel
internet
STAY SAFE, STAY
CONNECTED WITH AIRTEL
HOME BROADBAND
Get your Airtel Router or MiFi to
enjoy these amazing offers
₦25,000
Plus up to
160GB
FREE
airtel 4G
internet
₦12,000
Plus up to
55GB
FREE
airtel 4G

LIST OF RADIO STATIONS BY MARKET(S) GROUPED BY LANGUAGE OF BROADCAST/ FEDERAL GOVERNMENT OWNED

LAGOS	
Beat 99.9 FM Lagos	English
Bond 92.9 FM Lagos	FRCN
Brila FM 88.9 Sports	English
Choice 103.5 FM Lagos	FRCN
City 105.1 FM Lagos	English
Classic 97.3 FM Lagos	English
Cool 96.9 FM Lagos	English
Correct Fm Lagos	Pidgin
Eko 89.5 FM Lagos	Yoruba
Faji 106.5 FM Lagos	Yoruba
Inspiration 92.3 FM Lagos	English
Jordan 105.5 FM	English
Kennis FM (Kennis Radio) 104.1	English
Kiss 98.9 FM Lagos	English
Lagos Talks 91.3 FM Lagos	English
Lagos Traffic Radio 96.1 FM Lagos	English
Lasgidi 90.1 FM	English
LASU Radio 95.7	English
Max 102.3 FM Lagos	English
Metro 97.7 FM Lagos	FRCN
Naija 102.7 FM Lagos	Pidgin
Nigeria Info 99.3 FM Lagos	English
NOUN FM Victoria Island Lagos 105.9	English
Radio Lagos 107.5 FM Tiwantiwa	Yoruba
Radio Now 101.9 FM Lagos	English
Rainbow 94.1 FM Isheri	English
RayPower 100.5 FM Lagos	English
Rhythm 93.7 FM Lagos	English
S.M.A FM Lagos	English
Smooth 98.1 FM Lagos	English
SoundCity 98.5 FM Lagos	English
Star 101.5 FM Lagos	English
Top 90.9 FM Lagos	English
Tungba 100.9 FM Lagos	English
UNILAG 103.1 FM Lagos	English
Urban Radio 96.5 FM Lagos	English
W FM 91.7	English
Wazobia 95.1 FM Lagos	Pidgin

ABIA	
Absu FM, Uturu 101.9	Igbo
BCA 88.1 FM Umuahia	Igbo
Buzz 89.7 FM Aba	Igbo
Family Love 103.9 FM Umuahia	Igbo
Flo FM, Umuahia 94.9	Igbo
Green 107.1 FM, (MOUAU), Umudike	Igbo
Magic 102.9 FM Aba	Igbo
Pacesetter 103.5 FM Umuahia	Igbo
Rhema 93.3 FM Aba	Igbo
Vision Africa 104.1 FM Umuahia	Igbo
Real FM Aba 99.1	Igbo/English

ABUJA	
Beat FM, Abuja 94.3	English
Best Afro FM, Abuja 87.9	English
Brila FM, Abuja 88.9 Sports	English
Classic FM, Abuja 97.5	English
Cool FM 96.9 Abuja	English
Hot 98.3 FM Abuja	English
Kiss 99.9 FM Abuja	English
Max FM, Abuja 90.9	English
Nigeria Info 95.1 FM Abuja	English
Rhythm 94.7 FM Abuja	English
Urban Radio, Abuja 96.1	English
WE 106.3 FM Abuja	English
Kapital 92.9 FM Abuja	FRCN
Armed Forces Radio 107.7 FM	Hausa
Aso Radio 93.5 FM Abuja	Hausa
Greetings 105.7 FM Abuja	Hausa
Human Right Radio 101.1 FM	Hausa
Jordan 93.9 FM Abuja	Hausa
Love 104.5 FM Abuja	Hausa
Radio Nigeria 1 (SW) Abuja	Hausa
Radio Nigeria 2 (MW) Abuja	Hausa
RayPower 100.5 FM Abuja	Hausa
Vision 92.1 FM Abuja	Hausa
Zuma 88.5 FM Abuja	Hausa
Wazobia 99.5 FM Abuja	Pidgin

ADAMAWA	
ABC FM, Yola 95.7	Hausa
Fombina FM Yola 101.5	Hausa
Gotel FM Yola 91.1	Hausa
Pulaaku FM, Yola. 92.3	Hausa
Radio Gotel AM, Yola 917 kHz	Hausa

AKWA IBOM	
AKBC-2 90.5 FM Uyo	Pidgin
Atlantic 104.5 FM Uyo	Pidgin
Comfort 95.1 FM Uyo	Pidgin
Heritage 104.9 FM, Eket	Pidgin
Inspiration 105.9 FM Uyo	Pidgin
Planet Radio 101.1 FM Uyo	Pidgin
UNIUYO FM (Uni. of Uyo) 100.7	Pidgin
Gospel Revolution FM 107.5	Pidgin
Passion FM 94.5	Pidgin
XL FM 106.9	Pidgin
Paradise 105.5	Pidgin

ANAMBRA	
ABS 10.60 KHz AM Awka	Igbo
ABS 88.5 FM Awka	Igbo
ABS 90.7 FM Onitsha	Igbo
Alpha 106.5 FM Nnobi	Igbo
Authority 104.1 FM Nnewi	Igbo
Blaze FM 91.5 FM Oraifite	Igbo
Brilla FM, Onitsha 88.9 Sports	Igbo
City Radio, Onitsha 89.7	Igbo
Gist FM, Ogidi 103.5	Igbo
Global FM 101.9	Igbo
Gospel Revolution FM 107.5	Igbo
Lumen FM,Uga 90.1	Igbo
Madonna Radio 93.3 FM Okija	Igbo
Minaj System Radio 84.9 FM Obosi	Igbo
Moment FM Fpoly Oko 97.8	Igbo
Odenigbo 99.1 FM Obosi	Igbo
Ogene FM, Awka 98.3	Igbo
Omega FM, Umuchu 101.7	Igbo
Purity 102.5 FM Awka	FRCN
Rhythm 93.7 FM Awka	Igbo
Sapiensia Radio 95.3 FM Onitsha	Igbo
Tansian University FM, Umunya	Igbo
Unizik 94.1 FM Awka	Igbo

BAUCHI	
Globe FM 98.5 Mhz	FRCN
Albarka Radio 97.5	Hausa
Al-Umma FM Bauchi	Hausa
BRC AM Bauchi	Hausa
Pearl 98.5 FM Bauchi	Hausa
Radio II 94.6 FM Bauchi	Hausa
RayPower 95.7 FM Bauchi	Hausa

BAYELSA	
Creek FM, Yenagoa 106.5	English
Glory FM, Ekeki Yenagoa 97.1	English
People FM, Yenagoa 93.1	English
RayPower FM, Elebele, Yenagoa 102.5	English
Rhythm FM, Yenagoa 94.7	English
Royal FM, Agudama 95.5Epie, Yenagoa	English

BENUE	
Ashiwaves FM, Katsina-Ala 99.9	Hausa
Benue State University, 89.9 FM, Makurdi	Hausa
Harvest FM, Makurdi 103.5	Hausa
Joy FM, Otukpo 96.5	Hausa
Radio Benue 1, Makurdi	Hausa
Radio Benue, Makurdi 95.0	Hausa

BORNO	
Peace 102.5 FM Maiduguri (FRCN)	FRCN
Dandal Kura Radio International Maiduguri	Hausa
Freedom Radio 99.5 FM Maiduguri	Hausa
GAME 90.7 FM	Hausa
Kanem FM 97.7 (Unimaid Radio)	Hausa
Radio 94.5 AM Maiduguri (BRTV)	Hausa
Radio 95.3 FM Maiduguri(BRTV)Metro	Hausa

CROSS RIVER	
Canaan City 99.5 FM	Pidgin
Correct 97.3 FM, Calabar	Pidgin
CRBC/Paradise 105.5 FM Calabar	Pidgin
Cross River 89.7 FM-2 Ikom	Pidgin
FAD 93.1 FM Calabar	Pidgin
Hit 95.9 FM Calabar	Pidgin
Paradise 105.5 FM, Calabar	Pidgin
Sparkling 92.3 FM, Calabar	Pidgin

DELTA	
Bridge Radio, Asaba 98.7	Pidgin
Crown FM, Effurun 89.9	Pidgin
Delta State University FM, Abraka 103.7	Pidgin
Hot FM, Asaba 96.5	Pidgin
JFM, Otu Jeremi 95.1	Pidgin
Kpoko FM, Warri 100.5	Pidgin
Melody FM, Warri 88.6	Pidgin
Quest FM, Ughelli 93.1, Ogor	Pidgin
RayPower FM, Oghara 96.1	Pidgin
Rize FM, Warri 106.7	Pidgin
Trend FM, Asaba 100.9	Pidgin
Voice of Delta Radio, Asaba 97.9	Pidgin

EBONYI	
Salt FM, Abakaliki 98.1	Igbo
Unity FM, Abakaliki 101.5	Igbo

EDO	
Bronze 101.5 FM Aduwawa	FRCN
EBS 95.75 FM Aduwawa	Pidgin
Esan 111.5 FM Ewu	Pidgin
Hillside 94.1 FM Auchi Poly RadioAuchi	Pidgin
Independent Radio 92.3 FM Benin	Pidgin
Izibili FM, Ikpoba Hill 94.3	Pidgin
KU 92.7 FM Benin	Pidgin
Okada Wonderland 90.5 FM Okada	Pidgin
RayPower 105.5 FM Benin	Pidgin
Rhythm 93.7 FM Benin	English
Speed 96.9 FM Benin	Pidgin
Uniben FM 100.1	Pidgin
Vibes 97.3 FM Benin	Pidgin

EKITI	
Ayoba FM 95.1 Ekiti	Yoruba
Cruse 92.7FM Ekiti	English
Fresh Ado-Ekiti 106.9FM	Yoruba
Golden Voice of Ekiti 91.5 FM Ado-Ekiti	Yoruba
People Ado-Ekiti 104.1 FM	Yoruba
Progress 100.5 FM Ado-Ekiti	FRCN
Voice 89.9 FM Ado-Ekiti	Yoruba

ENUGU	
Ajasonic 102.8 FM Nsukka	Igbo
Caritas 98.7 FM Amorji-Nike/CU	Igbo
Coal City 92.9 FM Enugu	FRCN
Dream 92.5 FM Enugu	Igbo
ESBC 96.1 FM Enugu (Sunrise)	Igbo
ESUT 106.5 FM Enugu	Igbo
Family Love 99.9 FM Enugu	Igbo
GO. UNI 106.9 FM Enugu	Igbo
IMT RADIO, Enugu 107.2	Igbo
Lion 91.1 FM Nsukka	Igbo
Radio Nigeria (SW) Enugu	Igbo
RayPower 105.3 FM Enugu	Igbo
Solid 100.9 FM Enugu	Igbo
Stallion FM, Ehu 106.5 Amufu	Igbo
Urban Radio 94.5	Igbo
VOICE 96.7 FM Nsukka	FRCN

GOMBE	
Jewel (FRCN) FM 103.5 Mhz	FRCN
Amana radio FM 98.1 Mhz	Hausa
Gombe (GMC) AM 1404 kHz	Hausa
Gombe (GMC) FM 91.9 Mhz	Hausa
Progress Radio FM 97.3 Mhz	Hausa
RayPower FM 93.1 Mhz	Hausa
Vision FM 92.7	Hausa

IMO	
Darlyn FM 107.3	Igbo
Federal Polynek Owerri FM 97.8	Eng
Federal Polynek Owerri FM 103.2	Igbo
Heartland FM, Owerri. 100.5	Igbo
Hot FM, Owerri. 99.5	Igbo
IMSU STAR FM 90.9	Igbo
Megaband Fm, Owerri 97.3	Igbo
My Radio FM Owerri 100.9	Igbo
One Radio 92.7	Igbo
Orient FM, Owerri 94.4	Igbo
The Reach FM 104.9	Igbo
Zanders FM, Owerri. 105.7	Igbo

JIGAWA	
Horizon F.M Dutse, FRCN. 100.5	FRCN
Andaza 93.5 FM	Hausa
Community FM Birnin Kudu (JRC) 95.5	Hausa
Dutse New world FM (JRC) 95.5	Hausa
FM Radio Kaugama (JRC) 97.5	Hausa
Freedom Radio, Dutse 99.5	Hausa
Radio FM Hadejia (JRC) 95.5	Hausa
Radio Jigawa AM 1026MW	Hausa

KADUNA	
ABU 101.1 FM Zaria	Hausa
Alheri 97.7 FM Kaduna	Hausa
Brila FM 88.9	English
Capital Sound FM/KSMC 90.9 FM Kaduna	Hausa
Freedom Radio 92.9 FM Kaduna	Hausa
FRCN (English), Kaduna 1107 MW	FRCN
FRCN (Hausa), Kaduna 594 MW	FRCN
Invicta 98.9 FM Kaduna	Hausa
Karama 92.1 FM Kaduna	FRCN
Kada 89.9 FM Kaduna	Hausa
Kaduna State University Radio 98.5 FM	Hausa
Liberty Radio 91.7 Super FM Kaduna	English
Liberty Radio (Hausa) Kaduna 103.1	Hausa
Nargatha Radio 747 KHz Kaduna	Hausa
Queen 94.1 FM Zaria	Hausa
Radio Nigeria-1 (SW)	English
Radio Nigeria-2 (MW)	English
RayPower 106.5 FM Kaduna	English
Rockside FM, Kafanchan (KSMC) 89.9	Hausa
Supreme 96.1 FM Kaduna	FRCN
Tashar 'Yanci 103.1 FM Kaduna	Hausa
Teachers Radio 102.5	Hausa

KANO	
Aminci FM 103.9	Hausa
Arewa Radio 93.1 FM Kano	Hausa
ARTV (City Radio) 101.1 FM Kano	Hausa
BUK 98.9 FM (Bayero University Kano)	Hausa
Cool 96.9 FM Kano	English
Correct Radio 100.7	Hausa
Dala FM 88.5 Kano	Hausa
Express 90.3 FM Kano	Hausa
Freedom Radio 99.5 FM Kano	Hausa
Gotel FM, Kano	Pigin
Guanrantee Radio 94.7 FM Kano	Hausa
Liberty FM 91.7	Hausa
Liveway Radio Network 107.9 Kano	Pidgin
Manoma Radio AM, Kano.	Hausa
Pyramid 103.5 FM Kano	FRCN
Radio Kano 1 AM 729 MW	Hausa
Radio Kano II 89.3 FM	Hausa
Rahma 97.3 FM	Hausa
Raypower 106.5 FM Kano	Hausa
Sound City Fm 91.3	Hausa
Vision FM 92.1	Hausa
Wazobia 95.1 FM Kano	Pidgin

KATSINA	
Companion FM, Katsina (FRCN) 104.5	FRCN
Ashiwaves FM, Katsina 99.9Ala	Hausa
Katsina State Radio, Katsina 972 MW	Hausa
Ray Power FM, Katsina 106.5	Hausa
Vision FM Katsina 92.1	Hausa

KEBBI	
Equity FM, Birnin Kebbi 103.5	Hausa
Kebbi State Radio, Birnin Kebbi 94.5	Hausa
Vision FM, Birnin Kebbi 92.9	Hausa

KOGI	
Confluence FM, Lokoja 94	English
Grace FM, Lokoja 95.5	English
Jatto FM Okene 102.7	English
Kogi FM, Egbe 97.1	English
Prime FM (FRCN) 101.5	FRCN
Radio Kogi 93.5	English
TAO FM, Okene 100.9	English

KWARA	
Albarka 89.9 FM	Hausa
Harmony 103.5 FM Idofian	FRCN
Midland 99.0 FM Ilorin	Yoruba
Okin 105.7 FM Offa	Hausa
Radio Kwara 612.8 Ilorin	Yoruba
Raypower 106.5 FM	Hausa
Royal 95.1 FM Ilorin	Yoruba
SOBI 101.9 FM Ilorin	Hausa
Unillorin 89.3 FM Ilorin	Hausa

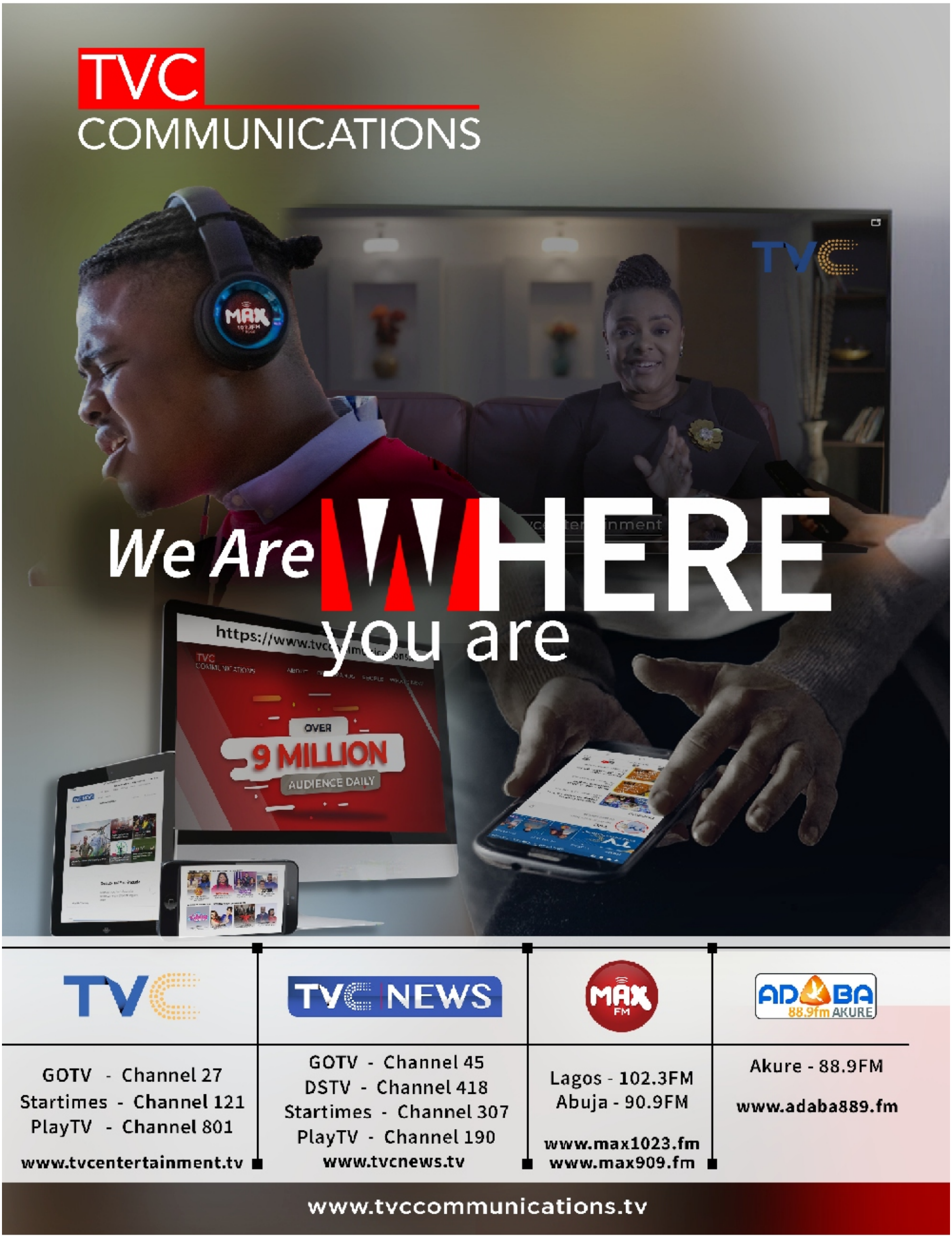
NASSARAWA	
Precious FM (Lafia,FRCN) 102.5	FRCN
Kizito FM 108	Hausa
Maloney FM, Keffi 95.9	Hausa
Nasarawa Broadcasting Service Lafia 97.1	Hausa
Nasarawa State Mass Comm. Dept FM 101.1	Hausa
NBS Keffi 92.5	Hausa
Option FM (Akwanga) 92.3	Hausa
Platinum Radio, Keffi 91.1	Hausa

NIGER	
Click FM (Ibrahim Babangida University, Lapai) Radio	English
Crystal Radio 91.2 FM Minna	Hausa
Power 100.5 FM Bida	FRCN
Precious 105.5 FM Minna	FRCN
Prestige 91.7 FM Minna	Hausa
Search/FUT 92.3 FM Minna	Hausa
Ultimate 103.9 FM Minna	Hausa
Victory FM, Minna	English

OGUN	
Arystocratz Radio 87.5 FM Ijebu-ode	English
Babcock University Radio Hope 89.1 FM Ilisan-Remo	English
Cowry FM Iyana Oloke Abeokuta 97.5	English
Family FM Radio Abeokuta 88.5	English
FRESH FM Abeokuta, 107.9	English
FUNAAB FM Abeokuta, 89.5	English
Hebron FM 95.9	English
Hope FM (Babcock University Radio), Ilisan	English
Kennis FM Radio 104.1	English
OGBC 1, Abeokuta 603 kHz	English
OGBC FM, Abeokuta 90.5	English
OOU 92.1 FM, Ago Iwoye	English
Paramount FM, FRCN, Abeokuta 94.5	FRCN
Rainbow 94.1 FM Isheri Ogun State	English
RCCG Radio 106.1, Mowe	English
Rockcity FM, Abeokuta 101.9	English
S.M.A FM, IJAGUN 104.9IKOFA	English
Smash Fm Abeokuta 88.1	English
Sweet FM, Abeokuta	English
Women FM, Arepo 91.7	English


TVC COMMUNICATIONS
OVER
9 MILLION
AUDIENCE DAILY
TVC
Pure Entertainment
GOtv CH. 27
StarTimes CH. 121
CH. 801
TVC NEWS
First with Breaking News
GOtv CH. 45
DStv CH. 418
StarTimes CH. 307
MAX FM
Hit Music Station
Lagos - 102.3FM
Abuja - 90.9FM
ADABA 88.9fm AKURE
First on the Dial
Akure - 88.9FM

TVC
Pure Entertainment
Wake UP NIGERIA
Weekdays, 6:00am
YOUR VIEW
Weekdays, 9:00am
e-splash
Weekdays, 12noon
over 4,000,000 viewers daily
LIVE | TVCCONNECT
GOtv | CH. 27
StarTimes | CH. 121
tv | CH. 801



TVC
COMMUNICATIONS
We Are WHERE
you are
OVER
9 MILLION
AUDIENCE DAILY
TVC
GOTV - Channel 27
Startimes - Channel 121
PlayTV - Channel 801
www.tvcentertainment.tv
TVC NEWS
GOTV - Channel 45
DSTV - Channel 418
Startimes - Channel 307
PlayTV - Channel 190
www.tvcnews.tv
MAX FM
Lagos - 102.3FM
Abuja - 90.9FM
www.max1023.fm
www.max909.fm
ADABA 88.9fm AKURE
Akure - 88.9FM
www.adaba889.fm
www.tvccommunications.tv


MAX
FM
HIT MUSIC STATION
over 2 million
listeners daily
Lagos - 102.3FM
Abuja - 90.9FM
www.maxfm.ng

ONDO	
Adaba 88.9 FM, Ilara Mokin	Yoruba
Breez FM, Ijoka, Akure 91.9	English
Eki FM, Ondo city 100.9	English
Empire 104.5 FM Akure	English
Excel FM Ore 91.1	English
FUTA 93.1 FM	English
Kakaki Ondo Community Radio 100.1	English
Music & Culture FM, Ondo City 106.5	English
Orange FM, Akure 94.5	English
OSRC FM, Orita 96.5 Obele, Akure	Yoruba
Positive FM (FRCN), 102.5	FRCN
Raypower 96.1FM, Akure	English
Sun City Radio, Ondo City 101.9	English
Varsity Radio Akungba 107.3	English

OSUN	
Bowen Radio Iwo Osun State.	English
Crown FM, Eleyele, Ile Ife 101.5	English
Gold 95.5 FM, Iloko, Ilesa (FRCN)	FRCN
Isundunrin 101.9 FM Ejigbo	English
Great FM, OAU Ile 94.5	English
Living Spring 104.5 FM, Osogbo	Yoruba
Odidere FM, 96.3, Iwo	Yoruba
Oodua 90.9 FM, Ile Ife	Yoruba
Orisun FM, Ile Ife 89.5	Yoruba
Rave FM, Osogbo 91.7	English
Raypower FM, Osogbo 95.1	English
Redeemer FM EDE Osun State	English
Timsed FM, Ijebu Ijesha Osun State 94.1	English
Uniq FM, Ilesa 103.1	English

OYO	
Beat 97.9 FM Ibadan	English
Naija 102.7 FM Ibadan	English
Noble 107.1 FM Ibadan	English
Raypower 95.1 FM Ibadan	English
Star 91.5 FM Ibadan	English
Thrill 103.5 FM Ibadan	English
Premier 93.5 FM Ibadan	FRCN
Ajilete 92.1 FM Gambari-Asa	Yoruba
Amuludun 99.1 FM Ibadan	Yoruba
Diamond 101.1 FM Ibadan	Yoruba
Fresh 105.9 FM Ibadan	Yoruba
Gravity 88.1 FM Igboho	Yoruba
IBR 92.5 FM Ibadan	Yoruba
Inspiration 100.5 FM Ibadan	Yoruba
Jamz 100.1 F.M Ibadan	Yoruba
Lagelu 96.3 FM Ibadan	Yoruba
Lead City Uni. 89.1 FM Ibadan	Yoruba
Lead Radio 106.3 FM Ibadan	Yoruba
Oke-Ogun 96.3 FM Alaga	Yoruba
Petals 102.3 FM Bodija	Yoruba
R2 92.9 FM Ibadan	Yoruba
Space 90.1 FM Ibadan	Yoruba
Splash 105.5 FM Ibadan	Yoruba
Thirty two 94.9 FM Ibadan	Yoruba

PLATEAU	
Highland 101.5 FM Jos	FRCN
Ice 96.1 FM Jos (UniJos FM)	Hausa
Joy 101.9 FM Jos	Hausa
KT FM, Bukuru 103.9	Hausa
Peace 90.5 FM Jos	Hausa
Radio Plateau I 88.65 AM	Hausa
RayPower 100.5 FM Jos	Hausa
Rhythm 93.7 FM Jos	English
Rock 98.9 FM	Hausa
Tin City 104.3 FM Jos	Hausa
Unity 93.3 FM Jos	Hausa

RIVERS	
Beat 99.9 FM PH	English
Classic 91.1 FM PH	English
Cool 95.9 FM P/H	English
Family Love 97.7 FM P/H	Pidgin
Garden City 89.9 FM P/H	Pidgin
Naija 92.7 FM PH	Pidgin
Nigerian Info 92.3 FM	Pidgin
Radio Rivers II 99.1 FM P/H	Pidgin
RayPower II 106.5 FM P/H	Pidgin
Rhythm 93.7 FM P/H	Pidgin
Today 95.1 FM PH	Pidgin
Treasure 98.5 FM P/H	FRCN
Uniport Unique FM 88.5	Pidgin
UST FM 103.7	Pidgin
Wave 91.7 FM P/H	Pidgin
Wazobia 94.1 FM P/H	Pidgin
Wish 99.5 FM P/H	Pidgin

SOKOTO	
Caliphate radio/Nagari FM 91.9	Hausa
Freedom FM 99.5	Hausa
Garkuwa 95.5 FM Sokoto	Hausa
RIMA/Royal 97.1 FM Radio Sokoto	Hausa
Vision 92.1 FM Sokoto	Hausa
Wish FM 99.5	Hausa

TARABA	
Gift FM Jalingo 104.5	Hausa
TSBS Taraba Radio Jalingo 90.6	Hausa
TSBS Taraba Radio Mararaba 88.6	Hausa
TSBS Taraba Radio Serti 97.6	Hausa

YOBE	
Pride of the Sahel Damaturu 89.5 FM	Hausa
Radio Sunshine 104.5 FM Damaturu	Hausa

ZAMFARA	
Pride 102.5 FM Gusau	Hausa
Radio Zamfara	Hausa

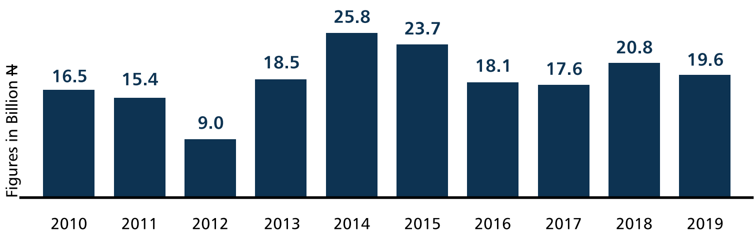
Source: *AMPS 2019 and Market Intelligence; https://www.en.wikipedia.org*
** List of Radio stations pan Nigeria, classified into:*
- Dominant language of broadcast
- FRCN Stations

TRENDS IN PRINT

TREND OF PRINTS ADVERTISING EXPENDITURES FOR THE LAST 10 YEARS

YEAR	VALUE (N BN.)
2010	16.5
2011	15.4
2012	9.0
2013	18.5
2014	25.8
2015	23.7
2016	18.1
2017	17.6
2018	20.8
2019	19.6

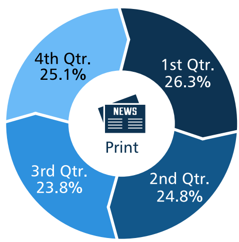
Source: *Media Monitoring Services*



Source: *Media Monitoring Services*

PRINT ADVERTISING EXPENDITURE BY QUARTER 2019

QUARTER	VALUE (₦ BN.)	DISP %
1st Quarter	5.2	26.3%
2nd Quarter	4.9	24.8%
3rd Quarter	4.7	23.8%
4th Quarter	4.9	25.1%
Total	**19.4**	**100%**



Source: *Media Monitoring Services*

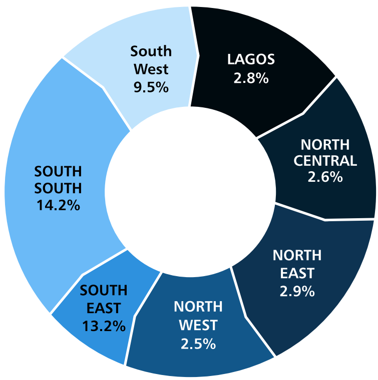
** Highest spend (50%) was also recorded in the fourth quarter for Print medium.*

PRINT ADVERTISING SPEND BY REGION

ZONE	VALUE (₦ BN.)	DISP %
Lagos	2.8	14.5%
North Central	2.6	13.3%
North East	2.9	14.7%
North West	2.5	13.0%
South East	1.5	7.9%
South South	4.9	25.1%
South West	2.3	11.5%
Total	**19.6**	**100%**

Source: *Media Monitoring Services*

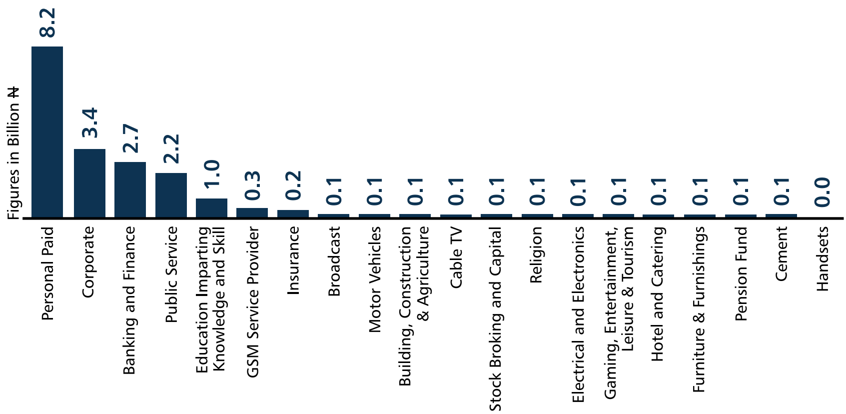
** South South was the highest spend with 25.1% followed by North East with 14.7% investments*



Source: *Media Monitoring Services*

PRINT ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2019

CATEGORIES	VALUE (₦ BN)	DISP. %
Personal Paid	8.2	42%
Corporate	3.4	17%
Banking and Finance	2.7	14%
Public Service	2.2	11%
Education Imparting Knowledge and Skill	1.0	5%
GSM Service Provider	0.3	2%
Insurance	0.2	1%
Broadcast	0.1	1%
Motor Vehicles	0.1	1%
Building, Construction & Agriculture	0.1	1%
Cable TV	0.1	1%
Stock Broking and Capital	0.1	1%
Religion	0.1	0%
Electrical and Electronics	0.1	0%
Gaming, Entertainment, Leisure & Tourism	0.1	0%
Hotel and Catering	0.1	0%
Furniture & Furnishings	0.1	0%
Pension Fund	0.1	0%
Cement	0.0	0%
Handsets	0.0	0%
Others	0.6	3%
Total Print Spend 2019	**19.6**	**100%**

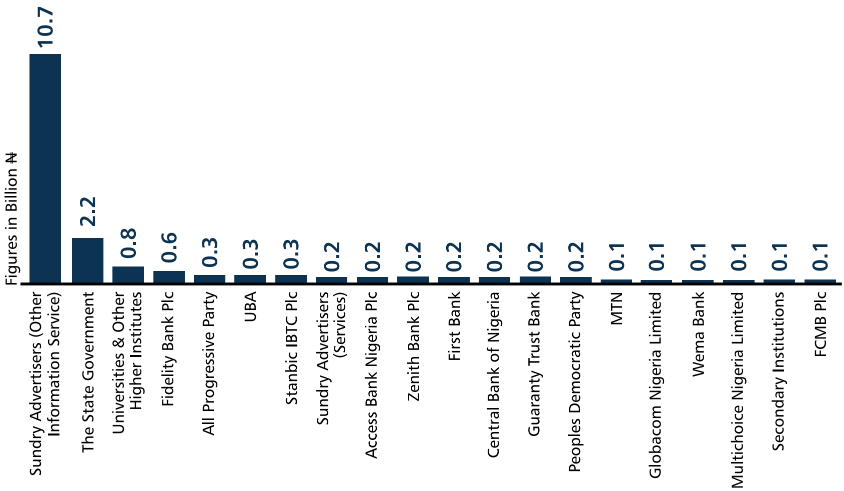


Source: *Media Monitoring Services*

** Personal Paid tops the chart as the lead category, with 42% share of the total investment on Print. Top 20 categories amount to 93% of investment on Print.*

PRINT ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2019

ADVERTISERS	VALUE (₦ BN)	DISP. %
Sundry Advertisers (Other Information Service)	10.7	54%
The State Government	2.2	11%
Universities & Other Higher Institutes	0.8	4%
Fidelity Bank Plc	0.6	3%
All Progressive Party	0.3	2%
UBA	0.3	2%
Stanbic IBTC Plc	0.3	1%
Sundry Advertisers (Services)	0.2	1%
Access Bank Nigeria Plc	0.2	0%
Zenith Bank Plc	0.2	0%
First Bank	0.2	1%
Central Bank of Nigeria	0.2	0%
Guaranty Trust Bank	0.2	0%
Peoples Democratic Party	0.2	0%
MTN	0.1	0%
Globacom Nigeria Limited	0.1	0%
Wema Bank	0.1	0%
Multichoice Nigeria Limited	0.1	0%
Secondary Institutions	0.1	0%
FCMB Plc	0.1	1%
Others	2.2	11%
Total Print Spend 2019	**19.6**	**100%**



Source: *Media Monitoring Services*

** The top 20 advertisers account for 71% of the total investment on Print. Sundry Ad (Other Information Service) lead as the top advertiser in terms of media investments on Print, with 54% share.*

TOP 10 NEWSPAPERS READ YESTERDAY BY REGION IN 2019

NATIONAL	
TOTAL	164,395,645
The Punch	4,856,066
The Nation	4,427,749
The Guardian	3,948,088
Vanguard	3,509,013
The Sun	3,360,619
Daily Trust	2,627,350
Complete Sports	1,939,628
This Day	1,855,996
Sports Day	1,378,118
New Telegraph	1,290,319

LAGOS	
TOTAL	12,965,220
The Punch	691,371
Complete Sports	470,223
The Guardian	456,011
The Nation	270,513
Sports Day	183,003
Vanguard	168,791
Sporting Life	157,074
The Sun	142,861
Aminiya	115,934
This Day	104,217

SOUTH EAST	
TOTAL	18,887,840
The Guardian	617,207
The Sun	612,503
Vanguard	586,067
The Punch	485,052
The Nation	465,510
Daily Trust	358,272
This Day	272,775
Sports Day	205,626
Leadership	186,578
New Telegraph	159,624

SOUTH SOUTH	
TOTAL	24,223,701
The Sun	699,095
Vanguard	671,387
The Nation	648,737
Complete Sports	494,884
The Punch	486,730
The Guardian	485,841
This Day	431,688
Daily Trust	390,883
Sporting Life	295,853
Sports Day	261,471

SOUTH WEST	
TOTAL	21,406,335
The Punch	1,603,261
The Guardian	979,102
The Nation	968,332
Vanguard	651,249
Nigerian Tribune	553,288
Daily Trust	456,872
New Telegraph	335,774
Alaroye	327,726
This Day	315,553
Complete Sports	296,857

NORTH CENTRAL	
TOTAL	23,775,277
The Nation	771,267
Daily Trust	545,974
This Day	462,997
The Sun	458,644
The Guardian	451,778
Vanguard	358,151
The Punch	342,848
New Telegraph	295,261
Sports Day	263,150
Leadership	205,838

Source: *AMPS 2019*

NORTH EAST	
TOTAL	20,677,696
Daily Trust	286,349
The Punch	261,646
Vanguard	196,533
Aminiya	163,065
The Nation	135,243
The Sun	125,198
New Telegraph	125,001
Complete Sports	121,282
The Guardian	113,538
This Day	83,371

NORTH WEST	
TOTAL	41,242,872
The Nation	1,168,148
The Sun	1,089,421
The Punch	985,158
Vanguard	876,835
The Guardian	844,612
Daily Trust	484,782
Leadership	263,085
Aminiya	253,521
Complete Sports	195,692
This Day	185,394

Source:*AMPS 2019*

TOP 10 MAGAZINES READ IN PAST ONE MONTH BY REGION IN 2019

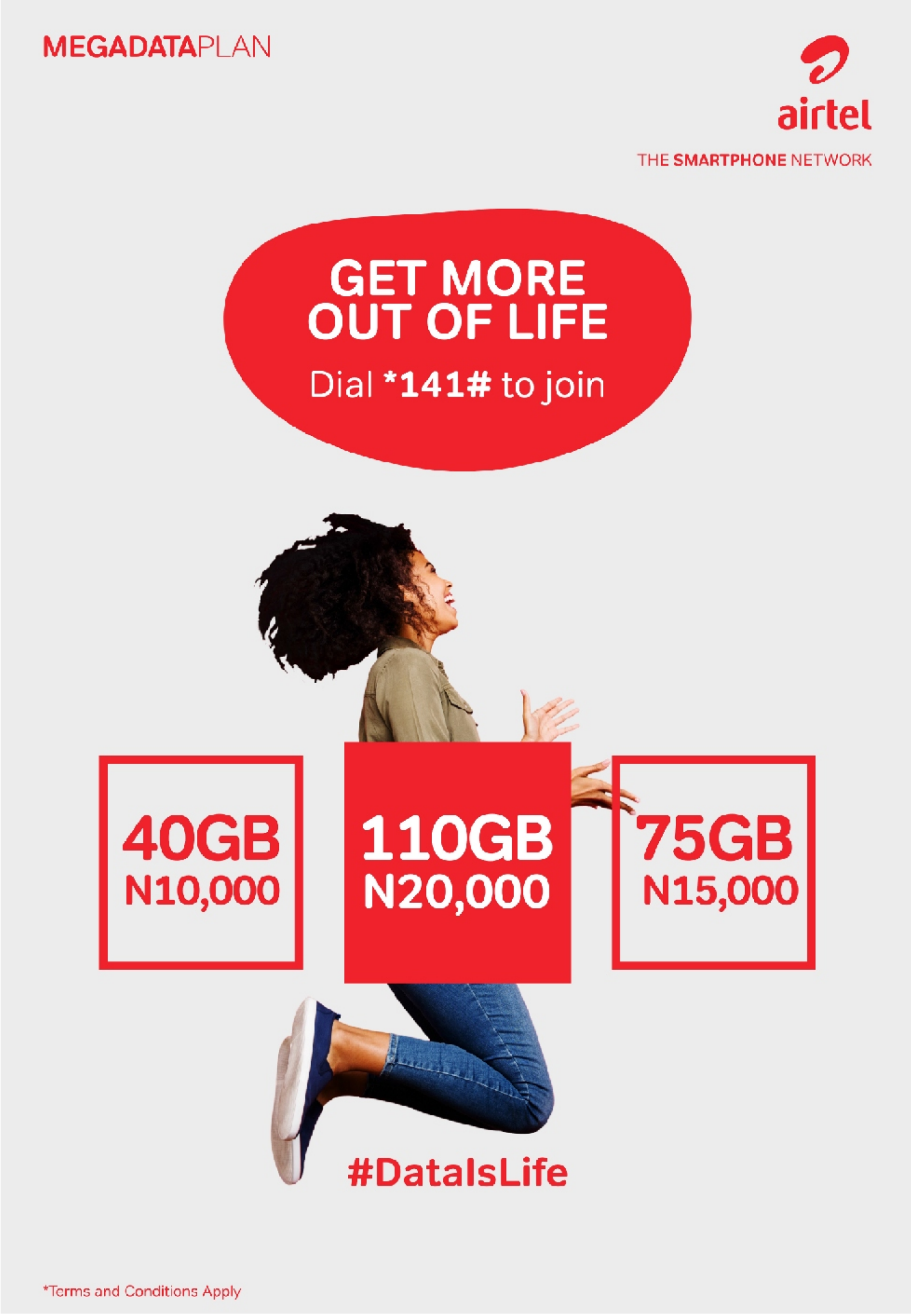
NATIONAL	
TOTAL	164,395,645
Economist	834,759
Akede Oduduwa	578,187
Alariya	571,566
Afri Fashion	394,348
Africa Holiday	348,922
Ad News	343,840
Applause	321,229
City People	296,414
Business Success Express	295,724
Bubbles	276,673

LAGOS	
TOTAL	12,965,220
Economist	141,365
City People	130,146
Akede Oduduwa	128,649
Alariya	104,217
Bubbles	39,643
Acada	39,144
Fashionista	38,645
Health Care	26,428
Big Screen	25,929
Ovation International	25,929

SOUTH EAST	
TOTAL	18,887,840
Afri Fashion	73,407
Ad News	56,419
Bubbles	48,295
Alariya	43,515
Africa Holiday	42,713
Applause	35,061
Beauty Box	35,013
Fashionista	34,432
City People	30,728
Fashion Affairs	28,951

SOUTH SOUTH	
TOTAL	24,223,701
Akede Oduduwa	108,681
Applause	81,754
Afri Fashion	81,360
Acada	72,175
Business Success Express	70,207
City People	52,493
Allure	50,464
Fashion Affairs	46,491
Business World	38,203
Encomium	36,304

Source: *AMPS 2018*


MEGADATAPLAN
airtel
THE SMARTPHONE NETWORK
GET MORE
OUT OF LIFE
Dial *141# to join
40GB
N10,000
110GB
N20,000
75GB
N15,000
#DataIsLife
*Terms and Conditions Apply

SOUTH WEST	
TOTAL	21,406,335
Economist	507,538
Alariya	161,194
Akede Oduduwa	143,639
Afri Fashion	67,103
City People	56,723
Ovation International	56,588
City Pride	34,829
Africa Holiday	31,245
Encomium	23,011
Fame	23,011

NORTH CENTRAL	
TOTAL	23,775,277
Bubbles	84,450
Acada	55,623
Economist	54,852
Applause	51,931
Alariya	44,196
Global Excellence	42,590
Allure	38,589
Akede Oduduwa	34,265
Encomium	25,573
Afri Fashion	19,690

NORTH EAST	
TOTAL	21,894,401
Africa Holiday	58,469
Applause	56,335
Afri Fashion	50,511
Economist	46,034
Business Success Express	39,856
Beauty Box	33,389
Ovation International	31,060
Big Screen	31,047
Fashionista	29,535
Insider	26,137

Source: *AMPS 2019*

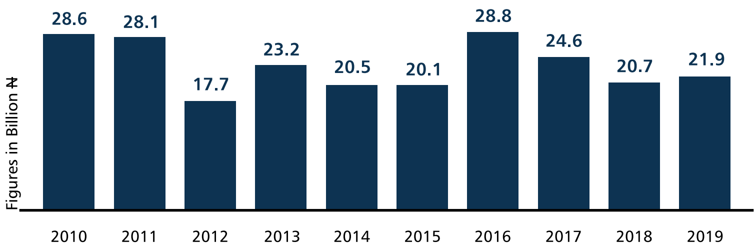
NORTH WEST	
TOTAL	41,242,872
Ad News	226,251
Africa Holiday	181,713
Alariya	179,952
Beauty Box	153,612
Business Success Express	145,350
Business World	129,589
Akede Oduduwa	122,821
Big Screen	113,036
Afri Fashion	102,278
Ovation International	89,087

TRENDS IN OUTDOOR

TREND OF OUTDOOR ADVERTISINTG EXPENDITURES FOR THE LAST 10 YEARS

YEAR	VALUE (N BN.)
2010	28.6
2011	28.1
2012	17.7
2013	23.2
2014	20.5
2015	20.1
2016	28.8
2017	24.6
2018	20.7
2019	21.9

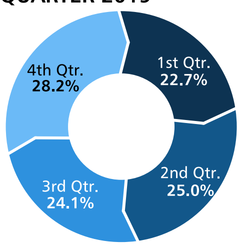
Source: *Media Monitoring Services*



Source: *Media Monitoring Services*

OUTDOOR ADVERTISING EXPENDITURE BY QUARTER 2019

QUARTER	VALUE (₦ BN.)	DISP %
1st Quarter	5.0	22.7%
2nd Quarter	5.5	25.0%
3rd Quarter	5.3	24.1%
4th Quarter	6.2	28.2%
Total	**21.9**	**100%**



Source: *Media Monitoring Services*

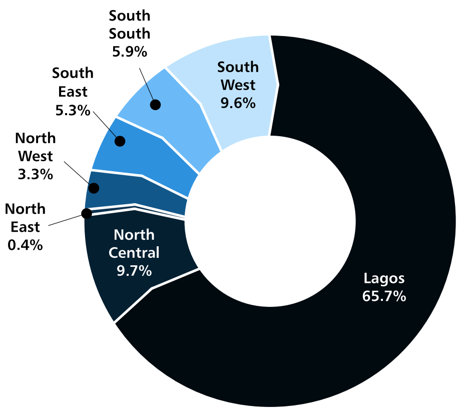
** On quarterly spread of investments on the Outdoor medium, first quarter has the least share; albeit fourth quarter taking the largest share.*

OUTDOOR ADVERTISING SPEND BY REGION 2019

ZONES	VALUE (₦ BN.)	DISP %
Lagos	14.4	65.7%
North Central	2.1	9.7%
North East	0.1	0.4%
North West	0.7	3.3%
South East	1.2	5.3%
South South	1.3	5.9%
South West	2.1	9.6%
Total	**21.9**	**100%**

Source: *Media Monitoring Services*

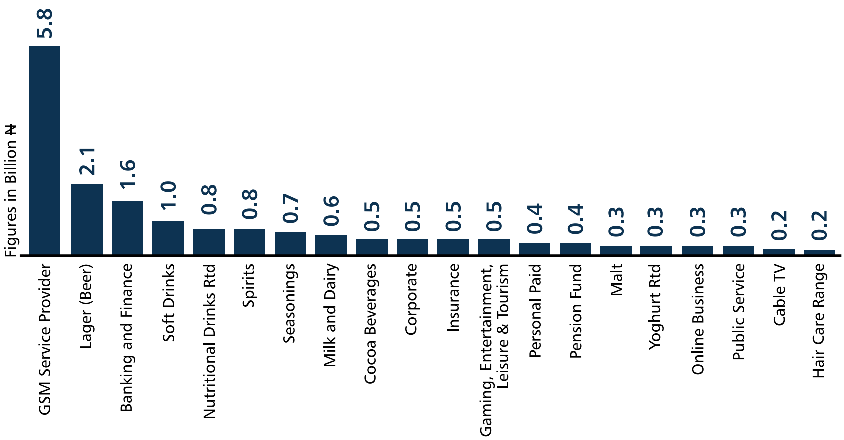
** Lagos is the commercial hub, even for Outdoor, with about 66% share of investments on the media vehicle. North Central follows in the second place with barely 9.7% share*




NEW
GUINNESS
SMOOTH
DISTINCTIVELY SMOOTH AND REFRESHING TASTE
SMOOTH
GUINNESS
SMOOTH
STOUT
GUINNESS
SMOOTH
₦230
DRINK RESPONSIBLY.
WWW.DRINKIQ.COM
18+

OUTDOOR ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2019

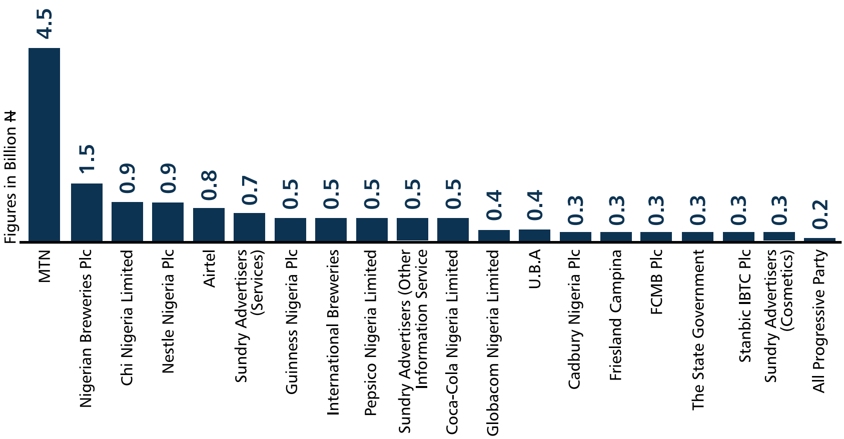
CATEGORIES	VALUE (₦ BN)	DISP. %
GSMGSM Service Provider	5.8	27%
Lager (Beer)	2.1	9%
Banking and Finance	1.6	7%
Soft Drinks	1.0	5%
Nutritional Drinks Rtd	0.8	4%
Spirits	0.8	4%
Seasonings	0.7	3%
Milk and Dairy	0.6	3%
Cocoa Beverages	0.5	2%
Corporate	0.5	2%
Insurance	0.5	2%
Gaming, Entertainment, Leisure & Tourism	0.5	2%
Personal Paid	0.4	2%
Pension Fund	0.4	2%
Malt	0.3	2%
Yoghurt Rtd	0.3	1%
Online Business	0.3	1%
Public Service	0.3	1%
Cable TV	0.2	1%
Hair Care Range	0.2	1%
Others	4.1	19%
Total Outdoor Spend 2019	**21.9**	**100%**



Source: *Media Monitoring Services*
** Top 20 categories amount to 73% of the total Outdoor spends in 2019. GSM Service Provider accounts for the highest spend with 27% of the spends.*

OUTDOOR ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2019

ADVERTISERS	VALUE (₦ BN)	DISP. %
MTN	4.5	20%
Nigerian Breweries Plc	1.5	7%
Chi Nigeria Limited	0.9	4%
Nestle Nigeria Plc	0.9	4%
Airtel	0.8	4%
Sundry Advertisers (Services)	0.7	3%
Guinness Nigeria Plc	0.5	2%
International Breweries	0.5	2%
Pepsico Nigeria Limited	0.5	2%
Sundry Advertisers (Other Information Service	0.5	2%
Coca-Cola Nigeria Limited	0.5	2%
Globacom Nigeria Limited	0.4	2%
U.B.A	0.4	2%
Cadbury Nigeria Plc	0.3	2%
Friesland Campina	0.3	1%
FCMB Plc	0.3	1%
The State Government	0.3	1%
Stanbic IBTC Plc	0.3	1%
Sundry Advertisers (Cosmetics)	0.3	1%
All Progressive Party	0.2	1%
Others	7.5	34%
Total Outdoor Spend 2019	**21.9**	**100%**



Source: *Media Monitoring Services*

** In 2019, top 20 Advertisers amount to 56% of the total spends on OOH medium.*

MARKET 2

Information About GHANA

"Freedom and Justice"

Capital **Accra**

BACKGROUND

Ghana, officially called the Republic of Ghana, is a sovereign multinational state and unitary presidential constitutional democracy, located along the Gulf of Guinea and Atlantic Ocean, in the sub region of West Africa. Ghana is bordered by Ivory Coast in the West, Burkina Faso in the north, Togo in the east and the Gulf of Guinea and Atlantic Ocean in the south. The word Ghana means "Warrior King".

Ghana has a population of approximately 29 million as of 2018. Its varied geography includes savannas, woodlands, forests, a coastal line, springs, cave

Population
29.77 Million

systems, mountains, estuaries, wildlife parks, and nature reserves. The coast of Ghana stretches 560 kilometers (350 miles) and includes a rich assortment of culturally significant castles, forts, ports and harbours. Prior to colonization by the British empire in the early 20th century, Ghana was the site of numerous Kingdoms and empires; the most powerful being the Akan Kingdom of Ashanti. In 1957, it became the first African nation to declare independence from European colonization. This made Ghana a symbol of black achievement and helped to inspire other African independence movements.

Ghana consistently ranks in the top three countries in Africa for freedom of speech and press freedom, with strong broadcast media, and radio the medium with the greatest reach. Factors such as these provide Ghana with solid social capital.

POLITICAL STABILITY AND RISKS

Ghana is the 7th-best governed country, 5th most stable country and rated 13th highest HDI in Africa. Ghana ranks as the 61st most peaceful country in the world. Ghana is a regional power in West Africa and on continental Africa, a founding member of the Non-Aligned Movement, and a member of both the Economic Community of West African States (ECOWAS) and the Group of 24 (G24).

OVERVIEW OF THE ECONOMY

Ghana's economy started on a good note in the year 2019 as the first quarter Gross Domestic Product (GDP) growth was estimated at 6.7%, compared with 5.4% in the same period of 2018. However, the GDP growth declined to 5.6% in the third quarter, a slight change from 5.7% growth recorded in the second quarter. It was the slowest expansion since the second quarter of 2018, due to a slowdown in both the services and industrial sectors.

The annual inflation rate in Ghana decreased to 7.9% in December 2019 from 8.2% in the previous month, as prices slowed mostly for food (7.2% vs 8.4% in November). On the contrary, cost was higher for non-food products (8.5% vs 8.0%), mainly pushed up by housing & utilities (10.5% vs 9.6%); restaurants & hotels (5.5% vs 3.8%); education (6.6% vs 4.4%) and recreation & culture (9.3% vs 7.7%). Conversely, cost went up at slower pace for transport (11% vs 12.3%); clothing & footwear (6.7% vs 6.8%); furnishings (4.7% vs 4.9%); health (6.7% vs 7%) and miscellaneous goods & services (7.4% vs 8.2%). On a monthly basis, consumer prices went up 0.3 percent, after rising 0.7 percent in the prior month.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical; warm and comparatively dry along south east coast; hot and humid in southwest; hot and dry in north
Area:	Total: 238,533 sq km Land: 227,533 sq km Water: 11,000 sq km
Natural resources:	Gold, timber, industrial diamonds, bauxite, manganese, fish, rubber, hydropower, petroleum, silver, salt, limestone
Land use:	Agriculture Land:69.1% Arable land: 20.7% Permanent crops: 11.9% Permanent Pasture:36.5% Forest:21.2% Other: 9.7%(July 2018 est.)
PEOPLE	
Population	29,767,108 (2018 est.)
2010 census:	24,200,000
Density:	101.5/km2 (262.9/sq mi)
Age structure:	0-14 years: 37.44% 15-24 years: 18.64% 25-54 years: 34.27% 55-64 years: 5.21% 65 years and over: 4.44% (2020 est.)
Population growth Rate:	2.15%
Urbanization:	Urban population: 56.7% of total population (2019) rate of urbanization: 3.34% annual rate of change
Infant mortality rate:	32.1 deaths/1,000 live births)
Life expectancy at birth:	68.2 years
Total fertility rate:	3.9 children born/woman (2020 est.)
Ethnic groups:	Akan 47.5%, Mole-Dagbon 16.6%, Ewe 13.9%, Ga-Dangme 7.4%, Gurma 5.7%, Guan 3.7, Grusi 2.5%, Mande1.1%, Others 1.4%
ECONOMY	
GDP (PPP):	$191.862 billion (68th) (2018 est.)
Per capita:	$6,492 (128th)
GDP (nominal):	$65.518 billion (73rd) (2018 est.)
Per capita:	$2,217 (137th)
GNI (2016):	43.5 (medium)
HDI (2018):	0.596 (medium) (142nd)
Currency:	Ghanaian cedi (GHS)
Time zone:	UTC+0 (GMT)
Driving side:	Right
Calling code:	233
COMMUNICATION	
Calling code:	+233
Internet TLD:	.gh
Internet users:	Total: 9,328,018 10.32million 35% of the population

Source: CIA World Facts Book & World Bank's doing Business report
https://www.en.wikipedia.org/wiki/ghana

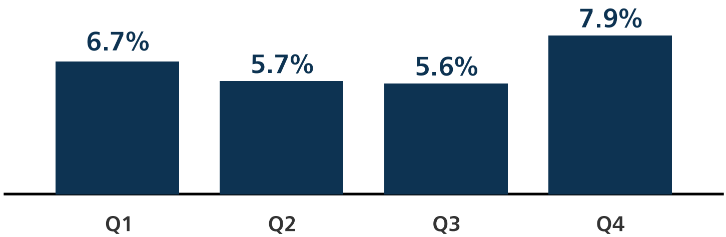
OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	ANNUAL CHANGE IN POPULATION SIZE	MEDIAN AGE
29.78 Million	50.1%	49.9%	+2.2%	21.1

URBAN POPULATION	GDP PER CAPITA (PPP) (CURRENT INTERNATIONAL $)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
56%	$4,641	71%	65%	78%

GDP QUATERLY GROWTH RATE 2019



Source: *http://www.tradingeconomics.com/ghana/gdp-growth-annual*

The economy of Ghana advanced 7.9% year-on-year in the fourth quarter of 2019, quickening from a 5.6% growth in the previous period.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	9.0%
February	9.2%
March	9.3%
April	9.5%
May	9.4%
June	9.1%
July	9.4%
August	7.8%
September	7.6%
October	7.7%
November	8.2%
December	7.9%

Source: *http://www.tradingeconomics.com/ghana/inflation-cpi*

The annual inflation rate in Ghana decreased to 7.9% in December 2019 from 8.2% in the previous month.

EXCHANGE RATE OF CEDI TO USD MONTHLY AVERAGE

MONTH	2019
January	4.9
February	5.2
March	5.1
April	5.1
May	5.2
June	5.3
July	5.3
August	5.3
September	5.3
October	5.3
November	5.5
December	5.5

Source: *https://www.bog.gov.gh/economic-data/exchange-rate/*

In 2019, the annual exchange rate of Cedi to USD averaged 5.4

POPULATION & DEMOGRAPHICS

REGION	MAIN CITY	AREA SQ. KM	POPULATION (CENSUS) 2016	%
TOTAL		238,533	28,308,301	100%
Ashanti	Kumasi	24,389	5,406,209	19.1
Brong Ahafo	Sunyani	39,557	2,660,642	9.4
Central	Cape Coast	9,826	2,437,798	8.9
Eastern	Koforidua	19,323	3,028,597	10.7
Greater Accra	Accra	3,245	4,613,637	16.3
Northern	Tamale	70,384	2,858,793	10.1
Upper East	Bolgatanga	8,842	1,188,800	4.2
Upper West	Wa	18,476	792,535	2.8
Volta	Ho	20,570	2,434,212	8.6
Western	Takoradi	23,921	2,887,078	10.2

Source: *https://www.statsghana.gov.gh*

MEDIA TREND IN GHANA

IIn Ghana, the media landscape is rapidly changing. While TV, Radio and Out-Of-Home (OOH) remains the primary platforms, consumers are faced with a plethora of new platforms and formats consistently. Rapid opportunities and fragmentation pose challenges to media owners, buyers, advertisers and researchers. The opportunities are breath-taking; it's necessary to stay wide-awake and keep abreast of fast-paced changes as Agencies desperately need to redefine their offerings to stay relevant and keep track with consumer trends and changes.

The most popular media platforms in Ghana are Television, Radio, Print, Out -of-Home (OOH) and Digital.

Over the last 3 years, there have been massive transformation in the media space in Ghana, with Digital penetration growing so fast, way above what is been experienced with the other mediums of communication. Below are a few observations that has been made so far as these changes are concern.

Old Technology Ownership Still King

While the focus now is heavily on cell phones and their fast tracking of Ghana into the digital age, older technologies such as television, and radio are highly represented in Ghanaian households. An average of four in 10 households in Ghana have televisions, while radio is available in seven in 10 (70%) of households. Radio is still the best source of news in the country and is most available across all 16 Regions of Ghana. But newspapers are not doing too well in the region.

Satellite entrants and offers are coming thick and fast. A lot more homes especially in the outskirts of major city center rely on these satellites boxes to be able to access the other regular digital terrestrial channels making it significant in accessing multi channels despite the fact that this attracts fixed monthly charges

Streaming services provide even more choice. The urbanites embrace these disruptors as Ghana is still mobile first, but it is not far behind these well-developed trends in Europe and the US. Radio streaming options play an increasingly important role especially as data costs come down and wifi access increases. Web radio or streaming opportunities are also on highly increasing as this offers engagement to their audiences, just like the conventional Radio set.

Newspapers Are on The Decline

About six in 10 Ghanaians never read a newspaper and this could be tied to perhaps education and Living Standard Measure (LSM) or Socio-Economic Classification (SEC). About 43% of Ghanaians without a formal education do not read newspapers, while quite a significant percentage of women also do not patronize newspapers and 52% of those who are over 50 years old do not. This means that newspapers may be seen as more of a luxury in most Ghanaian households and not necessary compared to radio. But also, it does not mean people cannot access news radio is highly fragmented and Regionally based and accounts for over 70% of delivery, however, TV offers delivery nationwide.

However, there is a wide scene of printing going Online and having high traction in numbers. Though newspapers are still widely read daily, Digital production costs are much lower than print and more people are reading their news online. Hence, a lot of these newspaper outlets, such as the Graphic Communications Group in Ghana (GCG), which is the largest Newspaper outlet in the country, are having more engagement on their current news portal (graphiconline.com) that are having people buy the hard copies of their newspapers.

This could also be traced in the development or the recent outburst of mobile or smart devices that has high penetration (67%) in the country. These devices provide instant access to news and information on the go, with their integration on most of the social media platforms spread worldwide. Individuals now prefer to stream on portals to read their news item than physically buying the hard copies.

Electronic installations in OOH

There is a new wave of electronic installations showing multiple ads which can be customized for different audiences, at different times, lowering production costs and enabling rapid deployment of messages. This gives OOH the ability to become more interactive with animated images and some even with QR codes.

Owners of different brand portfolios will rather prefer having presence on these LEDs or Display screens than the conventional OOH formats or billboards. This gives them enormous visibility as their various brands are displayed multiple times to different audiences at different intervals. The likes of Coca Cola and other Multi brand FMCGs are very much seen lately adopting such innovative means to displaying their portfolio brands through a single placement on site to their target audiences.

These LEDs or On-Screen Display formats are however been noticed predominantly in the business or high traffic areas of the central business or market activity centers within the major cities of Ghana, specifically Accra, Kumasi and Takoradi and sometimes Tamale.

Digital is the new black

Digital is a highly competitive arena, marked by innovation and a proliferation for new agencies. Content consumption is highly measurable, benefitting the owners, advertisers and buyers of ad stock.

Major global players like Facebook and YouTube are now firmly in the media space and still gathering enough momentum in Ghana, with Facebook Live levelling the playing fields among media generators. Anyone can be a broadcaster, just by possessing a video & WiFi enabled mobile or smart devices, a result of which the use of Online Influencers is also on the rise in our Ghanaian media landscape.

Digital poses a huge threat to traditional agencies and media owners who are not coming into grips with its complexities. Increasingly, customer engagement is now very high via digital and this is the biggest upside for these platforms.

The demand for video is growing at an incredible rate. In fact, about 52% of marketing professionals across the country now feel that video is the type of content with the best ROI. What's more, 43% of people said they want to see more video content from marketers, as it has become more of an extra engagement platform to them than the traditional medium.

Cinema

Cinema, in recent times remains a niche medium with foreign content dominating the screens. Currently, the industry is dominated by SilverBird Ghana having an average sitting capacity of a 1000 person and other smaller adhoc cinema centers localized in respective communities. Online streaming sites have also downplayed the use of cinema center as persons can easily view top rated movies in the comfort of their homes

wilmar
Africa Ltd

ABOUT WILMAR AFRICA
Wilmar Africa limited is part of Wilmar International Limited, Singapore, and one of the leading companies in Ghana. Our company is in the business of manufacturing, importing and distributing edible oil, packaged rice, margarine and seasoning under the flagship brands such as Frytol, Alffi and Fortune.

We have 1,000 tons-per-day capacity state of-the art palm oil refinery situated in Tema, which employs more than 800 Ghanaians workers. Our products are marketed locally and also across some countries in the West African sub-region such as Burkina Faso, Senegal, Benin, Togo etc.

FRYTOL
Frytol, one of the key Brands of Wilmar Africa, has become a household name in Ghanaian kitchen over generations. It is currently the leading vegetable oil brand. Made from the best of ingredient produce by local farmers, Frytol has stayed true to its Ghanaian roots, while being committed to deliver consistent quality. Along with great taste, Frytol promises goodness which makes it a healthy choice. Vitamin A and saturated fats found in Frytol are essential for the growth of cells, good vision, and overall good health and it is cholesterol free. It comes in a variety of pack sizes to suit needs and budgets

Frytol vegetable oil is produced locally in Ghana in a high capacity plant, able to satisfy the total demand for edible oil in Ghana, hence providing jobs and hope for many Ghanaiansunder the flagship of Frytol, we have recently introduced Sunflower Oil alongside Seasoning in four variants Frytol Chicken, Frytol Tomato, Frytol Shrimp and Frytol Mixed.

.
FORTUNE
Fortune is a trusted brand across many countries. In Ghana, it is known in the rice segment for its consistent quality.

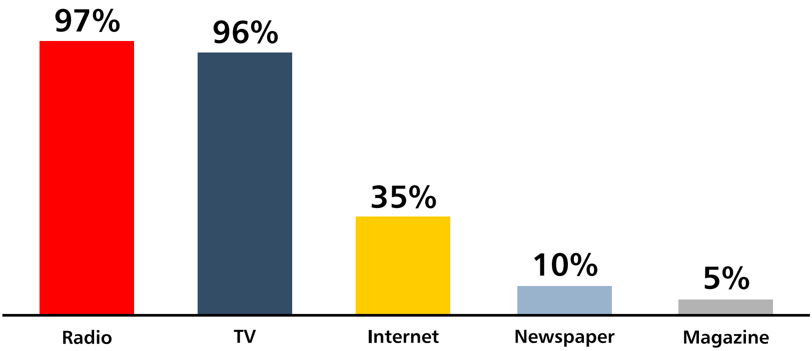
Fortune Thai Jasmine, Fortune Viet Jasmine, Fortune KDM Jasmine and Fortune Delicious are produced from carefully selected rice paddies in Thailand, Vietnam and Cambodia respectively. They are aged, dried, de-husked, processed, graded and sorted carefully to provide a pearl white colour, smooth, extra fine texture, and delicious taste with every serving. The rice is packed in a local plant in Ghana providing jobs for many young Ghanaians.

We have also introduced a Multipurpose Margarine under Fortune which is currently imported.


Fortune
wilmar
Always on point...
Just like mom
Vietnam
Jasmine Rice
Fortune
Great Taste, Sweet Aroma, Single Grains.
This advertisement has been vetted and approved by the FDA

NEW
frytol
Sunflower Oil
Frytol Sunflower Oil
Enjoy the goodness in tasty meals.
Naturally Cholesterol Free
Love your food. Love your life.
This advertisement has been vetted and approved by the FDA

REACH OF MEDIA



** Radio and TV have the highest penetration in the market with 97% and 96% respectively.*

***Note:** For TV, Radio & Print accessed at least once in the last one week*
For Magazine, Outdoor & Internet accessed at least once in the last one Month

***Source:** OMG Intellects, Internet World Stats*

ABOVE THE LINE (ATL) ADVERTISING EXPENDITURE (IN GH¢ 'MILLION) FOR LAST 7 YEARS

Media	2013	Share (%)	2014	Share (%)	2015	Share (%)	2016	Share (%)	2017	Share (%)	2018	Share (%)	2019	Share (%)
TV	185.5	46%	308.4	51%	372.4	50%	385.2	46%	392.7	49%	514.1	53%	595.8	58%
Radio	181.5	45%	244.4	40%	314.0	43%	395.4	47%	350.9	43%	392.4	41%	385.3	37%
Press	36.3	9%	51.7	9%	52.3	7%	62.4	7%	65.8	8%	60.9	6%	54.5	5%
Total GH¢	403.3		604.5		738.7		843.1		809.6		967.4		1035.6	

***Source:** Synovate IPSOS*

** From the table above, increase in growth was recorded on Radio & Press in 2019 compare to TV which decreased to -14% the same year*

GROWTH IN ABOVE-THE-LINE ADVERTISING EXPENDITURE

Media	2013 vs. 2012	2014 vs. 2013	2015 vs. 2014	2016 vs. 2015	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018
TV	26%	66%	21%	3%	2%	31%	16%
Radio	23%	34%	29%	26%	-11%	12%	-2%
Press	9%	44%	0%	19%	6%	-8%	11%
Total	22%	50%	22%	14%	-4%	19%	7%

***Source:** Synovate IPSOS*

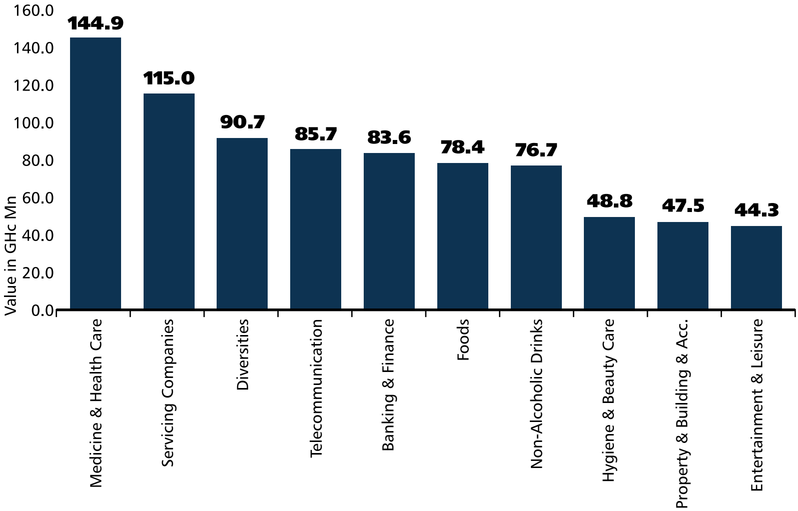
** From the table above, increase in growth was recorded on Radio & Press in 2019 compare to TV which decreased to -14% the same year*

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE
TOP 10 CATEGORIES IN 2019

Categories	Value (GH¢ 'Million)	Disp %
Medicine & Health Care	144.9	14.0%
Servicing Companies	115.0	11.1%
Diversities	90.7	8.8%
Telecommunication	85.7	8.3%
Banking & Finance	83.6	8.1%
Foods	78.4	7.6%
Non-Alcoholic Drinks	76.7	7.4%
Hygiene & Beauty Care	48.8	4.7%
Property & Building & Acc.	47.5	4.6%
Entertainment & Leisure	44.3	4.3%
Others	219.8	21.2%
Total	**1,035.6**	**100%**

Source: *IPSOS*

TOP 10 CATEGORIES IN 2019



Source: *IPSOS*

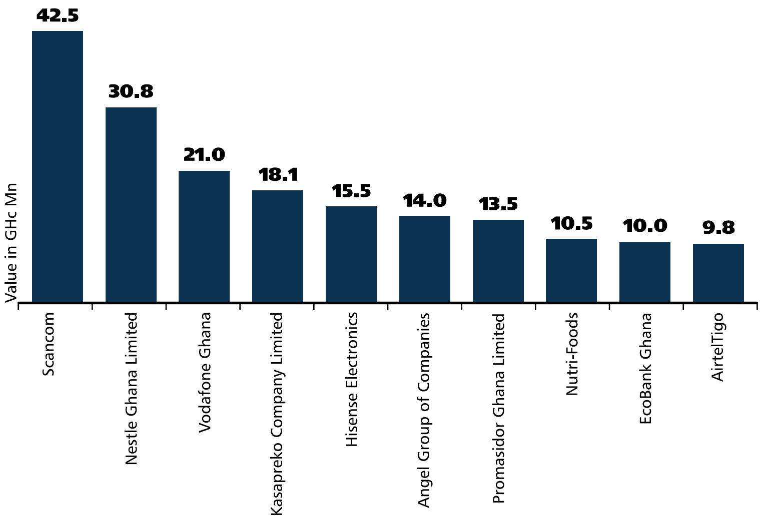
TOP 10 ATL ADVERTISERS IN 2019

Advertisers	Value (GH¢ 'Million)	Disp %
Scancom	42.5	4.1%
Nestle Ghana Limited	30.8	3.0%
Vodafone Ghana	21.0	2.0%
Kasapreko Company Limited	18.1	1.7%
Hisense Electronics	15.5	1.5%
Angel Group of Companies	14.0	1.4%
Promasidor Ghana Limited	13.5	1.3%
Nutri-Foods	10.5	1.0%
Ecobank Ghana	10.0	1.0%
Airteltigo	9.8	0.9%
Others	849.9	82.1%
Total	**1,035.6**	**100%**

Source: *Synovate IPSOS*

**From the table above, the Top 10 ATL advertisers accounted for about 18% of the total 2019 Ghana spends. Scancom (MTN) followed by Nestle Ghana Limited emerged as the topmost spender of 2019 with 4.1% of the total ATL advertising expenditure.*

TOP ATL ADVERTISERS IN 2019



Source: *Synovate IPSOS*

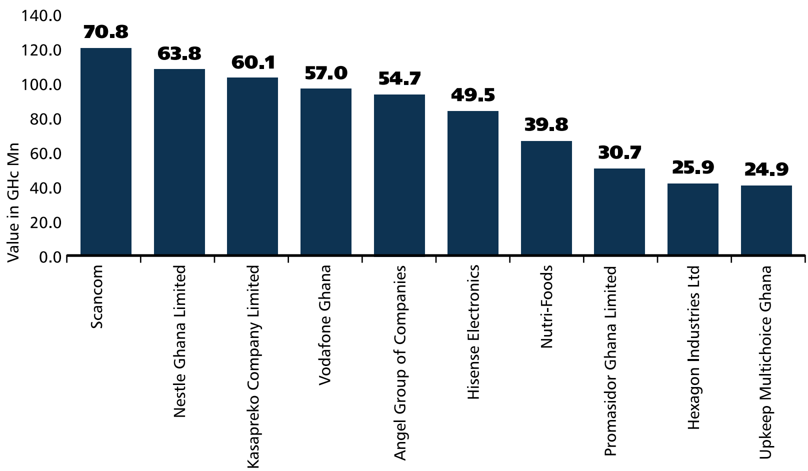
TRENDS IN TELEVISION

TOP 10 CATEGORIES ON TELEVISION IN 2019

Categories	Value (GH¢ 'Million)	Disp %
Diversities	70.8	11.9%
Foods	63.8	10.7%
Medicine & Health Care	60.1	10.1%
Non-Alcoholic Drinks	57.0	9.6%
Servicing Companies	54.7	9.2%
Telecommunication	49.5	8.3%
Hygiene & Beauty Care	39.8	6.7%
Banking & Finance	30.7	5.2%
Upkeep Products	25.9	4.3%
Alcoholic Drinks	24.9	4.2%
Others	118.6	19.9%
Total	**595.8**	**100%**

Source: *Synovate IPSOS*

TOP 10 CATEGORIES ON TELEVISION IN 2019



Source: *Synovate IPSOS*

ANGEL BROADCASTING NETWORK

KUMASI | ACCRA | TARKORADI | BOLGATANGA | TAMALE | SUNYANI

ANGEL GROUP

Making a solid impact on people's lives!

ANGEL GROUP OF COMPANIES

ANGEL HERBAL PRODUCTS INDUSTRY

ANGEL EDUCATIONAL COMPLEX
KRONOM-ABOAHIA
NATION BUILDING THROUGH EXCELLENT TRAINING

abn
ANGEL BROADCASTING NETWORK

agmL
ANGEL GENUINE MINERAL LIMITED

Angel Royal
Goldmines Limited

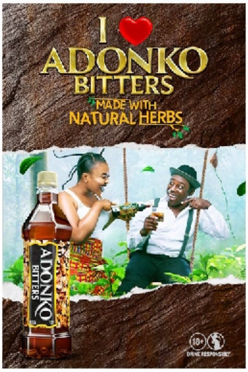
attl
Angel Transport and Trade Limited

AECL

Angel
Natural Mineral Water

ADONKO
BITTERS LIMITED

ADONKO COMPANY LIMITED



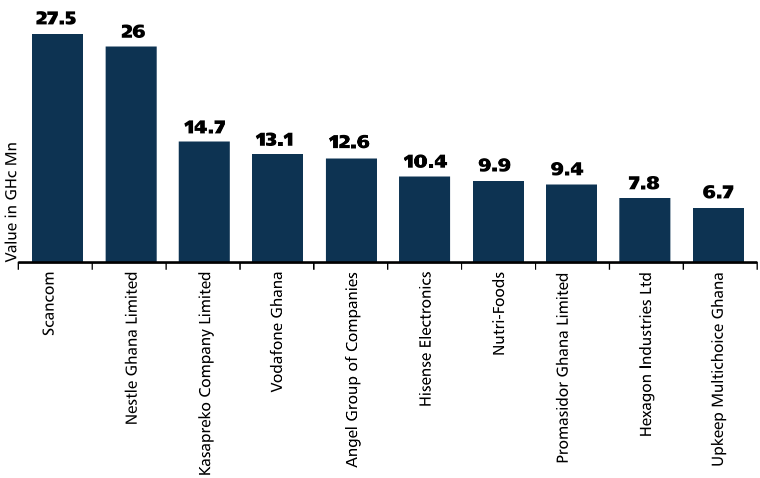
TOP 10 ADVERTISERS ON TELEVISION IN 2019

Advertisers	Value (GH¢ 'Million)	Disp %
Scancom	27.5	4.6%
Nestle Ghana Limited	26.0	4.4%
Kasapreko Company Limited	14.7	2.5%
Vodafone Ghana	13.1	2.2%
Angel Group of Companies	12.6	2.1%
Hisense Electronics	10.4	1.7%
Nutri-Foods	9.9	1.7%
Promasidor Ghana Limited	9.4	1.6%
Hexagon Industries Ltd	7.8	1.3%
Multichoice Ghana	6.7	1.1%
Others	457.7	76.8%
Total	**595.8**	**100%**

Source: *Synovate IPSOS*

**FFrom the table above, the top 10 TV Advertisers accounted for 23.2% of the total TV spends with Scancom, Nestle Ghana Limited and Kasapreko Company Limited in that order being the top 3 spenders.*

TOP TV ADVERTISERS IN 2019



Source: *Synovate IPSOS*

Media	Coverage		Frequency of Publication	Ownership
	National	Regional		
TELEVISION				
4syte TV	●		Entertainment	4syte
Agoo TV	●		Entertainment	EIB
Atinka TV	●		Commercial	Atinka Group
E TV		●	General	Media Makk
GH One		●	Entertainment	EIB
GTV	●		Commercial	GTV
KFS	●		Commercial	Echonet Media
Maxx TV	●		Commercial	Maxx
Metro TV	●		Commercial	Metro
Net 2		●	General	Ken City Media
TV XYZ	●		Commercial	XYZ Broadcasting Co.
TV 3	●		Commercial	Media General
TV7	●		Commercial	TV7
TV Africa	●		Commercial	Ideal Group
UTV	●		Commercial	Despite Group
Joy Prime, Adom TV, Joy News	●		Commercial	Multi Media

TOP TELEVISION STATIONS

NATIONAL

Station	Share
TV3	12.72%
UTV	11.37%
Adom TV	11.32%
Joy Prime	7.56%
GTV	6.46%
Joy News	6.24%
GHOne TV	5.59%
TV XYZ	4.22%
Kessben TV	4.15%
Atinka TV	3.92%
Angel TV	3.55%
TV Africa	3.11%
Metro TV	3.08%
Citi TV	2.81%
Al Jazeera TV	2.34%
DGN	2.05%
Kwese Free Sports (KFS)	2.05%
EBN TV	1.20%
Sagani	1.12%
Cine Plus TV	0.89%
Top TV	0.56%
NTV	0.54%

GREAT ACCRA REGION

Station	Share
UTV	16.24%
TV3	10.82%
Adom TV	9.03%
GTV	8.13%
Joy Prime	7.83%
GHOne TV	5.24%
Joy News	4.16%
Atinka TV	3.54%
TV XYZ	3.45%
DGN	3.30%
Metro TV	2.95%
Kessben TV	2.94%
TV Africa	2.85%
Kwese Free Sports (KFS)	2.82%
Al Jazeera TV	2.77%
Citi TV	2.72%
Angel TV	2.58%
EBN TV	1.94%
Top TV	0.90%
Cine Plus TV	0.80%
Obonu TV	0.69%
Light TV	0.67%

ASHANTI

Station	Share
UTV	13.13%
Adom TV	11.62%
TV3	9.78%
GHOne TV	6.32%
GTV	5.99%
Joy Prime	5.61%
Kessben TV	5.43%
TV XYZ	4.84%
Joy News	4.68%
Atinka TV	4.46%
Angel TV	4.05%
TV Africa	3.73%
Metro TV	3.60%
Al Jazeera TV	2.86%
Kwese Free Sports (KFS)	2.86%
Citi TV	2.67%
DGN	2.13%
EBN TV	1.64%
Top TV	1.05%
Light TV	0.98%
Cine Plus TV	0.85%

NORTHERN REGION

Station	Share
TV3	16.52%
Sagani	11.20%
Joy Prime	8.90%
Joy News	8.33%
GHOne TV	6.72%
GTV	6.29%
UTV	6.11%
NTV	5.44%
TV XYZ	4.39%
Metro TV	2.66%
Citi TV	2.58%
Kessben TV	2.54%
TV Africa	2.37%
Angel TV	2.34%
Atinka TV	2.33%
Al Jazeera TV	1.96%
DGN	1.53%
Kwese Free Sports (KFS)	1.04%
Cine Plus TV	0.63%

Source: *GeoPoll, 2019*

WESTERN REGION	
Station	**Share**
Adom TV	14.91%
TV3	12.30%
UTV	11.18%
Joy Prime	7.62%
Joy News	6.49%
GHOne TV	5.47%
GTV	5.08%
Kessben TV	4.31%
Atinka TV	4.20%
TV XYZ	4.00%
Angel TV	3.86%
Metro TV	3.68%
TV Africa	3.35%
Citi TV	2.58%
EBN TV	1.88%
Al Jazeera TV	1.71%
DGN	1.55%
Kwese Free Sports (KFS)	1.33%
Cine Plus TV	0.91%

Source: *Geopoll 2019*

From the above tables, U-TV had the highest share of TV viewership in 3 regions (Greater Accra, Western Region and Central Region) while Adom TV and TV 3 were the most viewed TV stations in Ashanti Region and Northern Region respectively

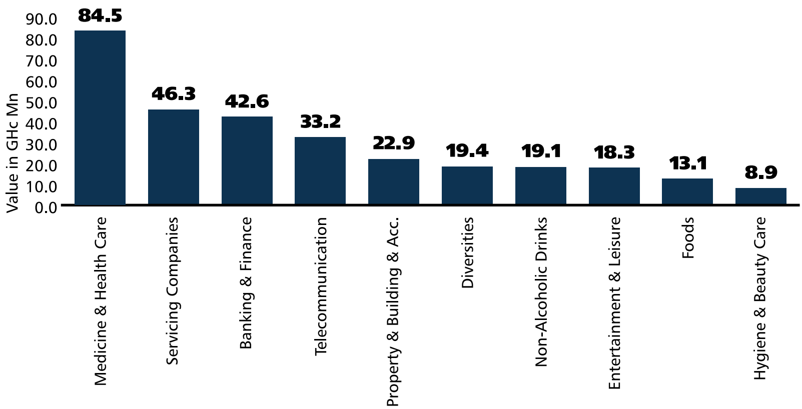
TRENDS IN RADIO

TOP 10 CATEGORIES ON RADIO IN 2019

Categories	Value (GH¢ 'Million)	Disp %
Medicine & Health Care	84.5	21.9%
Servicing Companies	46.3	12.0%
Banking & Finance	42.6	11.1%
Telecommunication	33.2	8.6%
Property & Building & Acc.	22.9	5.9%
Diversities	19.4	5.0%
Non-Alcoholic Drinks	19.1	5.0%
Entertainment & Leisure	18.3	4.8%
Foods	13.1	3.4%
Hygiene & Beauty Care	8.9	2.3%
Others	76.9	19.9%
TOTAL	**385.3**	**100%**

Source: *IPSOS*

TOP 10 CATEGORIES ON RADIO IN 2019



Source: *IPSOS*

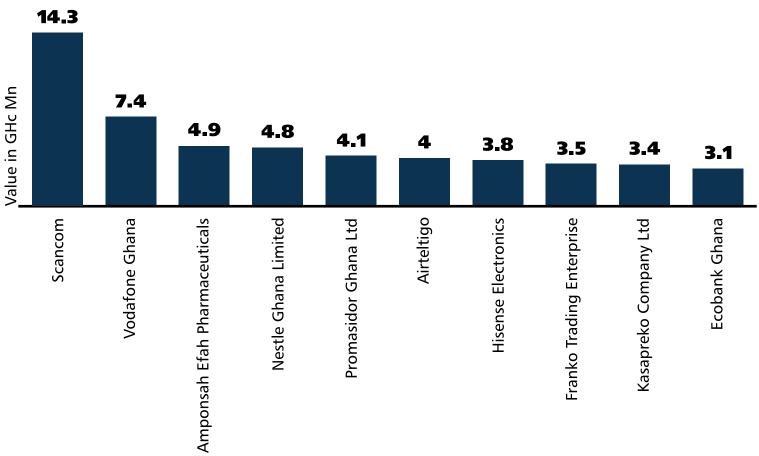
TOP 10 ADVERTISERS ON RADIO IN 2019

Advertisers	Value (GH¢ 'Million)	Disp %
Scancom	14.3	3.7%
Vodafone Ghana	7.4	1.9%
Amponsah Efah Pharmaceuticals	4.9	1.3%
Nestle Ghana Limited	4.8	1.2%
Promasidor Ghana Ltd	4.1	1.1%
Airteltigo	4.0	1.0%
Hisense Electronics	3.8	1.0%
Franko Trading Enterprise	3.5	0.9%
Kasapreko Company Ltd	3.4	0.9%
Ecobank Ghana	3.1	0.8%
Others	332.0	86.2%
TOTAL	**385.3**	**100%**

Source: *IPSOS*

From the table above, the top 10 Radio Advertisers contributed about 13.8% to the total radio advertising spend in 2019. Scancom, Vodafone Ghana and Amponsah Efah Pharmaceuticals in that order were the top 3 radio advertising spenders in 2019.

TOP 10 ADVERTISERS ON RADIO IN 2019



Source: *IPSOS*

TOP RADIO STATIONS

GREAT ACCRA	
Station	**Share**
Peace FM	11.15%
Citi FM	10.11%
Adom FM	9.25%
Joy FM	7.99%
Sweet Melodies FM	6.38%
Vision 1 FM	5.37%
Okay FM	5.35%
YFM	4.76%
Asempa FM	4.45%
Accra FM	4.41%
Starr FM	3.87%
Oman FM	3.76%
Sunny FM	3.74%
Hitz FM	3.20%
Kasapa Fm	2.27%
Pluzz FM	2.19%
BBC FM	2.08%
Radio Gold	1.78%
Angel FM	0.97%
Neat FM	0.77%
Kessben FM	0.71%
Obonu FM	0.60%
Onua FM	0.53%

Source: *GeoPoll 2019*

ASHANTI	
Station	**Share**
Hello FM	10.34%
Nhyira FM	8.95%
Kessben FM	7.32%
Angel FM	6.68%
Luv FM	6.45%
YFM	5.97%
Silver FM	5.47%
Fox FM	3.95%
Ashh FM	3.82%
Otec FM	3.79%
Kumasi FM	3.41%
Oyerepa FM	3.25%
Alpha Radio	3.22%
Ultimate Radio	3.06%
Metro FM	2.92%
Orange FM	2.89%
Spirit FM	2.82%
Zuria FM	1.88%
Peace FM	0.85%
Shaft FM	0.70%
Sikka FM	0.68%
Adom FM	0.60%
Light FM	0.55%
Oman FM	0.51%

Source: *GeoPoll 2019*

NORTHERN REGION	
Station	**Share**
Zaa Radio	18.11%
Diamond FM	8.46%
Radio Savannah	7.87%
Justice FM	7.32%
North Star FM	5.78%
123 FM	4.95%
Might FM	4.49%
Fiila FM	3.90%
Bishara Radio	3.62%
Eagle FM	3.55%
Radio Simli	3.46%
Radio ABC	3.24%
Radio Justice	1.59%
Angel FM	1.20%
Kessben FM	1.06%
Luv FM	0.86%
Citi FM	0.84%
Hello FM	0.83%
Peace FM	0.78%
Nhyira FM	0.74%
Orange FM	0.71%
Kesmi FM	0.70%
YFM	0.68%
Joy FM	0.63%
Kumasi FM	0.59%
Silver FM	0.56%
Cape FM	0.53%

Source: *GeoPoll 2019*

WESTERN REGION	
Station	**Share**
Angel FM	9.42%
Rok FM	7.56%
Empire FM	6.25%
Dynamite FM	5.46%
Connect FM	4.71%
Radio Maxx	4.54%
Sky FM	4.44%
Goodnews FM	3.96%
Liberty FM	3.33%
Hello FM	3.16%
Spice FM	3.10%
Pure FM	3.05%
YFM	2.95%
Ahotor FM	2.33%
West Gold Radio	2.07%
Nhyira FM	1.87%
Beach FM	1.73%
Peace FM	1.65%
Kessben FM	1.53%
Luv FM	1.48%
Fox FM	1.40%
Joy FM	1.29%
Ashh FM	0.97%
Paragon FM	0.96%
Silver FM	0.96%
Skyy Power FM	0.90%
Radio BAR	0.87%
Kumasi FM	0.86%
Orange FM	0.81%
Adom FM	0.78%
Space FM	0.76%
Alpha Radio	0.74%
Metro FM	0.70%
Oyerepa FM	0.66%
Aseda FM	0.63%
Otec FM	0.58%
Citi FM	0.54%
Twin City Radio	0.54%
Spirit FM	0.53%

Source: *GeoPoll 2019*

Media	Coverage		Genre	Ownership
	National	Regional		
RADIO				
3FM, Onua FM, Connect FM		●	Commercial	Media General
Accra FM, Class FM		●	Commercial	Class Media
Adom FM, Joy FM, Nhyira FM, Luv FM		●	Commercial	Multi Media
Fox FM		●	Commercial	Fox
Kessben Radio		●	Commercial	Kessben FM
Melody FM		●	Commercial	Melody FM
Peace FM, Neat FM, OK FM		●	Commercial	Despite Group
Pluzz FM, Beach FM, Orange FM		●	General	Focus On Group
Radio Gold FM		●	Commercial	Radio Gold
Radio Maxx, Kyzz FM		●	Commercial	Radio Maxx
Skyy FM, West Gold FM		●	Commercial	Skyy Power
Spice FM		●	Commercial	Spice FM
Sweet Melodies		●	Commercial	Sweet Melodies
Y FM, Happy FM			Commercial	MediaMak
Live FM, Starr FM, Kasapa, Abusua, Ultimate FM			Commercial	EIB
Uniiq FM		●	Commercial	GBC
Vision 1	●		Commercial	Unity Group

NEW

Gino

Max

Obia wɔ ne taste

Max Choice. Max Size. Max Flavour.

12 g Shrimp | Shrimp + Spices | Shrimp + Pepper

Gino truly cares

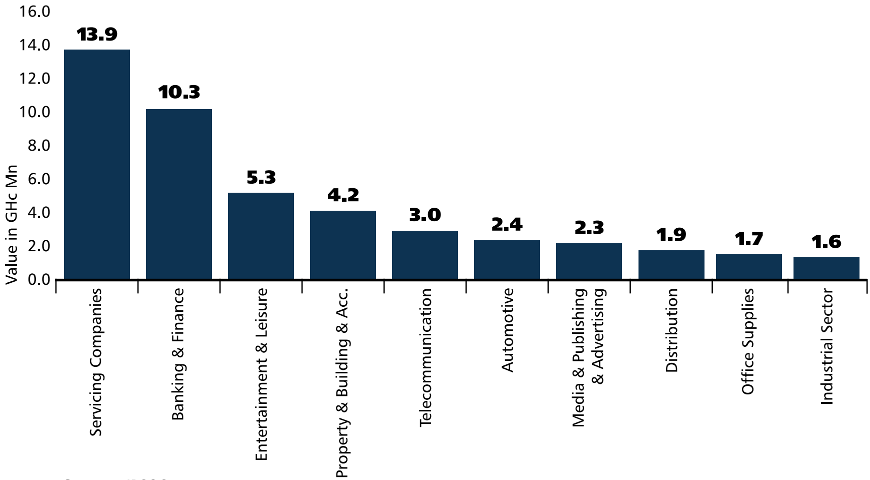
TRENDS IN PRINT

TOP 10 CATEGORIES ON PRINT IN 2019

Categories	Value (GH¢ 'Million)	Disp %
ServicingServicing Companies	13.9	25.6%
Banking & Finance	10.3	18.9%
Entertainment & Leisure	5.3	9.8%
Property & Building & Acc.	4.2	7.7%
Telecommunication	3.0	5.6%
Automotive	2.4	4.5%
Media & Publishing & Advertising	2.3	4.3%
Distribution	1.9	3.5%
Office Supplies	1.7	3.1%
Industrial Sector	1.6	2.8%
Others	7.8	14.3%
TOTAL	**54.50**	**100%**

Source: *IPSOS*

TOP 10 CATEGORIES ON PRINT IN 2019



Source: *IPSOS*

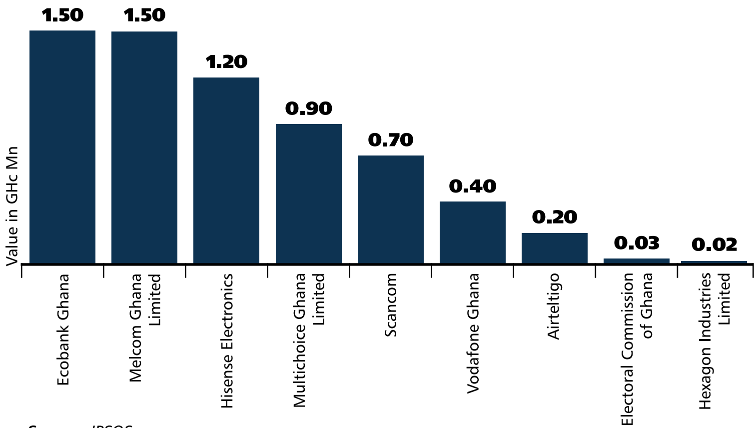
TOP 10 ADVERTISERS ON PRINT IN 2019

Advertisers	Value (GH¢ 'Million)	Disp %
Ecobank Ghana	1.50	2.75%
Melcom Ghana Limited	1.50	2.75%
Hisense Electronics	1.20	2.20%
Multichoice Ghana Limited	0.90	1.65%
Scancom	0.70	1.28%
Vodafone Ghana	0.40	0.73%
Airteltigo	0.20	0.37%
Electoral Commission of Ghana	0.03	0.06%
Hexagon Industries Limited	0.02	0.04%
Others	48.05	88.17%
TOTAL	**54.50**	**100%**

Source: *IPSOS*

** From the table above, Ecobank Ghana (2.75%), Melcom Ghana Limited (2.75%) and Hisense Electronics (2.20%) were the top tree spenders in terms of print media advertising expenditure in 2019.*

TOP 10 ADVERTISERS ON PRINT IN 2019



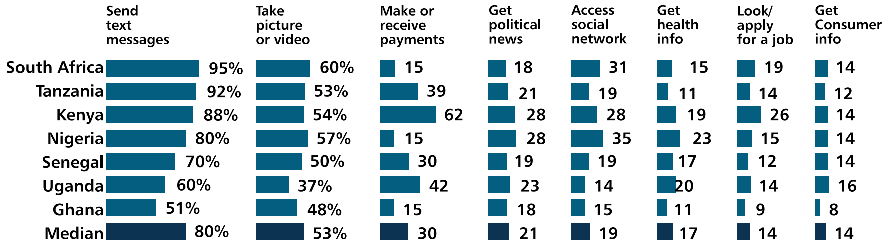
Source: *IPSOS*

Media	Coverage		Frequency of Publication	Ownership
	National	Regional		
NEWSPAPER				
Business & Financial Times	●		Bi-weekly	Business & Financial Times
Crusading Guide		●	Daily	Crusading Guide
Daily Dispatch		●	Daily	Daily Dispatch
Daily Graphic	●		Daily	Graphic Group
Gold Street Newspaper		●	Bi-weekly	LightHouse Chapel Int.
Daily Guide	●		Daily	Daily Guide
Enquirer		●	Daily	Enquirer
Finder	●		Daily	Finder
Ghanaian Chronicle	●		Daily	Ghanaian Chronicle
Graphic Showbiz	●		Weekly	Graphic Group
Graphic Sports	●		Bi-weekly	Graphic Group
The Ghanaian Times	●		Daily	The Ghanaian Times
The Herald	●		Weekly	The Herald
The Mirror	●		Weekly	Graphic Group
MAGAZINES				
Agoo	●		Quarterly	Agoo
Business Times		●	Monthly	Business Times
Corporate Guardian		●	Quarterly	Corporate Guardian
Dream Magazine		●	Quarterly	Dream Magazine
Dust	●		Monthly	Dust
Echo Magazine	●		Quarterly	Echo Magazine
Enjoy	●		Monthly	Enjoy
Ghana Business and Finance		●	Monthly	Ghana Business & Finance
Glitz Africa	●		Quarterly	Glitz Africa

ONLINE TRENDS

TEXTING, TAKING PICTURES AND MOST COMMON USE OF CELL PHONES IN AFRICA

Adult cell phone owners who used a cell phone in the past 12 months to...



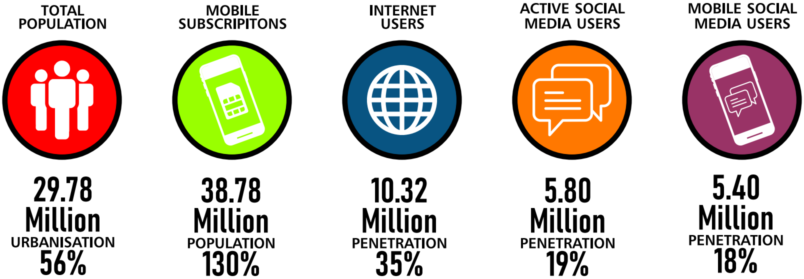
Source: *GeoPoll*

With the younger demographic viewing more video on a wider range of devices than ever before, in 2018, video advertising will prove very fruitful for brands or businesses looking to market their products or services.

In a bid to increase usage and drive social engagement, the likes of Facebook, Snapchat and Twitter are embarking on a huge land grab for video content. In 2017, Facebook even embarked on a new format of video investing in 6-second ads developed with advertisers to hit consumers with faster messages.

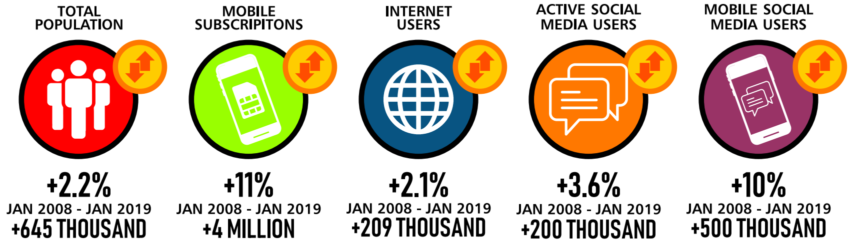
For brands to stand out and build meaningful consumer or professional relationships, they must learn how to leverage video-based advertising across a range of channels to grab the attention of their target audience; be it 6 seconds or longer. YouTube recently began offering advertisers in the same way Facebook plans to do.

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE IN GHANA



ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



Source: *Datareportal.com*
Ghana internet has been 35% internet Penetration for the year with annual digital growth at +2.1% since last year. Mobile subscription has been the biggest driver for internet usage with annual digital growth at +11% since last year

OUT-OF-HOME ADVERTISING

Out-of-home media advertising is one of the most impactful form of advertising in the country. Despite the fact that data is very limited, it is estimated that the medium controls about 40% of media investments according to market intelligence.

The industry is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting and/or in specific commercial locations (such as in a retail venue). The most common advertising formats are mostly around billboards, road medians, transit, digital signages and other alternative branding which includes vehicle branding, dummies

The OOH advertising industry in Ghana includes about 5 major operators (DDP, Gerofix, Alliance Media, Global Outdoor Services and Xminger) with other smaller ad-hoc partners representing the major out of home format categories. These OOH media companies are all privately owned in partnership with the various Municipal/ District Assemblies.

MARKET 3

Information About

CAMEROON

"PEACE, WORK & FATHERLAND"

CAPITAL **YAOUNDÉ**

BACKGROUND

French Cameroon became independent in 1960 as the republic of Cameroon. The following year, the southern portion of neighbouring british Cameroon voted to merge with the new country to form the federal republic of Cameroon. The country has generally enjoyed stability, which has enabled the development of agriculture, roads, and railways, as well as a petroleum industry.

Cameroon officially the Republic of Cameroon, comprises 10 regions and its capital territory, yaoundé.

Population
24.3 Million

Cameroon is located in Central Africa and shares land borders with the Republic of Central Africa Republic, in the east, Nigeria in the West, Chad in the north and Equatorial Guinea, Gabon and Congo in the south. Its coast in the south lies on the Gulf of Guinea in the Atlantic Ocean.

The name Cameroon is derived from the Portuguese word, Camaroes, meaning shrimps. As Portuguese sailor Ferdanando Poo arrived in 1472 at the Wouri River in Douala and discovered so many shrimps in the river he decided to call it Rio Dos Camaroes (River of shrimps, in Portuguese). It was from this word that the territory derived its name which is now spelt in various forms: Spanish spelt it Cameroes, Germans, Kamerun; English, Cameroon; And French, Cameroun.

The territory was colonized by the Germans in 1884 but after the end of the first world war, Cameroon was mandated by the League of Nations to the French and British governments. France took the greater sector, formally known as East Cameroon, while Britain took responsibility over former west Cameroon known then as "Cameroon under British administration".

On January 1st 1960, the french sector became independent under the new name of Cameroon Republic. Following agitation for Independence by the Southern Cameroons, before the name was changed to West Cameroon, a plebiscite was held in that sector of Cameroon on February 11th 1961 under the United Nations supervision. The result of the plebiscite was overwhelming for reunification (233,571 against 97,741) and gave Southern Cameroon automatic independence and unification, which was achieved on 1 October 1961. Thus, after the reunification of both sectors, the Federal Republic of Cameroon was born.

After a referendum in may 1972, Cameroon became a United Republic and by a Presidential Decree of 1984 it became the Republic of Cameroon.

Southern portion of neighbouring British Cameroon voted to merge with the new country to form the federal republic of Cameroon. In 1972, a new constitution replaced the federation with a unitary state, the united republic of Cameroon. The country has generally enjoyed stability, which has enabled the development of agriculture, roads, and railways, as well as a petroleum industry.

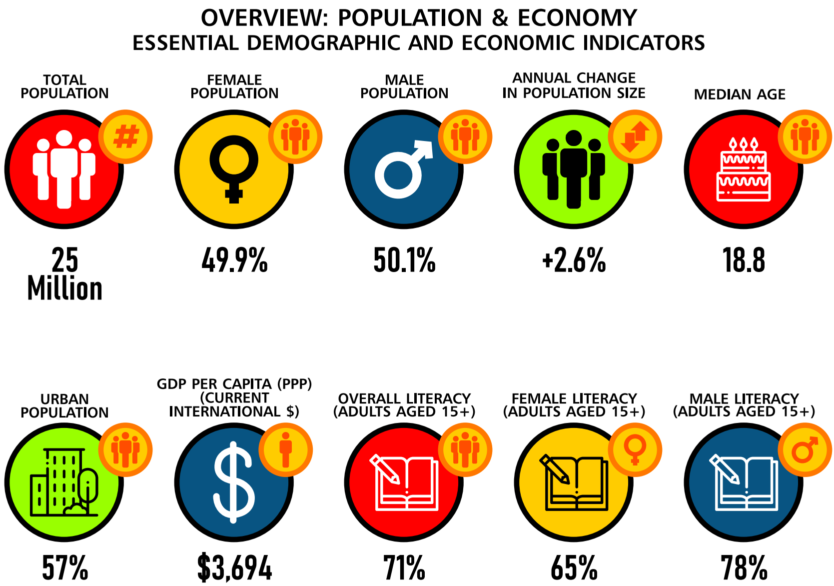
POLITICAL CONTEXT

Cameroon's ruling party, the Cameroon People's Democratic Movement (CPDM), has long dominated the country's political landscape, occupying 148 of 180 seats in the National Assembly and 81 of 100 in the Senate. In November 2018, disputed election results returned President Paul Biya to office. At 85 years old, Paul Biya, who has held power since 1982, is now serving his seventh term as the country's president.

OVERVIEW OF THE ECONOMY

Cameroon's natural resources are very well suited to agriculture. An estimated 70% of the population farms, and agriculture comprised an estimated 19.8% of GDP in 2009. Most agriculture is done at the subsistence scale by local farmers using simple tools. They sell their surplus produce, and some maintain separate field for commercial use. Urban centres are particularly reliant on peasant agriculture for their foodstuffs.

Soils and climate on the coast encourage extensive commercial cultivation of bananas, cocoa, oil palms, rubber, and tea. Inland on the south Cameroon Plateau, cash crops include coffee, sugar, and tobacco. Coffee is a major cash crop in the western highlands, and in the north, natural conditions favour crops such as cotton, groundnuts, and rice. Reliance on agricultural exports makes Cameroon vulnerable to shift in their prices.



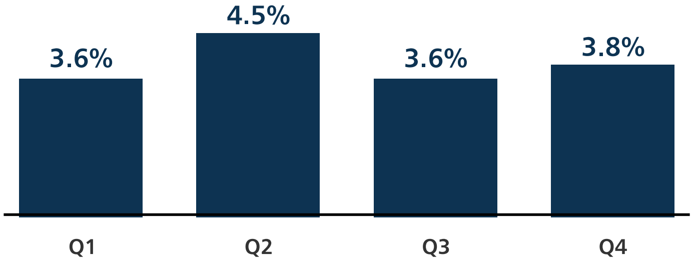
KEY FACTS

GEOGRAPHY	
Climate:	Exceedingly hot and humid; the coastal belt includes some of the wettest places on earth.
Area:	Total: 475,440 sqkm Land: 472,710 sqkm Water: 2,730 sq km Country comparison to the world: 55
Land boundaries:	Total: 5,018 km Border countries (6): Central African Republic 901km, Chad 1116 km, Republic of the Congo 494 km, Equatorial Guinea 183 km, Gabon 349 km, Nigeria 1975 km
Natural resources:	Petroleum, bauxite, iron ore, timber, hydropower, cobalt nickel, natural gas
Land use:	Agricultural land: 20.6% (2011 est.) Arable land: 13.1% Permanent crops: 3.3% Permanent pasture: 4.2% Forest: 41.7% Other: 37.7% (2011 est.) Irrigated land: 290 sq km (2012)
Location:	Central Africa, bordering the Bight of Biafra, between Equatorial Guinea and Nigeria
PEOPLE	
Population:	27,744,989 (July 2019 est.) Country comparison to the world: 51
Age structure:	0-14 years: 42.34% (male 5,927,640/female 5,820,226) 15-24 years: 20.04% (male 2,782,376/female 2,776,873) 25-54 years: 30.64% (male 4,191,151/female 4,309,483 55-64 years: 3.87% (male 520,771/female 552,801) 65 years and over: 3.11% (male 403,420/female 460,248) (2019 est.)
Median age:	Total: 18.5years Male: 18.2 years Female: 18.8 years (2019 est.) Country comparison to the world: 208
Population growth rate:	2.78% (2019 est.) Country comparison to the world: 210
Urbanization:	Urban population: 56.7% of total population (2019) Rate of urbanization: 3.63% annual rate of change (2015-2020 est)

Birth rate:	36.3 births/ 1,000 population (2018 est.)
Death rate:	8.1deaths/ 1,000 population (2019 est.)
Infant mortality rate:	Total: 51.5 deaths/1,000 live births Male: 56.5 deaths/1,000 live births Female: 46.3 deaths/1,000 live births (2019 est.) country comparison to the world: 23
Maternal mortality rate:	529 deaths/100,000 live births (2017 est.) Country comparison to the world: 18
Life expectancy at birth:	Total population: 62.3 years Male: 60.6 years Female: 64 years (2019 est.) Country comparison to the world: 209
Population distribution:	Population concentrated in the west and north, with the interior of the country sparsely populated.
Net migration rate:	0.1 migrant(s)/ 1,000 population(2017) Country comparison to the world: 104
Nationality:	Noun: Cameroonian(s) Adjective: Cameroonian
Ethnic groups:	Cameroon Highlanders 31%, Equatorial Bantu 19%, Kirdi 11%, Fulani 10%, North-western Bantu 8%, Eastern Nigritic 7%, other African 13%, non-African less than 1%
Languages:	24 major African language groups, English (official), French (official)
Religions:	Roman Catholic 38.4%, Protestant 26.3%, other Christian 4.5%, Muslim 20.9%, animist 5.6%, other 1%, non-believer 3.2% (2005 est.)
ECONOMY	
GDP (Purchasing power parity):	$1.221 trillion (2019 est.)
GDP (official exchange rate):	$34.99 billion (2017 est.)
GDP- real growth rate:	4.2% (2020f) 4.0% (2019e)
Imports:	$4.812 billion (2017 est.)
Imports commodities:	Machinery, electrical equipment, transport equipment, fuel, food
Exports:	$4.732 billion (2017 est.)
Exports commodities:	Crude oil and petroleum products, lumber, cocoa beans, aluminium, coffee, cotton
Currency (code):	Central African CFA franc (XAF)
COMMUNICATION	
Calling code:	+237
Internet users:	Total: 6,090,201 Percent of population: 25% (July 2016 est.) Country comparison to the world: 67

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/cameroon

GDP QUARTERLY GROWTH RATE 2019



Source: *://www.tradingeconomics.com/cameroon/gdp-growth-annually*

Gross Domestic Product (GDP) of Cameroon increased 3.8% year-on-year in the third quarter of 2019, following an upwardly revised 4.3% growth in the previous period.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	1.9%
February	2.3%
March	2.6%
April	2.6%
May	2.4%
June	2.6%
July	2.7%
August	2.8%
September	2.4%
October	2.6%
November	2.5%
December	2.4%

Source: *http://www.tradingeconomics.com/cameroon/inflation-cpi*

EXCHANGE RATE OF CFA FRANC (XAF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *Source: http://knoema.com/atlas/Cameroon/topics/Economy/Short-term-indicators/Exchange-rate*

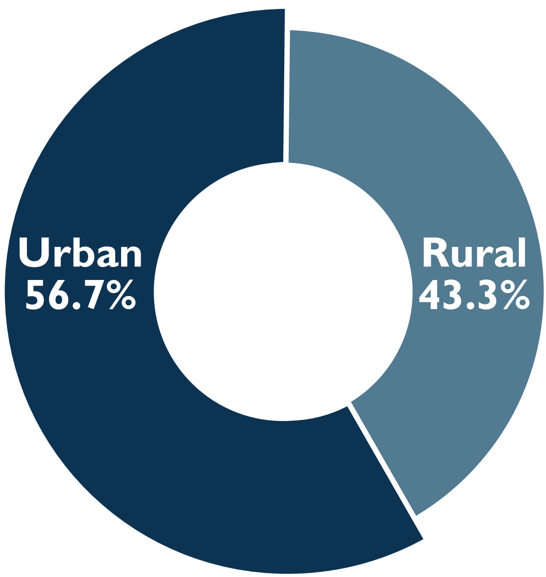
At the end of December 2019, the exchange rate for Cameroon was 590.2 XAF per US dollars.

POPULATION PROFILE

Demographics	Total	%
Total	24,314,026	100%
Gender	**Total**	
Male	12,138,507	49.9%
Female	12,175,521	50.1%
Age Group	**Total**	
0 - 14 years	10,437,275	42.6%
15 - 24 Years	4,762,155	19.55%
25 - 54 Years	7,480,320	30.71%
55 - 64 Years	966,768	3.97%
65 - above	774,285	3.1%

Source: *www.cia.gov*

RESIDENCE OF THE POPULATION



POPULATION & DEMOGRAPHICS

STATE	CAPITAL	AREA SQ. KM	%	POPULATION (CENSUS) 2010		POPULATION (PROJECTION) 2015		POPULATION GROWTH
Adamaoua	Ngaoundéré	63,691	14%	884,289	5%	1,201,000	5%	26%
Central	Yaoundé	68,926	15%	3,098,044	18%	4,156,500	19%	25%
East	Bertoua	109,011	23%	771,755	4%	835,600	4%	8%
Far North	Maroua	34,246	7%	3,111,792	18%	3,993,000	18%	22%
Littoral	Douala	20,239	4%	2,510,283	14%	3,355,000	15%	25%
North	Garoua	65,576	14%	1,687,859	10%	2,442,600	11%	31%
North west	Bamenda	17,812	4%	1,728,953	10%	1,968,600	9%	12%
West	Bafoussam	13,872	3%	1,720,047	10%	1,921,600	9%	10%
South	Ebolowa	47,110	10%	634,855	4%	749,600	3%	15%
South west	Buea	24,571	5%	1,318,079	8%	1,553,300	7%	15%

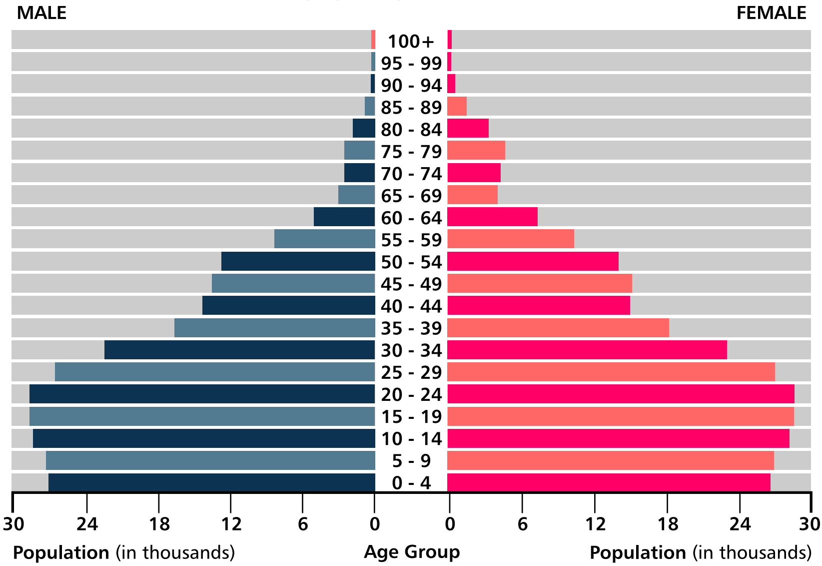
Source: *https://www.nber.org/africa/display*

CAMEROON TOP 20 CITIES BY POPULATION

Name	Population
Douala	1,338,082
Yaounde	1,299,369
Garoua	436,899
Kousseri	435,547
Bamenda	393,835
Maroua	319,941
Bafoussam	290,768
Mokolo	275,239
Ngaoundere	231,357
Bertoua	218,111
Edea	203,149
Loum	177,429
Kumba	144,413
Nkongsamba	117,063
Mbouda	111,320
Dschang	96,112
Foumban	92,673
Ebolowa	87,875
Guider	84,647
Foumbot	84,065
Total	**6,437,894**

Source: *https://www.nber.org/africa/display*

POPULATION PYRAMID:



MEDIA TRENDS IN CAMEROON

In Cameroon, the media is controlled by the Ministry of Communication which is responsible for the preparation and regulations in the field of Social Communication and advertising such as;

- The promotion of the image of Cameroon
- The contribution to the formation of civic culture and the development of national consciousness through the media
- Respect for pluralism and media ethics in this field
- The training of human resources in the business concerned
- Monitoring issues related to advertising.
- Providing assistance to the heads of departments in the implementation of their communication strategy.
- Supervising the newspapers and advertising, including the Company Press and Publishing in Cameroon, the Office of Radio and Television of Cameroon and the Imprimerie National.

In Cameroon like other African countries, the sector is fast developing as compared to the recent years, where there were just few private Radios and TV channels. Today each region can boast of 2 plus licensed Radio and TV stations in each region. And over 50 and 100 plus in Radio and TV respectively in the national territory.

Cameroon's only national newspaper is the state-owned Cameroon Tribune, which is published in French and English and has a daily circulation of about 20,000. Several hundred other newspapers and periodicals operate sporadically throughout the country; regular publication can be challenging due to cost and irregular enforcement of government regulations. A number of the dailies with the largest circulations are openly critical of the government, but they are relatively expensive and are not well distributed outside urban areas.

The state-owned broadcaster, Cameroon Radio and Television (CRTV), is widely viewed as pro-government in its news coverage. Owners of mainstream private broadcast media, including private television stations, are also reportedly under the government's influence. Radio is the most important medium for the majority of the population, though most of the country's privately-owned stations, of which there are about 200, are in large urban areas. Only major international broadcasters, the British Broadcasting Corporation (BBC), Radio France International, and Africa No. 1 air across the entire country; Cameroon's private radio stations have local or regional reach.

While there are no official restrictions on the internet, usage was limited to about 11% of the population in 2014. Online media are expanding rapidly, driven in large part by mobile internet access. However, users continue to endure slow connections and high fees at internet cafes; Cameroon is burdened with some of the highest bandwidth charges in west and Central Africa, despite its access to submarine cable, SAT3, which links the region to Europe.

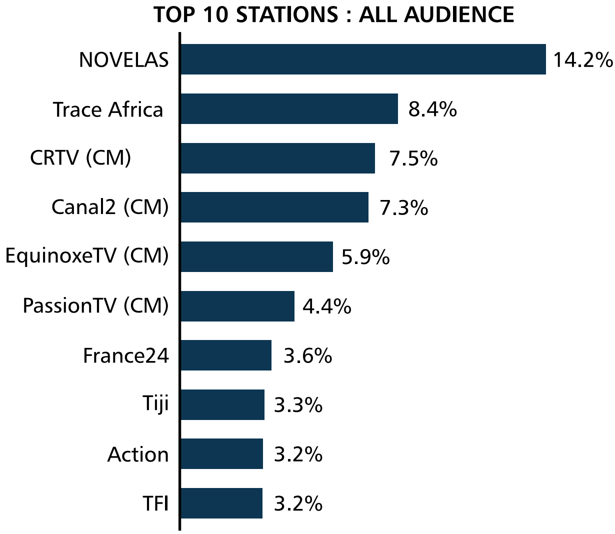
TELEVISION

Cameroon operates national and regional television owned privately and also by the government. Also, there are cable platforms across the country

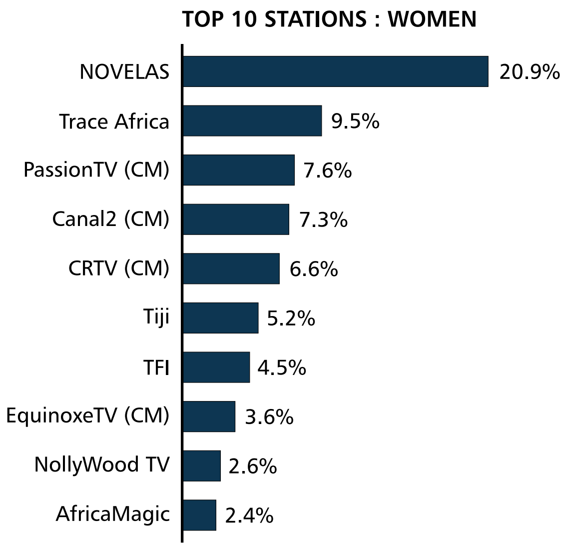
TELEVISION	
	• 1 National government owned Television stations with 3 Subsidiaries - CRTV News - CRTV Sports - CRTV Premium • 3 Private National TV - Canal 2 - Equinoxe - STV • Over 20 Regional Private Stations • Over 100 cable channels on satellite platforms such as Canal+ • Audience Measurement Not Available

RADIO	• 1 National government owned radio station (CRTV Poste National) • 10 regional government owned radio stations • 2 Private National Radio Stations (Sweet FM & Equinoxe FM) • 60+ Regional radio stations serving various capacity Region, community radio and so on
PRESS	• 1 National government owned daily Newspaper (Cameroon Tribune) • 3 Privately owned daily national newspapers • 12+ Privately owned dailies with varying level of reach • Over 15 magazines with various turn print schedules (Weekly,

TV VIEWERSHIP BY VARIOUS AUDIENCE GROUPS

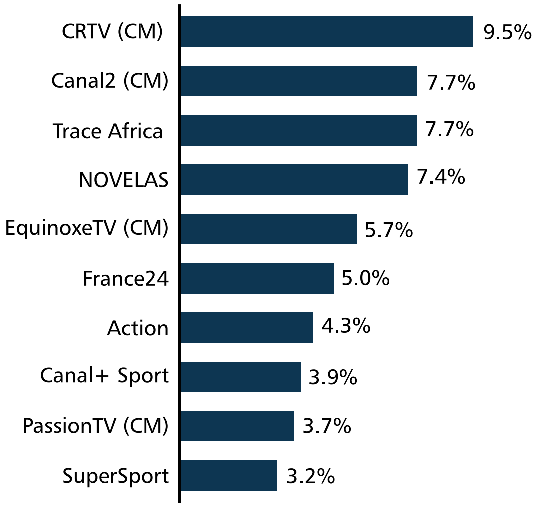


Source: *Africascope Cameroon 2019*



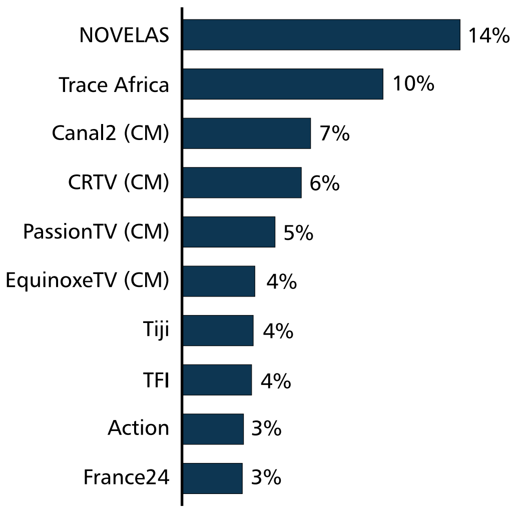
Source: *Africascope Cameroon 2019*

TOP 10 STATIONS : MEN



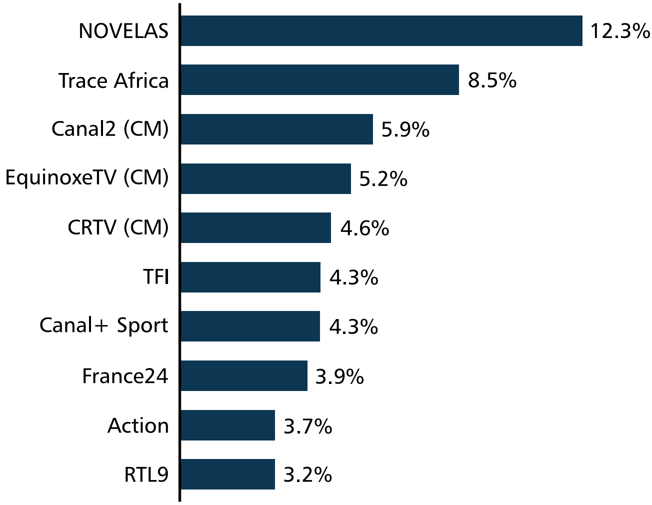
Source: *Africascope Cameroon 2019*

TOP 10 STATIONS : 15-34 YEARS



Source: *Africascope Cameroon 2019*

TOP 10 STATIONS : SEC AB



***Source:** Africascope Cameroon 2019*

PRINT TRENDS

Media	Language	Coverage	Reproduction	Frequency of Publicatio	Ownership
PRESS					
Cameroun Tribune	French & English	National	Colour	Daily	Government
Mutations	French	National	Black White	Daily	Private
Le Messager	French	National	Black White	Daily	Private
Le Quotidien de l'Economie	French	National	Colour/ BW	Daily	Private
Nouvelle Expression	French	National	Black White	Daily	Private
The Post	French	Regional	Black White	Daily	Private
MAGAZINE					
Nyanga	French	National	Colour	Monthly	Government
Alter Eco	French	National	Colour	Bi-weekly	Government
Amina	French	National	Colour	Monthly	Private
Situation	French	National	Colour	Weekly	Private
Jeune Afrique l'Intelligent	French	National	Colour	Monthly	Private

MARKET 4

Information About

BENIN

"Fellowship, Justice, Labour"

Capital **Porto-Novo**

BACKGROUND

Benin is a country in West Africa that covers an area of 112,622km2 and extends over 700km2, from the Niger River in the north to the Atlantic Coast in the south. Benin has an estimated 2019 population of 12.86 million, up from 10.6 million in 2014. This makes it the 82rd most populous country in the world. The country is part of ECOWAS. It has as neighbours Togo to the west, Nigeria to the east, and to the north, Niger and Burkina Faso.

Benin gained complete independence on 1 August 1960, under the name of the Republic of Dahomey.

Population
12.86 Million

The powers were transmitted to President Hubert Maga by the French Minister of State Louis Jacquinot. In 1972, officer Mathieu Kerekou took power in 1974, he adopted Marxism-Leninism as the official ideology of the government and, in 1975, renamed the country The People's Republic of Benin. In the late 1980s, serious economic difficulties led to the end of the regime: Benin began a process of democratic transition and, in 1990, adopted a new constitution. The name Benin is preserved, the country simply becoming the Republic of Benin. Mathieu Kerekou, beaten in the elections, abandons power. He returned democratically to the polls in 1996, and did not reestablish the dictatorship; he governed the country until 2006. The official capital is Porto-Novo and Cotonou being the economic capital.

Benin has its official language as French and as currency the CFA franc. The political regime of Benin is presidential and the current President of the Republic is Patrice Talon, who succeeded Boni Yayi in the elections of March 20th 2016. Benin is part of several international organizations, including the International Organization of the Francophonie. Since the end of the People's Republic of Benin, Benin has a very strong image of a democratic country throughout sub-Saharan Africa.
Benin is often represented as a country of peace given the harmony between all the inhabitants.

POLITICAL CONTEXT
Benin is a stable democracy, despite some tension surrounding the legislative elections held on April 28, 2019. The most recent presidential elections held in March 2016 were won by the multi-millionaire cotton tycoon, Patrice Talon. The government currently enjoys an absolute majority in Parliament (83 deputies).

In accordance with the party system reform approved by the National Assembly in 2018, several political parties and movements were merged to create a new charter of political parties. Benin now has around 10 State-recognized parties compared to over 200 identified parties prior to the reform. The next commune-level and local elections are expected to be held in June 2020.

OVERVIEW OF THE ECONOMY
The Beninese economy remains dominated by the agricultural sector, in particular by cotton, which directly or indirectly secures the income of a large part of the population and by the activity of the port of Cotonou with re-export to neighbouring countries, including Nigeria, on which it depends largely. Benin is a member of the West African Economic and Monetary Union (WAEMU) and the Economic Community of West African States (ECOWAS).

A beneficiary of the Highly Indebted Poor Countries (HIPC) and Multilateral Debt Relief (MDRI) initiatives, Benin has benefited from large debt cancellations.

KEY POINTS OF THE ECONOMY

During the first six months of President TALON's administration, electricity supply, which has hampered Benin's economic growth, increased and blackouts have reduced. Private foreign direct investment is small, and foreign aid accounts for the majority of investment in infrastructure projects.

Benin's 2001 privatization policy continues in telecommunications, water, electricity, and agriculture. Benin has appealed for international assistance to mitigate piracy against commercial shipping in its territory. Pilferage has significantly dropped as the Port of Cotonou is still making progress towards implementing the International Ship and Port Facility Security (ISPS) Code in an effort to remain competitive. Projects included in Benin's $307 million Millennium Challenge Corporation (MCC) compact (2006-11) were designed to increase investment and private sector activity by improving key institutional and physical infrastructure. The four projects focused on access to land, access to financial services, access to justice, and access to markets (including modernization of the port). The Port of Cotonou is the largest component of Benin's economy with revenues projected to account for more than 40% of Benin's national budget.

The autonomous port of Cotonou (CAP) is one of the hubs of the Beninese economy. However, 80% of imported goods are re-exported to Nigeria, which makes the country highly dependent on its powerful neighbour.

The other source of wealth is cotton, but the main crops are mainly food: yams, cassava, maize, sorghum, paddy rice, fruits, and vegetables. The livestock sector mainly concerns cattle, while fishing is often artisanal.

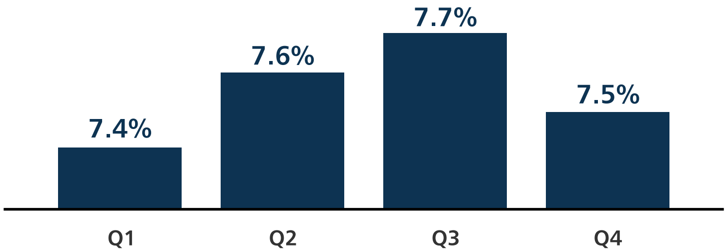
KEY FACTS

GEOGRAPHY	
Climate:	The climate of Benin is generally warm and humid, with seasonal and geographical variations linked to Latitude, relief and alternation of seasons.
Area:	Total: 112,622 km 2 Ground: 110,622 km 2 Water: 2000 km 2
Natural resources:	Small offshore oil deposits, Limestone, Marble, Wood, Cotton
Land use:	Farming lands: 31.3% (2011 est.) Arable land: 22.9% (2011 est.) / Permanent crops: 3.5% (2011 est.) / Permanent pasture: 4.9% (2011 est.) Forest: 40% (2011 est.) Others: 28.7% (2011 est.) Irrigated land: 230 sq. km (2012)
PEOPLE	
Population:	12,864,634 (July 2019 est.)
2013 census:	10,008,749
Age structure:	0-14: 42.26% (male 2,445,265 / female 2,347,091) 15-24: 20.53% (male 1,184,977 / female 1,143,605) 25-54: 30.66% (male 1,759,834 / female 1,717,467) 55-64: 3.65% (184,453 men / 229,945 women) 65 and over: 2.89% (128,920 men / 198,947 women) (2018 est.)
Population growth rate:	3.4% (2019 est.)
Urbanization:	Urban population: 48.4% of total population (2019)
Infant mortality rate:	Total: 58.7 deaths/1,000 live births Male: 63.9 deaths/1,000 live births Female: 53.3 deaths/1,000 live births (2019 est.)
Life expectancy at birth:	Total population: 61.4 years Male: 59.6 years Female: 63.3 years (2019 est.)
Total fertility rate:	5.53 children born/woman (2020 est.)
Languages:	French (official), Fon and Yoruba (most common vernaculars in south), tribal languages (at least six major ones in north)
ECONOMY	
GDP (purchasing power parity):	$29.918 billion (137th) (2019 est)
GDP - per capita (PPP):	$2,552 (163rd)
GDP (nominal):	$11.386 billion (141st) (2019 est)
GDP per capita:	$971 (163rd)
GDP - composition by sector:	Agriculture: 26.1% (2017 est.) Industry: 22.8% (2017 est.) Services: 51.1% (2017 est.)
Exports:	$1.974 billion (2017 est.)

Imports:	$2.787 billion (2017 est.)
Imports commodities:	Foodstuffs, capital goods, petroleum products
Currency (code):	West African CFA franc (XOF)
COMMUNICATIONS	
Calling code:	+229
Internet TLD:	.bj
Internet users:	Total: 1,288,336 Percent of population: 12% (July 2016 est.) Country comparison to the world: 126

Source: *CIA World Facts Book & World Bank's doing Business report*
http://www.en.wikipedia.org/wiki/Benin

GDP QUARTERLY GROWTH RATE 2019



Source: *CIA World Facts Book & World Bank's doing Business report*
http://www.en.wikipedia.org/wiki/Benin

The Gross Domestic Product (GDP) in Benin expanded 7.5% in the fourth quarter of 2019 over the same quarter of the previous year.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	1.0%
February	-1.4%
March	0.4%
April	-1.6%
May	-0.9%
June	-3.8%
July	-2.5%
August	-1.7%
September	-1.7%
October	-0.4%
November	1.5%
December	0.3%

Source: *http://www.tradingeconomics.com/nigeria/inflation-cpi*

The inflation rate in Benin was recorded at 0.30% in December of 2019.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *http://knoema.com/atlas/Benin/topics/Economy/Short-term-indicators/Exchange-rate*

As at December 2019, exchange rate for Benin was 590.2 XOF per US dollars.

POPULATION & DEMOGRAPHICS

Benin is divided into 12 departments (French: départements) which, in turn, are subdivided into 77 communes. In 1999, the previous six departments were each split into two halves, forming the current 12. The six new departments were assigned official capitals in 2008.

POPULATION & DEMOGRAPHICS

Department	Capital	Population (census) 2013	Area Sq. Km	Former Department	Region	Sub-Region
Alibori	Kandi	868,046	26,242	Borgou	North	North East
Atakora	Natitingou	769,337	20,499	Atakora	North	North West
Atlantique	Allada	1,396,548	3,233	Atlantique	South	South Centre
Borgou	Parakou	1,202,095	25,856	Borgou	North	North East
Collines	Dassa-Zoumé	716,558	13,931	Zou	North	North Centre
Kouffo	Aplahoué	741,895	2,404	Mono	South	South West
Donga	Djougou	542,605	11,126	Atakora	North	North West
Littoral	Cotonou	678,874	79	Atlantique	South	South Centre
Mono	Lokossa	495,307	1,605	Mono	South	South West
Ouémé	Porto-Novo	1,096,850	1,281	Ouémé	South	South East
Plateau	Pobè	624,146	3,264	Ouémé	South	South East
Zou	Abomey	851,623	5,243	Zou	North	North Centre

Source: *http://en.wikipedia.org/wiki/Benin*

LANGUAGES

French is the language of the media and used in communication between different ethnic groups especially in urban areas. It is the only language used in primary education. A variety of French called the African French is spoken on the streets and markets of Cotonou.

Benin is a member of the International Organization of the Francophone as well as the parliamentary Assembly of the Francophonie.

Abomey, Cotonou, Nikki Parakou, Bohicon, Cove of Lokossa Ouidah, Porto Novo and Zogbodomey, as well as the Association of Atlantic Commons and Littoral (ACAL), the Association of Municipalities of Mono and Couffo, the National Association of Municipalities of Benin (ANCB), the Union of Municipalities of the Zou and the Groupement Inter Mono are part of the International Association of Francophone Mayors.

In 2014, 57.3% of the inhabitants of the Cotonou economic capital of 15 years and over can read and write French, while 58.6% can speak and understand it.

The national languages are Fon, Yoruba, Bariba, Dendi the Goun, Adja, the Ayizo and over forty others. Fon is the national language spoken by 24% of the population, and native language of more than 17%. It is mainly present in the centre and south of the country including in Cotonou, Porto-Novo or Abomey.

English is spoken mainly by Nigerians who trade in Benin. It is spoken and understood in varying degrees by least 500,000 beninese (including students). The Number of English speakers remains modest, given the commercial prospects of the Anglophone Nigerian giant.

LANGUAGE BY REGION

Lang.	Alibori	Atacora	Atlantique	Borgou	Collines	Couffo	Donga	Littoral	Mono	Ouémé	Plateau	Zou	Total
Fon	3%	5%	61%	7%	28%	10%	5%	48%	21%	71%	21%	91%	39%
Adja	0%	0%	7%	1%	2%	84%	0%	6%	63%	3%	7%	4%	15%
Yoruba	2%	3%	10%	8%	51%	5%	3%	18%	6%	15%	67%	3%	15%
Bariba	34%	51%	5%	38%	0%	0%	6%	8%	1%	0%	0%	0%	9%
Peulh	18%	7%	4%	29%	6%	1%	10%	3%	5%	4%	3%	1%	7%
Ottamari	1%	26%	3%	4%	5%	0%	0%	4%	1%	3%	2%	0%	6%
Yoa	0%	1%	2%	2%	5%	0%	32%	1%	0%	0%	0%	0%	4%
Dendi	41%	6%	4%	9%	0%	0%	43%	5%	1%	1%	0%	0%	3%
Other	1%	1%	4%	2%	3%	0%	1%	7%	2%	3%	0%	1%	2%

REGULATORY BODIES

Autorite de Regulation des Communications Electroniques et des postes (ARCEP) is an independent administrative authority responsible for regulating electronic communications and postal services in Benin.

It took office on 5 January 1997 under the name of the telecommunications regulatory Authority (ART), and saw its power extended to the postal sector on 21 May 2005 with the entry into force of the law, regulating postal activities.

ARCEP is notably responsible for supporting the opening of the telecommunications sector to competition and regulating the corresponding markets. In this sector of activity, the Authority's essential role is to ensure the exercise of effective and fair competition for the benefit of consumers in the electronic communications market.

Its main tool is called "market analysis". It consists in defining the relevant markets, in designating the powerful operators and in defining the specific obligations incumbent on them, generally on the wholesale markets i.e. the markets on which the operators invoice each other to solve the identified competitive problems.

This is the classic model of regulation, so-called "asymmetrical" because it does not impose itself uniformly on all the operators present on the market concerned.

The Authority may also:

- Set in the legal framework, general obligations applying to all operators, provided that they are approved by the Minister of Telecommunications. This is the principle of so-called "symmetric" regulation, which imposes itself in the same way on each operator on the market, for example "mobile portability" (number retention during the passage of a mobile operator).
- Sanction operators who do not fulfill their obligations, and intervene to resolve disputes between operators regarding access to the network (technical and tariff conditions).
- Allocate frequency and numbering resources; operators need these so-called "rear" resources, which are naturally limited, to carry out their activities. The Authority has the management.
- Determine the amounts of the contributions to the financing of the universal service obligations, defined by the 1996 law. It monitors the mechanisms of this financing.

HAAC

The High Authority for Audiovisual and communication (HAAC) is one of the seven republican institutions provided for by the constitution of Benin.

HAAC's mission is to regulate the work of the media: print, radio and television. As such, it ensures the fair, ethical and professional treatment of information at the equitable access of citizens to public service media. The HAAC also participates in the process of appointment of the directors of the public service press organs that are now the office of

Broadcasting and television of Benin (ORTB), the National Office of Printing and Press (ONIP) on which depends the daily newspaper "The Nation" and Agence Benin Presse (ABP). In this capacity, she receives the files of the candidates for these positions, studies them, then proposes to the Government the names of the directors. Finally, the HAAC manages radio and television waves. As such, it allocates the frequency, with the technical opinion of the Ministry in charge of the Communication.

TV/RADIO STATIONS

TV STATIONS

- Ado TV
- BB24
- Canal3
- Eden TV
- E-télé
- Golfe TV
- ORTB
- TV Carrefour

RADIO STATIONS

- Ado FM
- Afrique espoir
- Benin Culture
- Fraternité FM
- Frissons Radio
- Golf FM
- Kandi FM
- Koufe FM
- Idadu FM
- La voix de Tado
- La voix Lokossa
- Naane FM
- Ocean FM
- Radio alaketou
- Radio Carrefour
- Radio DEEMAN
- Royal FM
- Radio Gbetin
- Radio Ilema
- Radio Immaculée Conception
- Radio La voix du rossignole
- Radio Nationale
- Radio Nonsina
- Radio Olokiki
- Radio Planete
- Radio Plusprès
- Radio Segbana
- Radio Trait d'Union
- Radio Tado
- Radio Topka
- RFI
- Radio Univers
- Radio Weke
- Septentrionale FM
- Soleil FM
- Solidarité FM
- Urban FM
- Voix De La Lama
- Wêkê FM

PRESS

DAILY:

- 24 Heures Au Bénin
- Ali Baba
- Cocorico
- Communal Info
- Côte Ouest Info
- Djakpata
- Dynamisme Info
- Editorial
- Express Info
- Fil Infos
- First Info
- Fraternité
- Honougbo
- Info-Plus
- Kini Kini
- L'Actualité
- L'Audace Info
- L'Autre Quotidien
- L'Autre Vision
- L'Avenir
- L'Échiquier
- L'Économiste Du Bénin
- L'Enquêteur
- L'Événement Du Jour
- L'Événement Précis
- L'Express
- L'Indépendant
- L'Informateur
- L'Observateur Du Bénin
- L'Opinion D'Aujourd'hui
- La Boussole
- La Cloche
- La Colombe Du Jour
- La Diaspora De Sabbat
- La Lettre Du Pays
- La Nation
- La Nouvelle Gazette
- La Nouvelle Génération
- La Nouvelle Tribune
- La Presse Du Jour
- La Presse Libre
- La Priorité
- La Pyramide
- La Relève Info
- La Source De L'Info
- La Tribune De La Capitale
- La Vérité Libérée
- L'Aurore
- Le Baromètre
- Le Béninois
- Le Challenge
- Le Clairon
- Le Confrère De La Matinée
- Le Contemporain
- Le Déclic
- Le Gongonneur
- Le Grand Jury
- Le Grand Matin
- Le Matin
- Le Matinal
- Le Meilleur
- Le Potentiel
- Le Progrès
- Le Quotidien
- Le Radar
- Le Routier
- Le Soleil Bénin Info
- Le Soleil Levant
- Le Télégramme
- Les 4 Vérités
- Les Marchés
- Les Nouvelles Du Jour
- Matin Libre
- Nasiara
- Nokoué
- Nord Sud Quotidien
- Notre Temps
- Notre Voie
- Notre Voix
- Nouvelle Expression
- Nouvelles Mutations
- Palmarès

- Tonnerre Info
- Trait D'Union

WEEKLY:
- Coup d'œil
- Educ' action
- Kiko
- L'expression
- L'inter express
- La croix du Bénin
- La gazette du golfe
- La relève
- Le brillant
- Le choix
- Le justicier
- Le label
- Le messager du plateau
- Le municipal
- Le mutateur
- Le national
- Le projecteur info
- Madame Afrique
- Santé tribune
- Vents d'Afrique

BIWEEKLY:
- Bénin couleurs.
- Défi info
- Le Journal de notre époque
- Les mensuels :
- Marche du saint esprit

BIMONTHLY:
- Le Label
- Le Perroquet

TRENDS IN THE MEDIA SPACE

TV TREND

8 out of 10 households in Urban areas of Benin Republic have a television set in their homes with access to local/national tv stations (ORTB, Canal 3, E Télé etc.). ORTB is government owned and is easily accessible via an antenna and reach all areas/departments in the country.

Although ORTB has a larger TV penetration in the country, other pay-tv stations are being most consumed by those affluent households who can afford it.

The table below shows top 10 TV share by age demographics for the second half of the year 2019 as reported by Geopoll (July - December 2019).

MEDIA DISTRIBUTION

The Office of Radio and Television of Benin (ORTB) operates a television station offering a wide broadcast range; several private television channels broadcasting from Cotonou; a satellite television subscription service is available; public radio, under the control of ORTB includes a national station completed by a number of regional stations; significant number of private radio stations; emissions of some international broadcasters are available on FM in Cotonou (2016).

TOP 10 TELEVISION STATIONS IN VARIOUS AUDIENCE GROUPS

OVERALL POPULATION	
STATION	SHARE (%)
ORTB	23%
Novelas TV	17%
Canal + Sport	8%
Canal+	6%
Trace TV	6%
Canal3	5%
TV5 Monde	4%
France 24	4%
Golfe TV	4%
Canal 2 International	4%

15 - 24years	
STATION	SHARE (%)
ORTB	19%
NOVELAS TV	18%
CANAL+ SPORT	9%
CANAL+	7%
TRACE TV	5%
CANAL3	5%
TV5 MONDE	5%
FRANCE 24	4%
GOLFE TV	4%
TVC BENIN	4%

25 - 34years	
STATION	SHARE (%)
ORTB	23%
NOVELAS TV	12%
CANAL+ SPORT	9%
CANAL+	7%
GOLFE TV	7%
CANAL3	6%
FRANCE 24	5%
TRACE TV	4%
TV5 MONDE	4%
CANAL 2 INTERNATIONAL	4%

35+ years	
STATION	SHARE (%)
ORTB	30%
NOVELAS TV	19%
GOLFE TV	7%
CANAL+ SPORT	6%
CANAL3	4%
FRANCE 24	4%
CANAL+	3%
TRACE TV	3%
EDEN TV	3%
CANAL 2 INTERNATIONAL	3%

MALE	
STATION	SHARE (%)
ORTB	27.22%
Canal + Sport	10.44%
NOVELAS TV	7.97%
Canal+	6.63%
France 24	5.78%
Golfe TV	5.54%
Canal 3	4.71%
TV5 Monde	4.25%
Trace TV	4.15%
TVC Benin	3.22%

FEMALE	
STATION	SHARE (%)
ORTB	27.22%
Canal + Sport	10.44%
NOVELAS TV	7.97%
Canal+	6.63%
France 24	5.78%
Golfe TV	5.54%
Canal 3	4.71%
TV5 Monde	4.25%
Trace TV	4.15%
TVC Benin	3.22%

Source: *Geopoll Audience Measurement (TV Survey)-Benin 2nd semester 2019*

TOP 10 TELEVISION STATIONS BY DEPARTMENT

ATACORA	
STATION	SHARE (%)
ORTB	25%
NOVELAS TV	9%
Canal+	9%
Canal + Sport	9%
Canal 3	6%
TV5 Monde	5%
Trace TV	5%
Golfe TV	4%
France 24	4%
ÉDEN TV	4%

ALIBORI	
STATION	SHARE (%)
ORTB	21%
NOVELAS TV	16%
Canal + Sport	7%
Canal+	7%
A-Plus TV	6%
Canal 3	5%
Golfe TV	5%
TV5 Monde	4%
CANAL 2 INTERNATIONAL	4%
ADO TV	4%

ATLANTIQUE	
STATION	SHARE (%)
ORTB	22%
NOVELAS TV	18%
Canal + Sport	6%
Golfe TV	6%
Canal 3	6%
Canal+	6%
TV5 Monde	5%
Trace TV	5%
France 24	4%
CANAL 2 INTERNATIONAL	4%

BORGOU	
STATION	SHARE (%)
ORTB	19%
NOVELAS TV	11%
France 24	11%
CANAL 2 INTERNATIONAL	9%
Canal+	8%
Canal + Sport	8%
Golfe TV	6%
Sikka TV	6%
Trace TV	5%
TVC Benin	4%

COLLINES	
STATION	SHARE (%)
ORTB	28%
NOVELAS TV	10%
Canal 3	7%
Canal + Sport	6%
TV5 Monde	6%
Golfe TV	5%
TVC Benin	5%
Canal+	4%
Trace TV	4%
E-télé	4%

COUFFO	
STATION	SHARE (%)
ORTB	29%
NOVELAS TV	11%
Canal + Sport	9%
TVC Benin	7%
Canal+	6%
TV5 Monde	5%
Canal 3	5%
ADO TV	4%
Canal 2 International	4%
ÉDEN TV	3%

DONGA	
STATION	SHARE (%)
ORTB	31%
NOVELAS TV	23%
Canal + Sport	10%
Sikka TV	4%
France 24	4%
Canal+	4%
CANAL 2 INTERNATIONAL	3%
Golfe TV	3%
A-Plus TV	3%
TV5 Monde	3%

LITTORAL	
STATION	SHARE (%)
NOVELAS TV	31%
ORTB	12%
Trace TV	8%
Canal+	7%
Canal + Sport	7%
Canal 3	5%
Golfe TV	4%
TV5 Monde	4%
France 24	3%
A-Plus TV	3%

MONO	
STATION	SHARE (%)
ORTB	26%
Golfe TV	13%
NOVELAS TV	12%
Canal+	8%
TVC Benin	8%
Canal + Sport	7%
Trace TV	5%
Canal 3	5%
ÉDEN TV	3%
France 24	3%

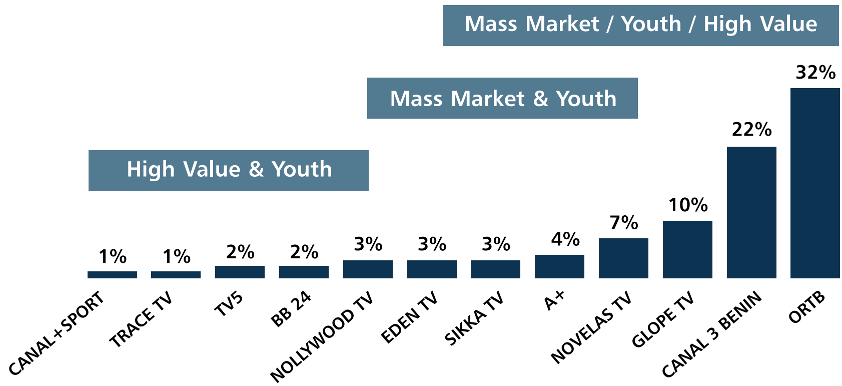
OUEME	
STATION	SHARE (%)
ORTB	27%
NOVELAS TV	12%
Canal + Sport	9%
Golfe TV	8%
Canal+	5%
France 24	5%
Sikka TV	5%
Canal 3	4%
Trace TV	3%
TVC Benin	3%

PLATEAU	
STATION	SHARE (%)
ORTB	31%
Canal + Sport	23%
France 24	7%
Canal+	6%
NOVELAS TV	5%
Other	4%
Golfe TV	3%
Canal 3	3%
Diaspora TV	3%
CANAL 2 INTERNATIONAL	3%

ZOU	
STATION	SHARE (%)
ORTB	26%
NOVELAS TV	14%
Canal + Sport	8%
Canal 3	7%
CANAL 2 INTERNATIONAL	5%
Golfe TV	5%
Canal+	5%
France 24	4%
TV5 Monde	4%
ÉDEN TV	3%

Source: *Geopoll Audience Measurement (TV Survey)-Benin 2nd semester 2019*

LE MATIN AND MATIN LIBRE FRATENITE CATER TO THE HIGH-VALUE SEGMENT



The penetration of Television in Benin is low, but the majority of the affluent urban population has access.

Free local stations are the most powerful and are an effective way to target youth and the mass market.

RADIO TREND

There are over a hundred registered Radio stations in Benin republic, some of which have a restricted coverage area while others cover the whole territory. La Radio Nationale (ORTB) is government owned radio station that covers the whole territory (coverage throughout the 12 departments/regions). BBC and RFI also cover the whole territory of Benin.

Radio sets can be found in every households in Benin republic either a standard radio set or its digital counterpart on mobile phones etc. Hence, radio is said to have a higher penetration

Below is a partial list (some others might have been left out) of Radio Stations by departments where they operate.

It is worth noting that most of these stations cover not only the region where they operate but also extend to other parts of neighboring region.

TOP 10 RADIO STATIONS BY DEPARTMENT

MONO	
Station	Share(%)
Radio Nationale	46%
La Voix De Lokossa	37%
RFI	11%
BBC	2%

DONGA	
Station	Share(%)
Radio Nationale (ORTB)	58%
Solidarite	22%
RFI	12%
BBC	3%
Koufee FM	2%

BORGOU	
Station	Share(%)
Radio Nationale	30%
Fraternite FM	19%
RFI	17%
Arzeke FM	7%
Urban FM	7%
Deeman FM	5%
Sutii Dera FM	3%
Radio Septentrionale FM	3%
BBC	3%
Nonsina FM	3%

COLLINES	
Station	Share(%)
Radio Nationale (ORTB)	58%
Cite FM	22%
Collines FM	12%
RFI	13%
Idadu FM	5%
Ore Ofe	5%
Ilema FM	4%
BBC	3%
Radio Alfa FM	3%

PLATEAU	
Station	**Share(%)**
Radio Nationale (ORTB)	20%
Alaketou FM	15%
Radio Olikiki FM	14%
RFI	10%
Plateau FM	10%
BBC	2%

ATACORA	
Station	**Share(%)**
Radio Nationale (ORTB)	37%
Nanto FM	21%
RFI	11%
BBC	8%
Naane FM	6%
Dinaba FM	5%
Tuko Sari FM	4%
Kplably FM	2%

ALIBORI	
Station	**Share(%)**
Radio Nationale (ORTB)	44%
Kandi FM	11%
RFI	11%
BBC	10%
Bio Guerra FM	8%
Radio Dialogue FM	7%

COUFFO	
Station	**Share(%)**
Radio Nationale (ORTB)	39%
Couffo FM	37%
RFI	8%
BBC	4%

ATLANTIQUE	
Station	**Share(%)**
Radio Nationale (ORTB)	20%
RFI	10%
Diaspora FM	10%
Kpasse FM	2%
BBC	6%
Alliance FM	5%
Atlantic FM	3%
Sedohoun FM	3%
La Voix de Tado FM	3%
Voix de La Lama	3%
Gbetin FM	2%

OUÉME	
Station	**Share(%)**
Radio Nationale (ORTB)	23%
Allelua FM	19%
RFI	15%
Benin Culture	8%
Gerddes FM	8%
BBC	6%
Weke FM	5%
Hosanna FM	5%
Ecole FM	2%
Afrique Espoir FM	1%

ZOU	
Station	**Share(%)**
Radio Nationale (ORTB)	41%
Royal FM	14%
Tonignon FM	9%
Trait D'Union FM	9%
RFI	8%
Carrefour FM	6%
BBC	3%

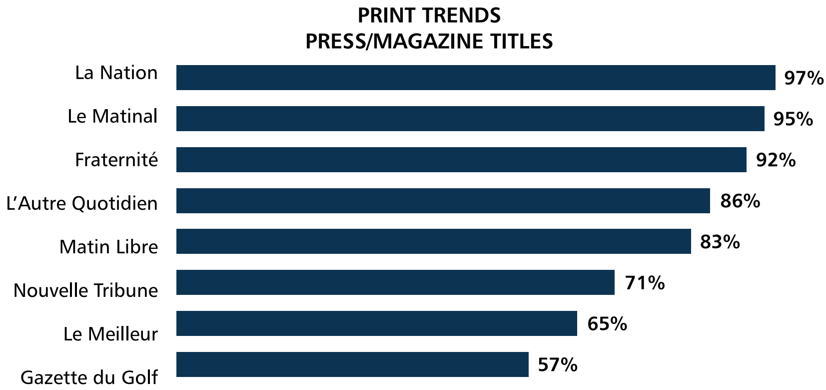
LITTORAL	
Station	**Share(%)**
Radio Cappa FM	15%
Radio Maranatha	13%
Radio Nationale (ORTB)	11%
RFI	10%
Radio Imaculee	9%
Ado FM	7%
Frissons Radio FM	7%
Radio Tokpa FM	7%
BBC	5%
Radio Soleil FM	5%
Ocean FM	4%
Aheme FM	2%
Golfe FM	1%

Source: *Geopoll Audience Measurement (TV Survey)-Benin 2nd semester 2019*

RADIO STATIONS SEGMENTATION, CATERING TO VARIOUS AUDIENCE GROUPS

SEGMENTS	RADIO
Mass Market	Radio National, Radio Tokpa, Frissions Radio, Capp FM, Urban FM, Radio Olokiki, Nanto FM, Radio Ilema, Soliogarite, Nonsin, La Voix de Lokossa, Radio Trait D'union, Kandi FM, Radio Univers, Benin Culture, Couffp FM, Radio Carrefour, Tado, Ocean FM
Youth Market	Ocean FM, Frissions Radio, Radio Univers, Urban FM
HVC	Radio National, RFI
Business	RFI

With more than 20 radio stations, Benin has a fragmented radio landscape. Most stations are regional in nature and are an effective way to reach key customer segments across the country.



Benin has a low literacy rate. The print range is small and limited to the educated urban population.

La Nation is the largest newspaper in the country and is the most universal publication to reach the mass market. Le Matin and Matin Libre Fratenite cater to the high value segment. The regional weekly-Jeune Afrique - is read by the business segment.

DIGITAL TRENDS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
12.86 Million	1.2 Million	1.10 Million	9.61 Million	0.92 Million
URBANISATION 45%	POPULATION 33%	PENETRATION 10%	PENETRATION 85%	PENETRATION 8%

SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORM

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION	TOTAL NUMBER OF ACTIVE SOCIAL USERS ACCESSING VIA MOBILE DEVICES	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF TOTAL POPULATION
1.10 Million	10%	920 Thousand	8%

OUT OF HOME / OUTDOOR TRENDS

SEGMENTS	OOH
Mass Market	Principal Arterial Roads, Bus Stations, Airbus, Taxis, Informal Trade, Business Districts
Youth	Sports And Music Events, Universities, Shopping Centers, Bars and Clubs.
HVC	Airport, Hotels, Restaurants, Shopping Centers, Sports Halls.
Business	Airport Lounges, Digital Screens, Super Signs.

The OOH is particularly suitable in Benin, given the country's size and population concentration.

Urbanization, limited road infrastructure and congestion enable longer dwelling times and more engagement opportunities.

Creative use of structures, innovations in printing, illumination and the integration of new technologies can all create impact, generate interest and increase scoring.

MARKET 5

Information About

BURKINA FASO

"Unity, Progress, Justice"

Capital **Ouagadougou**

BACKGROUND

Burkina Faso (formerly Upper Volta) achieved independence from France in 1960. Repeated military coups during the 1970s and 1980s were followed by multiparty elections in the early 1990s. Former President Blaise COMPAORE (1987-2014) resigned in late October 2014 following popular protests against his efforts to amend the constitution's two-term presidential limit. By mid-November, a framework for an interim government was adopted under the terms of the National Transition Charter. An interim administration, led

Population
20.84 Million

by President Michel KAFANDO and Prime Minister Yacouba Isaac ZIDA, began organizing presidential and legislative elections planned for October 2015, but these were postponed during week-long failed coup in September.

DEMOGRAPHIC PROFILE

Burkina Faso has a young age structure, the result of declining mortality combined with steady high fertility and continues to experience rapid population growth, which is putting increasing pressure on the country's limited arable land. More than 65% of the population is under the age of 25, and the population is growing 3% annually. Mortality rates, especially those of infants and children, have decreased because of improved health care, hygiene, and sanitation, but women continue to have an average of almost 6 children. Even if fertility were substantially reduced, today's large cohort entering their reproductive years would sustain high population growth for the foreseeable future. Only about a third of the population is literate and unemployment is widespread, dampening the economic prospects of Burkina Faso's large working-age population.

Migration has traditionally been a way of life for Burkinabe, with seasonal migration being replaced by stints of up to two years abroad. Cote d'lvoire remains the top destination, although it has experienced periods of internal conflict. Under French colonization, Burkina Faso became a main labour source for agricultural and factory work in Cote d'lvoire. Burkinabe also migrated to Ghana, Mali, and Senegal for work between the world wars. Burkina Faso attracts migrants from Cote d'lvoire, Ghana, and Mali, who often share common ethnic backgrounds with the Burkinabe. Despite its food shortages and high poverty rate, Burkina Faso has become a destination for refugees in recent years and currently hosts about 50,000 Malians.

POLITICAL CONTEXT

Former President Blaise COMPAORE came to power in 1987 and resigned in late October 2014 due to popular protests against his efforts to amend the constitution's two-term presidential limit. Marc Kabore, who served as prime minister and speaker of parliament under veteran President Blaise Compaore, won the November 2015 presidential election, easily beating his main rival.

The intervening year before Mr. Kabore's election saw considerable turmoil, including an attempted coup by troops loyal to the ousted president in September 2015.

A French-educated banker, Mr Kabore sees himself as a social democrat, and has pledged to reduce youth unemployment, improve education and healthcare, and make health provision for children under six free of charge.

Kabore was a long-standing Compaore loyalist, but he quit as chairman of the then-president's Congress for Democracy and Progress party in 2014 over the head of state's plans to amend the constitution to extend his 27-year rule.

OVERVIEW OF THE ECONOMY

Burkina Faso is a low-income, landlocked country that depends on adequate rainfall. Irregular patterns of rainfall, poor soil, and the lack of adequate communications and other infrastructure contribute to the economy's vulnerability to external shocks. About 80% of the population is engaged in subsistence farming and cotton is the main cash crop. The country has few natural resources and a weak industrial base.

Cotton and gold are Burkina Faso's key exports - gold has accounted for about three-quarters of the country's total export revenues. Burkina Faso's economic growth and revenue depends largely on production levels and global prices for the two commodities. The country has seen an upswing in gold exploration, production, and exports.

In 2016, the government adopted a new development strategy, set forth in the 2016-2020 National Plan for Economic and Social Development, that aims to reduce poverty, build human capital, and to satisfy basic needs. A new three-year IMF program (2018-2020), approved in 2018, will allow the government to reduce the budget deficit and preserve critical spending on social services and prioritize public investments.

KEY FACTS

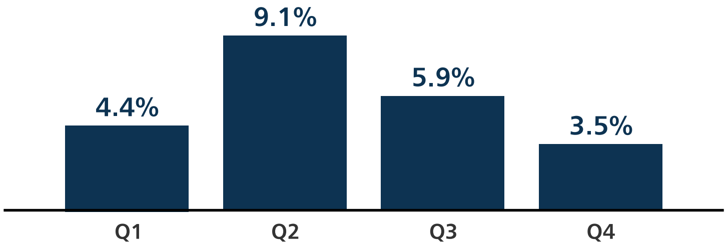
GEOGRAPHY	
Climate :	Tropical; warm, dry winters; hot, wet summers
Area :	Total: 274,200 sq km Land: 273,800 sq km Water: 400 sq km
Natural resources :	Gold, manganese, zinc, limestone, marble, phosphates, pumice, salt
Land use :	Agricultural land: 44.2% (2016 est.) Arable: 22% (2016 est.) Permanent crops: 37% (2016 est.) Permanent pasture: 21.93% (2016 est.) Forest: 19.3% (2016 est.) Others: 36.5% (2016 est.

PEOPLE	
Population:	20,835,401 (July 2020 est.)
Age structure :	0-14 years: 43.58% (male 4,606,350/female 4,473,951) 15-24 years: 20.33% (male 2,121,012/female 2,114,213) 25-54 years: 29.36% (male 2,850,621/female 3,265,926) 55-64 years: 3.57% (male 321,417/female 423,016) 65 years and over: 3.16% (male 284,838/female 374,057) (2019est.)
Population growth rate:	2.66% (2019 est.)
Urbanization:	Urban population: 30.6% of total population (2020) Rate of urbanization: 4.99% annual rate of change (2015-20 est.)
Infant mortality rate:	Total: 52 deaths/1,000 live births Male: 56.4 deaths/1,000 live births Female: 47.5 deaths/1,000 live births (2019 est.)
Total fertility rate:	4.51 children born/woman (2019 est.)
Ethnic groups:	Mossi 52%, Fulani 8.4%, Gurma 7%, Bobo 4.9%, Gurunsi 4.6%, Senufo 4.5%, Bissa 3.7%, Lobi 2.4%, Dagara 2.4%, Tuareg/Bella 1.9%, Dioula 0.8%, unspecified/no answer 0.3%, other 7.2% (2010 est.)
Religions:	Muslim 61.5%, Roman Catholic 23.3%, traditional/animist 7.8%, Protestant 6.5%, other/no answer 0.2%, none 0.7% (2010 est.)
Languages:	French (official), native African languages belonging to Sudanic family spoken by 90% of the population
ECONOMY	
GDP (purchasing power parity):	$45.339 billion (2019 est.)
GDP - per capita (PPP):	$2,207 (2019 est.)
GDP real growth rate:	6.0% (2019 est.) 6.8% (2018)
GDP - composition by sector:	Agriculture: 31% (2017 est.) Industry: 23.9% (2017 est.) Services: 44.9% (2017 est.)
Population below poverty line	40.1% (2009 est.)
Inflation rate (consumer prices):	0.4% (2017 est.) -0.2% (2016 est.)
Exports:	$3.14 billion (2017 est.) $2.641 billion (2016 est.)
Export- commodities	Gold, cotton, livestock
Export- partners:	Switzerland 44.9%, India 15.6%, South Africa 11.3%, Cote d'Ivoire 4.9% (2017)
Imports:	$3.305 billion (2017 est.) $2.827 billion (2016 est.)
Imports- commodities:	Capital goods, foodstuffs, petroleum

Imports: partners:	China 13.2%, Cote d'Ivoire 9.5%, US 8.2%, Thailand 8.1%, France 6.5%, Ghana 4.4%, Togo 4.4%, India 4.3% (2017)
Currency (code):	West African CFA franc (XOF)
COMMUNICATIONS	
Internet users:	Total: 2,723,950 Percent of population: 14% (July 2016 est.)
Telephones - mobile cellular:	Total subscriptions: 19,339,109 Subscriptions per 100 inhabitants: 98 (2018 est.)

Source: *CIA World Facts Book & World Bank's doing Business report*
https://www.en.wikipedia.org/wiki/Burkina_Faso

GDP QUARTERLY GROWTH RATE 2019



Source: *http://www.tradingeconomics.com/burkina-faso/gdp-growth-annual*

The Gross Domestic Product (GDP) in Burkina Faso expanded 3.5% year-on-year in the fourth quarter of 2019, decelerating from a downwardly revised 5.9 percent growth in the previous quarter.

BURKINA FASO MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	-1.4%
February	-2.1%
March	-2.0%
April	-2.5%
May	-2.4%
June	-3.9%
July	-4.5%
August	-4.9%
September	-5.4%
October	-3.8%
November	-3.1%
December	-2.6%

Source: *https://www.tradingeconomics.com/burkina-faso/inflation-cpi*

The inflation rate in Burkina Faso was recorded at -2.60% in December of 2019.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *http://knoema.com/atlas/burkina-faso/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Burkina Faso was 590.2 XOF per US dollars.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population (census) 1996	Population (census) 2006	Population (Projection) 2018
Boucle du Mouhoun	Dédougou	34,162	1,174,456	1,442,749	1,976,200
Cascades	Banfora	18,434	334,303	531,808	822,400
Centre	Ouagadougou	2,805	941,894	1,727,390	2,854,400
Centre-Est	Tenkodogo	14,656	853,099	1,132,016	1,608,000
Centre-Nord	Kaya	19,840	928,321	1,202,025	1,687,900
Centre-Ouest	Koudougou	21,726	943,538	1,186,566	1,643,400
Centre-Sud	Manga	11,313	530,696	641,443	871,900
Est	Fada Ngourma	46,228	853,706	1,212,284	1,777,700
Hauts-Bassins	Bobo-Dioulasso	25,343	1,031,377	1,469,604	2,158,500
Nord	Ouahigouya	16,199	955,420	1,185,796	1,632,100
Plateau-Central	Ziniaré	8,545	572,154	696,372	949,700
Sahel	Dori	35,360	708,332	968,442	1,395,100
Sud-Ouest	Gaoua	16,153	485,313	620,767	866,700

Source: http://www.citypopulation.de/BurkinaFaso-Cities.html

MEDIA TREND IN BURKINA FASO

Since the beginning of the 1990s, democratization has made it possible for the Burkinabe media to enjoy a certain amount of freedom to practice, and has favoured a rapid growth of the media industry. Relatively low circulation figures, structural difficulties and low advertising market continue to negatively affect the commercial viability of the media industry. There are also challenges of professional standards, low remuneration and quality of journalism training.

The Constitution of the country provides for freedom of speech and of the press. However, there are governmental restrictions on these rights and frequent acts of intimidation of journalists by state security officials.

The Higher Council for Communication (CSC) is currently the body which regulates the media, information and communication. It succeeded the Higher Council on Information (CSI), which was established in 1995 by Decree No. 95-304/PRES/PM/MCC of August 1, 1995.

Legal & Regulatory Framework for Media Operation

The media landscape in Burkina Faso is governed by the following laws:

- Law 56/93/ADP (JON° 05 1994) of the Information code
- Article 8 of the constitution and the 1993 Information Code
- Article 49 of the Information Code

Radio is the most popular medium. State broadcaster Radio diffusion Television du Burkina (RTB) competes with dozens of private and community radio stations.

Foreign stations such as the BBC, Voice of America and Radio France Internationale also broadcast freely.

There are a handful of private TV stations and many private publications. Only 4.4% of the country's population has access to internet, and most of them access it through a mobile device. Broadband subscription costs more than the average yearly income.

PRESS

- L'Evénement Monthly
- L'Hebdomadaire du Burkina Weekly
- L'Indépendant Weekly (founded in 1993)
- Le Journal du Jeudi Weekly
- L'Observateur Paalga Daily with a weekly supplement
- L'Opinion Weekly
- Le Pays Daily (founded in 1991)
- San Finna Weekly (appearing Mondays, since 1999)
- Sidwaya Daily

TV

- Television Nationale du Burkina - State-run
- Canal 3 private

RADIO

Radio Burkina state-run, runs national network and regional services, as well as Entertainment station Canal Arc-en-Ciel

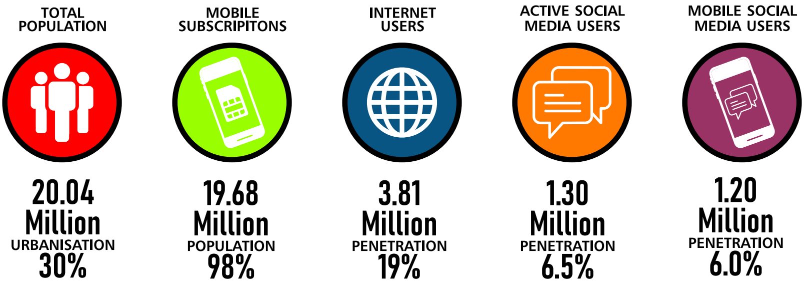
- Radio Pulsar private
- Radio Salankoloto private
- Horizon FM private
- Radio La Voix du Paysan private
- Ouaga FM - private

NEWS AGENCY/WEBSITES

- Agence d'Information du Burkina - official agency
- Burkina 24 - news site

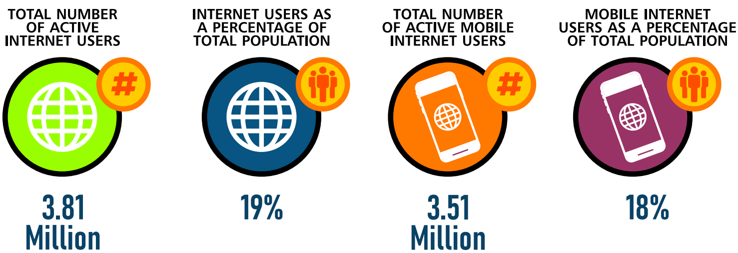
Source: *http://www.bbc.com*

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE IN BURKINA FASO



INTERNET USE: DEVICES PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA AND USE OF INTERNET POWERED MOBILE SERVICES



MARKET 6

Information About

COTE D'IVOIRE

"Unity, Discipline, Works"

Capital **Abidjan**

BACKGROUND

Close ties to France following independence in 1960, the development of cocoa production for export, and foreign investment all made Cote d'Ivoire one of the most prosperous of the West African States but did not protect it from political turmoil. In December 1999, a military coup, the first ever in Cote d'Ivoire's history overthrew the government. Junta leader Robert Guei blatantly rigged elections held in late 2000 and declared himself the winner. Popular protest forced him to step aside and an election brought Laurent Gbagbo into power. Ivorian dissidents and disaffected members of the military launched a failed

Population
27.48 Million

coup attempt in September 2002 that developed into a rebellion and then a civil war. In 2003, a cease-fire resulted in the country being divided with the rebels holding the north, the government the south, and peacekeeping forces a buffer zone between the two.

In March 2007, President Gbagbo and former New Forces rebel leader Guillaume Soro signed an agreement in which Soro joined Gbagbo's government as prime minister and the two agreed to reunite the country by dismantling the buffer Zone, integrating rebel forces into the national armed forces, and holding elections. Difficulties in preparing electoral registers delayed balloting until 2010. In November 2010, Alassane Dramane Ouattara won the presidential election over Gbagbo, but Gbagbo refused to hand over power, resulting in a five-month resumption of violent conflict. In April 2011, after widespread fighting, Gbagbo was formally forced from office by armed Ouattara supporters with the help of the UN and French forces. The UN peacekeeping mission came to an end in June 2017. Ouattara is focused on rebuilding the country's economy and infrastructure while rebuilding the security forces. Gbagbo is in The Hague on trial for crimes against humanity.

DEMOGRAPGHIC PROFILE

Cote d'Ivoire's population is likely to continue growing for the foreseeable future because almost 60% of the populace is younger than 25, the total fertility rate is holding steady at about 3.5 children per woman, and contraceptive use is under 20%. The country will need to improve education, health care, and gender equality in order to turn its large and growing youth cohort into human capital. Even prior to the 2010 unrest that shuttered schools for months, access to education was poor, especially for women. As of 2015, only 53% of men and 33% of women were literate. The lack of educational attainment contributes to Cote d'Ivoire's high rate of unskilled labour, adolescent pregnancy, and HIV/AIDS prevalence.

Following its independence in 1960, Cote d'Ivoire's stability and the blossoming of its labour-intensive cocoa and coffee industries in the southwest made it an attractive destination for migrants from other parts of the country and its neighbours, particularly Burkina Faso. The Houphouet-Boigny administration continued the French colonial policy of encouraging labour immigration by offering liberal land ownership laws. Foreigners from West Africa, Europe (mainly France), and Lebanon composed about 25% of the population by 1998. Ongoing economic decline since the 1980s and the power struggle after Houphouet-Boigny's death in 1993 ushered in the politics of "Ivoirite" institutionalizing an Ivorian identity that further marginalized northern Ivorians and immigrants. The hostile Muslim north-Christian south divide snowballed into a 2002 civil war, pushing tens of thousands of foreign migrants, Liberian refugees, and Ivorians to flee to war-torn Liberia or other regional countries and more than a million people to be internally displaced. Subsequently, violence following the contested 2010 presidential election prompted some 250,000 people to seek refuge in Liberia and other neighbouring countries and again internally displaced as many as a million people. By July 2012, the majority had returned home, but ongoing inter-communal tension and armed conflict continue to force people from their homes.

POLITICAL CONTEXT

Alassane Ouattara has been in power since his predecessor, Laurent Gbagbo, was forcibly removed from office after refusing to accept Mr. Ouattara's internationally recognized victory in the November 2010 presidential election.

In 2015, Mr. Ouattara won a second five-year term with nearly 84% of the vote, in an election described as credible by US observers.

A US-educated economist from the Muslim north, Mr. Ouattara served as President Felix Houphouet-Boigny's last prime minister after a long career at the International Monetary Fund.

ECONOMIC OVERVIEW

GDP growth accelerated to a two-year high in the third quarter of 2019, amid a marked upturn in industrial output. On a less positive note, cooling retail sector activity in Q3 suggested consumer spending moderated in the quarter, likely curbing the acceleration somewhat. Turning to the fourth quarter, available data paints a mixed picture.

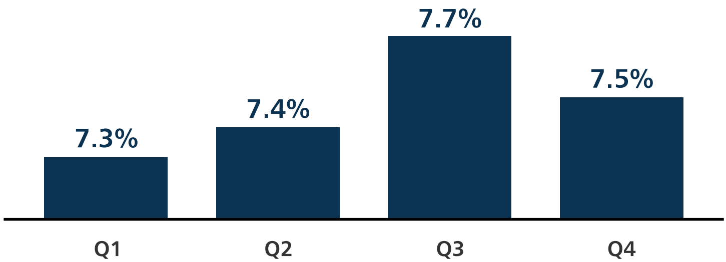
Business confidence weakened in October-November compared to the Q3 average, suggesting private sector activity continued to lose traction in the final quarter. On the other hand, average prices for cocoa, Cote D'Ivoire's largest export commodity, rose in Q4 compared to Q3, boding well for the country's external sector.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical along coast, semiarid in far north; three seasons warm and dry (November to March), hot and dry (March to May), hot and wet (June to October)
Area:	Total: 322,463 sq. km Land: 318,003 sq. km Water: 4,460 sq. km
Natural resources:	Petroleum, Natural gas, Diamonds, Manganese, Iron ore, Cobalt, Bauxite, Copper, Gold, Nickel, Tantalum, Silica Sand, Clay, Cocoa, Beans, Coffee, Palm Oil, Hydropower.
Land use:	Agricultural land: 64.8% (2011 est.) Arable land: 9.1% (2011 est.) Permanent crops: 14.2% (2011 est.) Permanent pasture: 41.5% (2011 est.) Forest: 32.7% (2011 est.) Other: 2.5% (2011 est.)
PEOPLE	
Population:	27,481,086 (2019 est)
2015 census:	24,905,843
Age Structure:	0-14years:38.53%(male 5,311,971/female 5,276,219) 15-24years: 20.36% (male 1,300,453/female 1,318,880) 25-54 years: 34.88% (male 4,866,957/female 4,719,286) 55-64 years: 3.15% (male 193,548/female 211,427) 65 years and over: 2.85% (male 349,822/female 433,385) (2019 est.)
ECONOMY	
GDP (purchasing power parity):	$126.863 billion (2020 est)
GDP - per capita (PPP):	$4,705
GDP (nominal):	$58.203 billion (2020 est)
GDP per capita:	$2,159
GDP - composition by sector:	Agriculture: 20.1% (2017 est.) Industry: 26.6% (2017 est.) Services: 53.3% (2017 est.)
Exports:	**$11.74 billion (2017 est.)**
Imports:	$9.447 billion (2017 est.)
Imports commodities:	Fuel, capital equipment, foodstuffs
Currency (code):	West African CFA franc (XOF)
Time Zone:	UTC+0 (GMT)
Driving side:	Right
ISO 3166 code:	CI
COMMUNICATIONS	
Calling code:	+225
Internet TLD:	.ci
Internet users:	Total: 6,297,676 Percent of population: 26.5% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
https://www.en.wikipedia.org/wiki/ivory-coast

GDP QUARTERLY GROWTH RATE 2019



Source: *http://tradingeconomics.com/ivory-coast/gdp-growth-annual*

The Gross Domestic Product (GDP) in Ivory Coast expanded 7.50% in the fourth quarter of 2019 over the same quarter of the previous year.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	2.1
February	-0.4
March	0.5
April	0.7
May	0.8
June	1.2
July	1.2
August	0.4
September	0.5
October	0.3
November	1.2
December	1.6

Source: *http://tradingeconomics.com/ivory-coast/inflation-cpi*

The annual inflation rate in Ivory Coast rose to 1.6% in December 2019 from 1.2% in the previous month.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
February	593.2
March	590.0
April	595.5
May	590.9
June	581.8
July	586.2
August	590.3
September	597.4
October	594.8
November	594.0
December	591.3
January 2020	591.7

Source: *http://knoema.com/atlas/ Ivory-Coast/topics/Economy/ Short-term-indicators/Exchange-rate*

In January 2020, exchange rate for Côte d'Ivoire was 591.7 XOF franc per US dollars

POPULATION BY REGION

DISTRICTS	POPULATION	AREA (KM2)	AREA(%)
Abidjan	4,707,404	2,119 km²	0.66%
Bas-Sassandra	2,280,548	25,800 km²	8.79%
Comoé	1,203,052	14,173 km²	4.39%
Denguélé	289,779	20,997 km²	6.48%
Goh-Djiboua	1,605,286	17,580 km²	4.87%
Lac	1,258,604	28,500 km²	8.09%
Lagunes	1,478,047	23,280 km²	6.34%
Montagnes	2,371,920	31,050 km²	9.56%
Sassandra-Marahoué	2,293,304	23,940 km²	7.43%
Savanes	1,607,497	40,323 km²	12.47%
Vallee du Bandama	1,440,826	28,518 km²	8.78%
Woroba	845,139	31,088 km²	9.65%
Yamoussoukro	355,573	3,500 km²	0.64%
Zanzan	934,352	38,251 km²	11.85%
Total	**22,671,331**	**322,440**	**100.00%**

Source: *https://www.populationdata.net/pays/cote-divoire/*

RELIGION

RELIGION	NUMBER OF ADEPTS	PERCENTAGE OF TOTAL POPULATION
Agnosticism	1,973,023	8%
Christianity	10,876,287	44%
Islam	9,248,544	38%
Other	49,326	0
Popular Religion	2,515,604	10%
Total	**24,662,784**	**100%**

ETHNIC GROUPS IN COTE D'IVOIRE

Ethnic	Population	Percentage	Language	Religion
Baoulé	4,645,000	19.5%	Baoulé	Christian
Malinké	4 217 000	17.7%	Dioula	Muslim
Senufo	2 129 000	9.9%	Senufo	Ethnic
Dan	1,490,000	6.2%	Dan (Yacouba)	Ethnic
Anyi	1 444 000	6.0%	Anyin	Christian
Mossi	1,361,000	5.7%	Moore	Christian
Bété	730 000	3.0%	Bété	Ethnic
Attié	642,000	2.6%	Attié	Christian
Gouro	580 000	2.4%	Gouro	Ethnic
Fulani	479,000	2.0%	Fulani	Muslim
Guéré du Center	422 000	1.7%	We South	Ethnic
Haoussa	395,000	1.6%	Hausa	Muslim
Kulango	372,000	1.5%	kulango	Ethnic
Malinké Mau	348 000	1.4%	Mahou	Muslim
Akan	346,000	1.4%	Akan	Christian
Dida	336,000	1.4%	Dida	Christian
Lobi	270,000	1,1%	Lobi	Ethnic
Abe, Abbey	268 000	1.1%	Abe	Christian
Wobe	265 000	1.1%	We of the North	Ethnic
Brong	223,000	0.9%	Abron	Ethnic
Soninke Sarakole	185,000	0.7%	Soninke	Muslim
Ebrié	152 000	0.6%	Drunk	Christian
Odienne	147,000	0.6%	Wojenaka	Muslim
Adjoukrou	140 000	0.5%	Adioukrou	Christian
Bissa	127,000	0.5%	Bisa	Ethnic
Worodougou	115,000	0.4%	Worodougou	Muslim
Yoruba	115,000	0.4%	Yoruba	Christian
Nzema	113,000	0.4%	Nzema	Christian
Abbled	93,000	0.3%	Abored	Christian
Abidji	85,000	0.3%	Abidji	Christian
Koyaga	84 000	0.3%	koyaga	Muslim
Nyabwa-Nyedebwa	72,000	0.3%	Nyabwa	Ethnic
Grebo of the Coast	71 000	0.3%	Grebo of the South	Christian
Gagou	70 000	0.3%	Gban	Ethnic
Tura	67,000	0.2%	Toura	Ethnic
Koro, Koro Jula	58,000	0.2%	Koro	Muslim
Lebanese Arabic	55,000	0.2%	Leventine	Arab Muslim
Other	1,015,000	4.2%		
Total	**23,816,000**	**100.0%**		

MONTHLY HOUSEHOLD INCOME

The average monthly per capita income in Ivory Coast is $127, or $1,520 per capita per year.

2016 data	Ivory Coast
Gross monthly income/inhabitant	$127
Gross annual income/inhabitant	$1,520

Source: *World Bank, 2016*

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION
15%

HAS A CREDIT CARD
1.3%

HAS A MOBILE MONEY ACCOUNT
34%

MAKES ONLINE PURCHASES AND/OR PAYS BILLS ONLINE
7.1%

PERCENTAGE OF WOMEN WITH A CREDIT CARD
1.0%

PERCENTAGE OF MEN WITH A CREDIT CARD
1.7%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS
5.3%

PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS
8.7%

MEDIA TRENDS

The media sector is dynamic and growing. Nevertheless, public media still occupy a dominant position through their national broadcasts and public funding. The Ivorian print media is relatively polarized and most of the media adopt editorial lines favourable to one of the country's political camps. The country has many newspapers and magazines.

The audiovisual sector is still largely dominated by the state, although it has opened the airwaves to private broadcasters. During the launch ceremony of Digital Terrestrial Television (TNT) on 08 February 2019 in Abidjan, Ivorian Prime Minister Amadou Gon Coulibaly announced that 95% to 100% of Ivorians will receive TNT in 2020.

The Internet is used by more than one in five Ivorians, especially in urban centres. Online news sources such as Abidjan.net are increasingly consulted and are beginning to compete with the print media in terms of professionalism. On the other hand, media financing is becoming a problem, even though the advertising market is booming.

OOH MEDIA TRENDS

Ivory Coast display consists of several formats; with road display, wall display and LED display. As far as road display is concerned, it follows the formats between 8m2 and 75m2. Several players share the market including JCDecaux, the world leader in signage that has been packing its bags on the banks of the Ebrié lagoon for the past 2 years.

French advertising giant JCDecaux announced that it had won a 20-year contract with the Abidjan Transport Corporation (Sotra) for the supply of street furniture and the advertising operation of transport networks.

Since 2019, the display industry has had a policy aimed at enforcing texts. Indeed, the State in the face of the disturbances observed in the sector decided to cut the grass under the foot of this scourge which was becoming increasingly a danger to public order that represents illegal display in defiance of the laws and laws in force.

A total of 500 billboards are to be destroyed in the 13 municipalities of the District of Abidjan as part of the remediation operation of the area. “This operation involves 500 billboards distributed in the 13 municipalities of the district of Abidjan including the municipalities of Songon, Bingerville and Anyama," said the director of advertising communication, Dosso Mamadou.

The operation, which is expected to last six months, was launched in Port-Bouet, precisely in Anani. It is the logical continuation of a strategy that began with the census of panels installed anarchically without taking into account the legislation, in particular the provisions of the 2016 decree regulating advertising. It is extended to half-destroyed panels that pose risks to people. In fact, the operation to dismantle the billboards is only the pilot phase which, at the end, will have to extend to the whole of the national territory.

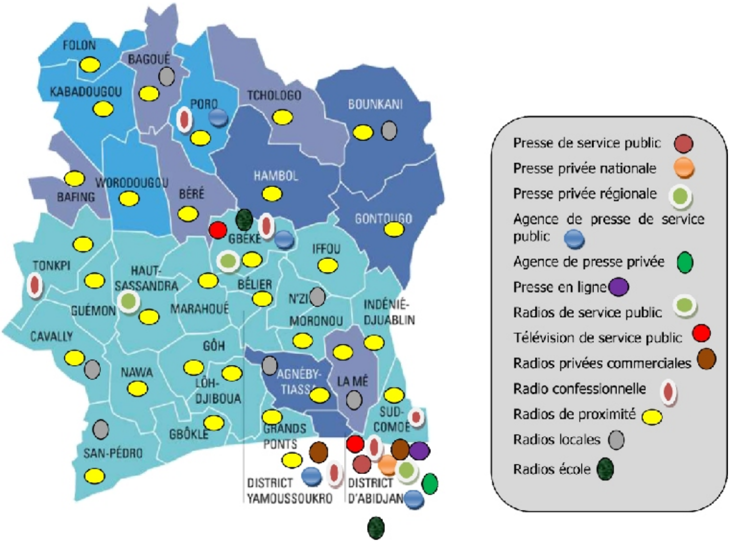
REGULATORY BODIES

As far as regulatory bodies are concerned, the National Press Authority which replaces the National Press Council regulates the written Press. For Television and Radio, the High Authority for Audiovisual Communication is responsible while, the Telecommunications Regulatory Authority in Cote d'Ivoire is responsible for regulating the Internet.

Another State body, the Higher Advertising Council is responsible for regulating the advertising sector, mainly affecting the TV, radio and display media.

TELEVISION	- 1 Public network service * Ivorian Radio & Television (RTI) with a total of 3 stations TV (presently on air including regional station in Bouaké) - 4 privately-owned TV network services upcoming with TNT system - 3 recognized operators Satellite TV stations * Canal + Overseas with 120 + channels * DSTV with 127+ channels - Audience measurement: Geopoll, Kantar, Meadiametrie
RADIO	Over 160 licensed radio stations - 2 Publics stations covering territory and 1 public regional station for Bouake and its area - Over 5 privately-owned stations with commercial purposes - Over 131 radio stations located in specific areas - 16 community stations (religion) - Audience measurement: Geopoll, Kantar, Meadiametrie
PRESS	Over 25 titles - Dailies - Midweek/Weekend - Sports/business - Audience measurement: quarterly sales
MAGAZINES	Over 20 titles - Weeklies & monthlies - News magazines/entertainments - Business/sports - Foreign/international titles - Audience measurement: quarterly sales short out by CNP
OUTDOOR	About 30 registered outdoor firms managing almost 10 000 panels within Cote d'Ivoire Formats range from: - 4*3m Panels - Annual Audience measurement: N/A - Big size - Bridge Panels - Bus Shelters - Digital Screens (LEDs) - Gantries & Unipoles - Illuminated Advertising Towers (IATs) - Scroller LCD Screens - Wall Drapes - Wall/Bus Branding

MEDIA POSITIONING IN COTE D'IVOIRE



Except regional Radio, almost 80% of the media are located in Abidjan.

In the last 2 years, inflation has been observed in media TV and OOH when owners tend to increase their prices due to the audience driven by these and also by the regulations requested by the government. As the number of panels increase and new panels are installed, the price increases by 50% and 33% respectively.

Novelas, one of the top TV channels increased its price due to the number of audiences that jumped in few years ago.

Broadly speaking, print and radio didn't increase so they tend to have stability on their price strategy.

EMERGING TRENDS

One can get the impression that there are more important media than others. But it is not at all. Like all organs of the human body, none could claim to have any superiority over another; each one intended to play a key role in the organization, regardless of its size or location. Likewise, each media has its own characteristics, undeniable assets and are very often used in a kind of interdependence in order to ensure maximum impact on target audiences.

Also, the relevance of a support is assessed in relation to the target that being aimed, the objectives that are being set, and often the very nature of the product or service marketed.
For example, to reach a young audience, social networks (Facebook, Instagram) are the channel par excellence. It won't be the press. On the other hand, to reach stay at home

mothers, women in general, television would be an appropriate channel.

And what media should be used to effectively reach business leaders or adults in socio-economic A/B categories? The written press would be the No. 1 medium coupled with social networks with platforms such as LinkedIn and Twitter. Without forgetting the Radio with morning or evening news.

That said, professionals agree that television is the most powerful medium, the only one combining sound, image and movement.

PENETRATION OF CATEGORIES BY REGION

TELEVISION

The audience for TV, Radio and those who use the internet in Ivory Coast has been revealed by Médiamétrie. According to her, between March 24 and May 20, 2019, more than 9 out of 10 people (91.6%) living in Abidjan and Bouaké watched television during an average day of the week (Monday-Sunday). They spent an average of 3 hours and 48 minutes each day. It appears that over this same period, Ivorian television channels achieved an audience share of 19.8%. In terms of viewers, the TV channel Novelas beats the daily record, just ahead of RTI1 and RTI2.

RADIO

With regard to Radio, more than 8 out of 10 inhabitants of Abidjan and Bouaké (82.9%) listened to the radio for an average listening time of 3 hours and 52 minutes per day and per person during one day medium (Monday-Friday). Al Bayane and Nostalgie remain the 2 most listened stations in Ivory Coast on an average day (Monday-Friday). These 2 radio stations alone have an audience share of more than 30% (31.8%).

INTERNET

Residents of Abidjan and Bouaké were questioned about their individual smartphone usage. About 71% of individuals aged 15 and over have a smartphone while 45.3% of those questioned declared that they had connected to the Internet the day before, i.e. 4.7 points more than in the second half of 2018. As for the uses of social networks, they increased, with 67.4% of individuals declaring that they were registered on at least one social network. Facebook is still in the lead followed by Instagram, Google+ and Twitter.

TOP 10 TELEVION STATIONS IN VARIOUS AUDIENCE GROUPS

FEMALE	
TV Station	Share %
NovelasTV	21%
RTI-1	13%
Nollywood TV	11%
RTI-2	8%
Canal+	7%
TraceTV	6%
TF1	5%
France24	5%
Syfy	5%
Africa24	4%

MALE	
TV Station	Share %
RTI-1	16%
Canal+	10%
RTI-2	9%
France24	7%
Canal+ Sport	6%
Afrique Média	6%
Nollywood TV	6%
NovelasTV	6%
National Geographic	6%
Tf1	6%

15-24 YEARS	
TV Station	Share %
NovelasTV	17%
RTI-1	11%
RTI-2	10%
Canal+	9%
Nollywood TV	8%
TraceTV	7%
National Geographic	6%
France24	5%
Syfy	5%
Afrique Média	4%

25-34 YEARS	
TV Station	Share %
RTI-1	18%
Canal+	9%
RTI-2	9%
NovelasTV	8%
Nollywood TV	8%
France24	6%
TraceTV	5%
National Geographic	5%
Canal+ Sport	5%
Syfy	5%

35 YEARS AND ABOVE	
TV Station	Share %
RTI-1	15%
Canal+	9%
Tf1	9%
Afrique Média	9%
France24	9%
RTI-2	8%
NovelasTV	8%
Nollywood TV	8%
Canal+ Sport	5%
Africa24	4%

TOP 10 TV PROVISION/DEPARTMENT

LAGUNES	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

DENGUÉLÉ	
TV Station	**Share%**
RTI-1	24%
Canal+	18%
Canal+ Sport	16%
RTI-2	5%
TraceTV	5%
Nollywood TV	5%
France24	5%
NovelasTV	5%
Zee Magic	4%
A+ Ivore	3%

ABIDJAN	
TV Station	**Share%**
RTI-1	16%
Canal+	11%
RTI-2	9%
Nollywood TV	9%
NovelasTV	7%
Tf1	7%
National Geographic	6%
France24	6%
TraceTV	5%
SYFY	5%

LACS	
TV Station	**Share%**
RTI-1	21%
Canal+	11%
RTI-2	9%
Canal+ Sport	8%
NovelasTV	7%
Nollywood TV	7%
A+ Ivore	6%
France24	6%
TraceTV	4%
National Geographic	4%

MONTAGNES	
TV Station	**Share%**
NovelasTV	13%
RTI-1	11%
RTI-2	8%
Nollywood TV	8%
France24	7%
National Geographic	6%
TraceTV	6%
Afrique Média	6%
Canal+	6%
Africa24	6%

GÔH-DJIBOUA	
TV Station	**Share%**
Canal+	24%
RTI-1	16%
NovelasTV	16%
Canal+ Sport	11%
Nollywood TV	5%
RTI-2	4%
France24	4%
Africa24	4%
TraceTV	4%
Afrique Média	3%

BAS-SASSANDRA	
TV Station	Share%
RTI-1	15%
RTI-2	13%
Canal+	11%
NovelasTV	9%
France24	8%
Nollywood TV	7%
TRACETV	6%
National Geographic	6%
Canal+ Sport	5%
AFRICA24	5%

COMOÉ	
TV Station	Share%
NovelasTV	26%
Tf1	14%
AFRIQUE MÉDIA	13%
Nollywood TV	10%
Canal+	6%
RTI-1	5%
France24	5%
RTI-2	4%
TRACETV	4%
AFRICA24	3%

SASSANDRA-MARAHOUÉ	
TV Station	Share%
RTI-1	13%
NovelasTV	12%
RTI-2	8%
Canal+	8%
Nollywood TV	7%
TraceTV	7%
France24	6%
National Geographic	6%
Africa24	6%
Canal+ Sport	5%

SAVANES	
TV Station	Share%
RTI-1	23%
NovelasTV	14%
RTI-2	7%
Canal+	7%
Nollywood TV	7%
SYFY	5%
Canal+ Sport	5%
Afrique Média	5%
TraceTV	5%
France24	5%

BANDAMA	
TV Station	Share%
RTI-2	20%
RTI-1	13%
NovelasTV	10%
Canal+	9%
Nollywood TV	9%
National Geographic	9%
TraceTV	8%
SYFY	6%
France24	4%
Africa24	2%

WOROBA	
TV Station	Share%
RTI-1	13%
NovelasTV	12%
RTI-2	10%
TraceTV	7%
Nollywood TV	7%
Canal+	6%
Canal+ Sport	6%
TF1	6%
SYFY	6%
France24	6%

ZANZAN	
TV Station	Share%
RTI-1	37%
RTI-2	10%
NovelasTV	9%
France24	6%
Canal+	6%
TraceTV	5%
Nollywood TV	5%
National Geographic	4%
Canal+ Sport	4%
TV5Monde	4%

YAMOUSSOUKRO	
TV Station	Share%
TraceTV	18%
RTI-1	14%
Canal+	10%
Nollywood TV	10%
Canal+ Sport	9%
NovelasTV	6%
RTI-2	6%
National Geographic	5%
France24	4%
A+ Ivore	4%

***Source**: Geopoll 2019*

TOP 10 RADIO STATIONS IN VARIOUS AUDIENCE GROUPS

FEMALE	
TV Station	Share %
RFI France	17%
Radio Cote D'Ivoire	13%
Radio Nostalgie	11%
Frequence 2	11%
BBC	6%
Radio Al Bayane	6%
Onuci	5%
Hit Radio	4%
Radio Jam	3%
Trace	3%

MALE	
TV Station	Share %
Radio Nostalgie	18%
Radio Cote D'Ivoire	10%
Frequence 2	10%
Radio Al Bayane	7%
Onuci	6%
Trace	6%
Vibe	5%
Radio Espoir	5%
La Voix de l'Espérance	5%
RFI France	5%

15-24 YEARS	
TV Station	Share %
Radio Nostalgie	17%
Radio Cote D'Ivoire	11%
Frequence 2	10%
Onuci	7%
Radio Al Bayane	7%
Hit Radio	6%
Trace	5%
RFI France	5%
Vibe	4%
BBC	4%

25-34 YEARS	
TV Station	Share %
Radio Nostalgie	14%
Radio Cote D'ivoire	13%
Frequence 2	13%
RFI France	11%
Radio Al Bayane	6%
BBC	6%
Vibe	5%
La Voix de l'Espérance	4%
Trace	4%
Onuci	4%

35 YEARS AND ABOVE	
TV Station	Share %
RFI France	22%
Radio Cote D'Ivoire	12%
Radio Nostalgie	10%
Frequence 2	10%
BBC	6%
Radio Al Bayane	5%
Onuci	4%
Radio Espoir	4%
Hit Radio	3%
Trace	3%

TOP 10 RADIO PROVISION/DEPARTMENT

MONTAGNES	
TV Station	Share%
Radio Cote D'ivoire	15%
Frequence 2	10%
Radio Nostalgie	10%
Onuci	7%
Hit Radio	6%
RFI France	5%
Radio Nationale Catholique (RNC)	5%
BBC	5%
Daloa FM	5%
Radio Jam	4%

LAGUNES	
TV Station	Share%
RFI France	30%
Radio Nostalgie	10%
Radio Cote D'ivoire	8%
Frequence 2	8%
BBC	7%
Vibe	6%
Hit Radio	4%
Radio Jam	4%
Trace	4%
Radio Al Bayane	3%

LACS	
TV Station	Share%
Frequence 2	27%
Radio Nostalgie	19%
Radio Cote D'ivoire	18%
RFI France	10%
Onuci	5%
Radio Al Bayane	4%
BBC	3%
Radio Ahua	2%
Trace	2%
Vibe	2%

SASSANDRA-MARAHOUÉ	
TV Station	Share%
Radio Nostalgie	14%
Frequence 2	13%
RFI France	12%
Radio Cote D'ivoire	9%
Daloa FM	9%
Onuci	6%
Radio Al Bayane	6%
Trace	4%
BBC	4%
Radio San Pedro	4%

YAMOUSSOUKRO	
TV Station	**Share%**
Hit Radio	43%
Radio Nostalgie	23%
Frequence 2	8%
Onuci	5%
Radio Cote D'ivoire	3%
Radio Nationale Catholique (RNC)	2%
Radio Espoir	2%
RFI France	2%
Radio Al Bayane	2%
Radio Jam	2%

WOROBA	
TV Station	**Share%**
RFI France	16%
Radio Cote D'ivoire	10%
Frequence 2	9%
Radio Al Bayane	7%
Trace	6%
Radio Nostalgie	6%
Hit Radio	5%
Vibe	5%
La Voix de l'Espérance	5%
BBC	5%

VALLÉE DU BANDAMA	
TV Station	**Share%**
Radio Nostalgie	20%
BBC	14%
Radio Cote D'ivoire	11%
Frequence 2	11%
Radio Al Bayane	10%
RFI France	7%
Radio San Pedro	6%
Onuci	3%
Trace	3%
Radio Espoir	3%

SAVANES	
TV Station	**Share%**
Radio Nostalgie	24%
Onuci	10%
Frequence 2	10%
Radio Cote D'ivoire	8%
RFI France	6%
BBC	5%
Radio Espoir	5%
Radio Nationale Catholique (RNC)	4%
Radio Al Bayane	4%
Alpha Blondy	3%

Source: *Geopoll 2019*

LAGUNES	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

DENGUÉLÉ	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

LAGUNES	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

DENGUÉLÉ	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

LAGUNES	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

DENGUÉLÉ	
TV Station	**Share%**
RTI-1	14%
France24	13%
RTI-2	11%
Afrique Média	8%
Canal+	8%
NovelasTV	7%
Africa24	6%
Nollywood TV	5%
Canal+ Sport	5%
National Geographic	5%

INTERNET USER DEMOGRAPHICS/INSIGHTS

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE IN NIGERIA

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
26.05 Million	34.12 Million	12.20 Million	4.90 Million
URBANISATION 51%	POPULATION 131%	PENETRATION 47%	PENETRATION 19%

DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+2.6%	+5.0%	+9.6% Million	+8.5% Million
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019
+655 THOUSAND	+1.6MILLION	+1.1 MILLION	+383 THOUSAND

INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY

TOTAL NUMBER OF INTERNET USERS ON ANY DEVICE	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	ANNUAL GROWTH IN THE NUMBER OF INTERNET USERS	MOBILE INTERNET REFERENCE SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONE
12.20 Million	47%	+9.6% +1.1 Million	98%

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORM

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

4.90 Million

SOCIAL MEDIA USERS COMPARED TO TOTAL POPULATION

19%

CHANGE IN SOCIAL MEDIA USERS NUMBERS (APR 2019 TO JAN 202)

+8.5%
+383 THOUSAND

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS ACCESSING VIA MOBILE

98%

MOBILE CONNECTION BY TYPE

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)

34.12 Million

MOBILE CONNECTIONS AS PERCENTAGE OF TOTAL POPULATION

131%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID

99%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID

0.5%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)

65%

MARKET 7

Information About

REPUBLIC OF CONGO

"Justice, Peace, Work"

Capital **Brazzaville**

BACKGROUND

The Republic of the Congo (Congo Brazzaville) is a country located in central-western part of sub-Saharan Africa, along the Equator. It is bordered by Gabon to the west, Cameroon and the Central African Republic to the north and Cabinda (Angola) to the southwest. It has a short coast on the Atlantic Ocean.

Population
5.29 Million

POLITICAL CONTEXT

Denis Sassou Nguesso is one of Africa's longest-serving leaders, having first come to power almost four decades ago. He was installed as president by the military in 1979 and lost his position in the country's first multi-party elections in 1992.

He returned to power in 1997 after a brief but bloody civil war in which he was backed by Angolan troops. He gained his latest seven-year term after elections in March 2016.

Constitutional changes to allow him to stand for another term were condemned by the opposition as a constitutional coup. A French-trained paratrooper colonel, Mr Sassou Nguesso is seen as a pragmatist. During his first presidency in 1979-92 he loosened the country's links with the Soviet bloc and gave French, US and other Western companies roles in oil exploration and production.

OVERVIEW OF THE ECONOMY

The economy is a mixture of village agriculture and handicrafts, an industrial sector based largely on petroleum support services, and a government characterized by budget problems and overstaffing. Petroleum extraction has supplanted forestry as the mainstay of the economy 2008, oil sector accounted for 65% of the GDP, 85% of government revenue, and 92% of exports. The country also has large untapped mineral wealth.

In the early 1980s, rapidly rising oil revenues enable the government to finance large scale development projects with GDP growth averaging 5% annually, one of the highest rates in Africa. The government has mortgaged a substantial portion of its petroleum earnings, contributing to a substantial portion of its petroleum earning, contributing to a shortage of the revenue. 12 January 1994 devaluation of Franc Zone currencies by 50% resulted in inflation of 46% in 1994, but inflation has subsided afterwards.

Economic reform efforts continued with the support of international organizations, notably the World Bank in the International Monetary Fund. The reform program came to a halt in June 1997 when civil war erupted. When Sassou Nguesso returned to power at the end of the war in October 1997, he publicly expressed interest in moving forward on economic reforms and privatization and in renewing cooperation with international financial institutions

The current administration presides over an uneasy internal peace and faces difficult economic problems of stimulating recovery and reducing poverty, despite record-high oil prices since 2003. Natural gas and diamonds are also recent major Congolese exports, although Congo was excluded from the Kimberley process in 2004 amid allegations that most of its diamond exports were in fact being smuggled out of the neighboring Democratic Republic of the Congo; it was re-admitted to the group in 2007.

The Republic of the Congo also has large untapped base metal, gold, iron and phosphate deposits. The country is a member of the organization for the Harmonization of business

Law in Africa (OHADA). The Congolese government signed an agreement in 2009 to lease 200,000 hectares of the land to South African farmers to reduce its dependence on imports.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical; rainy season (March to June); dry season (June to October); persistent high temperatures and humidity; particularly enervating climate astride the Equator
Area:	Total: 342,000 sq. km Land: 341,500 sq. km Water: 500 sq. km
Natural resources:	Petroleum, timber, potash, lead, zinc, uranium, copper, phosphates, gold, magnesium, natural gas, hydropower.
Land use:	Agricultural land: 31.1% (2011 est.) Arable land: 1.6% (2011 est.) / permanent crops: 0.2% (2011 est.) / permanent pasture: 29.3% (2011 est.) Forest: 65.6% (2011 est.) Other: 3.3% (2011 est.)
PEOPLE	
Population:	5,293,070 (July 2019 est.)
Age structure:	0-14 years: 41.57% (male 1,110,484/female 1,089,732) 15-24 years: 17.14% (male 454,981/female 452,204) 25-54 years: 33.5% (male 886,743/female 886,312) 55-64 years: 4.59% (male 125,207/female 117,810) 65 years and over: 3.2% (male 75,921/female 93,676) (2020 est.)
Population growth rate:	2.26% (2020 est.)
Urbanization:	67.8% of total population (2020)
Infant mortality rate:	Total: 50.7 deaths/1,000 live births Male: 55.3 deaths/1,000 live births Female: 45.9 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	Total population: 61.3 years Male: 59.9 years Female: 62.7 years (2020 est.)
Total fertility rate:	4.45 children born/woman (2020 est.)
Languages:	French (official), French Lingala and Monokutuba (lingua franca trade languages), many local languages and Dialects (of which Kikongo is the most widespread)
ECONOMY	
GDP (purchasing power parity):	$32.516 billion (2019 est)
GDP - per capita (PPP):	$7,119 (2019 est)
GDP (nominal):	$11.162 billion (2019 est)

GDP per capita:	$2,444
GDP - composition by sector:	Agriculture: 9.3% (2017 est.) Industry: 51% (2017 est.) Services: 39.7% (2017 est.)
Exports:	$4.193 billion (2017 est.)
Imports:	$2.501 billion (2017 est.)
Imports commodities:	Capital equipment, construction materials, foodstuffs
Currency (code):	Central African CFA franc (XAF)
Time Zone:	UTC+1 (WAT)
Driving side:	Right
ISO 3166 code:	CG
COMMUNICATIONS	
Calling code:	+242
Internet TLD:	.cg
Internet users:	Total: 362,000 Percent of population: 7.6% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/congo

ADMINISTRATIVE DIVISIONS

The Republic of the Congo is divided into 12 departments. The departments are divided into communes and districts. These are:

- Bouenza
- Cuvette
- Cuvette Ouest
- Kouilou
- Lekoumou
- Brazzaville
- Likouala
- Niari
- Mayoko
- Plateau
- Pool
- Sangha
- Pointe-Noire

GEOGRAPHY AND CLIMATE

Congo is located in the Central-Western part of sub Saharan equator, along the Equator, lying between latitudes 4°S and 5°S and longitudes 11° and 19°E. To the south and east of it is Democratic republic of Congo. It is also bounded by Gabon to the west, Gabon and the Central African Republic to the north, and Canbinda to the southwest. It has a short coast on the Atlantic Ocean.

The capital, Brazzaville, is located on the Congo River, in the south of the country, immediately across from Kinshasa, the capital of the Democratic Republic of the Congo.

The southwest of the country is a coastal plain for which the primary drainage is the Kouilou-Niari river; the interior of the country consists of a central plateau between two basins to the south and the north. Forests are under increasing exploitation pressure.

Since the country is located on the Equator, the climate is consistent year-round, with the average day temperature a humid 24°C (75°F) and nights generally between 16°C (61°F) and the 21°C (70°F). the average yearly rainfall ranges from 1,100 millimeters (43 in) in the Niari valley in the south to over 2,000 millimeters (79 in) in central parts of the country. The dry season is from June to August, while in the majority of the country the wet season has two rainfall maxima: one in March/May and another in September/November.

In 2007, researchers from WCS studied gorillas in heavily forest regions centered on the Ouesso district of the Sangha. They suggested a population on the order of 125,000 western lowland Gorillas whose isolation from has been largely preserved by inhospitable swamps.

DEMOGRAPHICS

Religion in the republic of the Congo (by Pew research center 2011)

- Protestantism: 51.4%
- Roman Catholicism: 30.1%
- Other Christians: 4.4%
- Other Religions: 14.1%

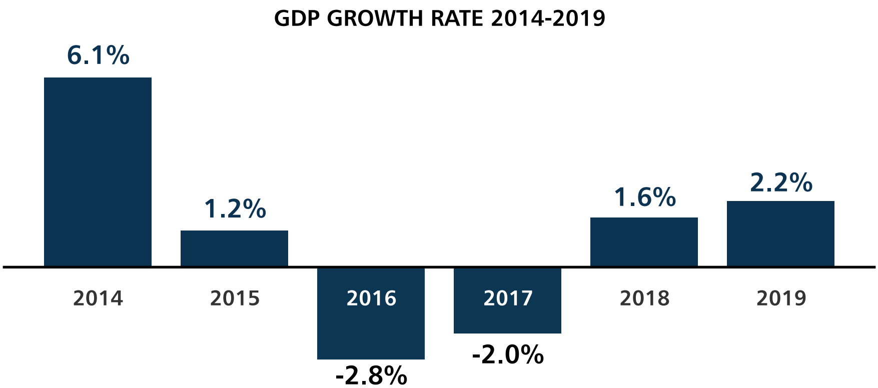
The Republic of the Congo's sparse population is concentrated in the southwestern portion of the country, leaving the vast areas of tropical jungle in the north virtually uninhabited. Thus, Congo is one of the most urbanized countries in Africa, with 70% of its total population living in a few urban areas, namely in Brazzaville, Pointe-Noire or one of the small cities or villages lining the 543-kilometre (332 mi) railway which connects the two cities. In rural areas, industrial and commercial activities have declined rapidly in recent years, leaving rural economies dependent on the government for support and subsistence.

Ethnically and linguistically, the population of the Republic of the Congo is diverse. Ethnologies recognizes 62 spoken languages in the country but can be grouped into three categories. The Kongo are the largest ethnic group and form roughly half of the population. The most significant subgroups of the Kongo are Lari in Brazzaville and pool regions and Vili around Pointe-Noire and along the Atlantic coast. The second largest group are the Teke who live to the Brazzaville with 17% of the population. M'Boshi live in the northwest and in Brazzaville and form 12% of the population. Pygmies make up 2% of Congo's population.

Before the 1997 war, about 9,000 Europeans and other non-Africans lived in Congo, most of whom were French; only a fraction of this number remains. Around 300 Americans expatriates resides in the Congo.

According to CIA World Fact book, the people of the Congo are largely a mix of Catholics (33.1%), Awakening Lutherans (22.3%) and other protestants (19.9%). Followers of Islam make up 1.6% and this is primary due to an influx of foreign workers into the urban centers.

According to a 2012 survey, total fertility rate was 5.1 children born per woman, with 4.5 in urban areas and 6.5 in rural areas.



Source: *http://tradingeconomics.com/republic-of-the-congo/gdp-growth-annual*

The Gross Domestic Product (GDP) in Republic of the Congo expanded 2.20% in 2019 from the previous year.

MONTHLY INFLATION RATE: 2019

MONTH	2019
January	1.9
February	1.7
March	1.4
April	1.2
May	1.1
June	3.3
July	4.6
August	3.8
September	3.6
October	3.6
November	3.6
December	3.9

Source: *http://tradingeconomics.com/republic-of-the-congo/inflation-cpi*

EXCHANGE RATE OF CFA FRANC (XAF) TO USD MONTHLY AVERAG

MONTH	2019
January	1,637.30
February	1,637.00
March	1,639.30
April	1,639.40
May	1,640.60
June	1,644.10
July	1,647.70
August	1,652.30
September	1,653.70
October	1,654.00
November	1,658.80
December	1,669.00

Source: *http://knoema.com/atlas/Congo/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Congo was 1,669 XAF per US dollars

POPULATION BY REGION

Ethnic	Department	Populations
Brazzaville	Brazzaville	1,373,382
Pointe-Noire	Pointe-Noire	715,334
Dolisie	Niari	83,798
Nkayi	Bouenza	71,620
Impfondo	Likouala	33,911
Ouesso	Sangha	28,179
Madingou	Bouenza	25,713
Owando	Cuvette	24,736
Sibiti	Lekoumou	22,951
Loutete	Bouenza	19,212

Source: *http://en.wikipedia.org/wiki/Republic_of_the_Congo*

MEDIA AND MARKET SNAPSHOT

POPULATION - DEMOGRAPHICS		
Country demography (Country / Capital)	5,293,070	
Reach of the media by region / Department		
OVERVIEW OF HOUSEHOLDS / CONSUMERS		
Languages by region:	**Régions/Départements**	**Langues**
	La Likoula	Lingala
	La Sangh	Lingala
	The West Basin	Lingala
	The Central Bowl	Lingala
	Trays	Lingala
	The Pool	Kikongo
	Brazzaville	Lingala, Kikondo
	La Bouenza	Kikondo
	La Lekoumou	Kikondo
	Le Niari	Kikondo
	Le Kouilou	Kikondo
	Black Point	Kikondo, Lingala,
Main purchaser of households by region:	Women	
Leading household income provider by region:	Oil	
Population profile:	Or: 0-14 years: 40.75% 15-64 years: 55.15% 65 and over: 3.1%	
Monthly household Income:	71,500	
Socio-economic profile:		
MEDIA TRENDS		
Regulatory bodies in the country:	Superior Council for Freedom of Communication	
Numbers TV Stations:	23 - Télé Congo (couverture nationale) - DRTV - VOX TV - ESTV - Luxe TV - TPT 1 - Télé Lekana - Télé Nkéni - Télé Owando - Télé Makoua - Télé Fanion	

	- Canal Ouesso - Canal Pokola - Télé Ngombé - TNA - Télé Dol - Télé CN - TCM - Télé Sibiti - Télé Nkayi - Télé Dvouba - Yakala TV - MCR TV
Numbers Radio Stations: -	43 - Radio Congo (Couverture nationale) - Radio Brazzaville - Radio Liberté - Radio Rurale - DRN°1 - Radio Louzolo - Radio MUCODEC - Radio Sion - Radio Magnificat - Radio Evangélque - Radio Sangu Ya Mboté - Ponton Fm - DVSD+ Fm - Radio Lekana - Radio Nkeni - Radio Djambala - Radio Owando - Radio Fanion - Radio Bundji Alima - Radio Proder - Radio Akoua Panda - Radio Mbongo - Radio Béni - Radio Maria - Radio Pokola - Radio Biso Na Biso - Radio Louvakou - Radio C D du Niari - Radio CN - Radio NA - Radio Sibiti - Radio CM - Radio C Mbongui

	- Radio C Mbongui - Radio Colombe - Radio Kéllé - Radio Mbomo - Radio Enyele - Radio Moka - Radio Digitale Impfondo - Radio Mokouka - Radio CK - Radio C Mindouli - Yakala FM	
Number of press releases (Journal) and magazine	6	
OOH media trends	64%	
Global trends in the media area	-	
Country specific trends In the media area	Or: Television: 87% Radio: 71% Press: 25% OOH: 64%	
Emerging trends	Digital: 12%	
New emerging actors		
CATEGORY TRENDS		
Penetration of categories by region	We only record community radios in the regions. The majority of the media is concentrated in Brazzaville and Pointe-Noire, the two major cities in the country.	
INVESTMENTS AND MEDIA FORECASTS		
ATL Investment trends and forecasts in the media		
Review of the current year and forecasts for the next three years		
	Review of the current year	Forecast for the next three years
	Or: Television: 87% Radio: 71% Press: 25% OOH: 64% Digital: 12%	Or: Television: 93% Radio: 71% Press: 25% OOH: 70% Digital :30%

MEDIA OVERVIEW

In 2008, the main media were owned by the government, but much more privately-run forms of media were being created. There is one government-owned television station and about 10 small private television channels.

TELEVISON

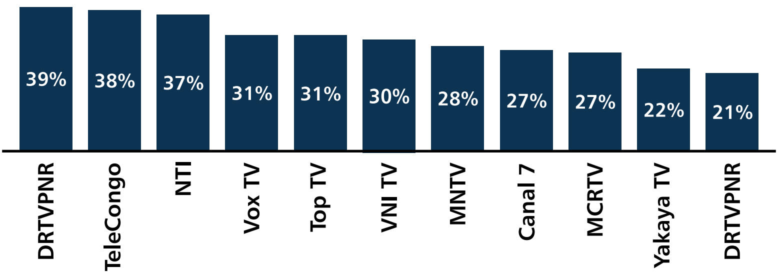
In Congo, there are more than 15 TV channels, the most important are: TV Congo (national channel), DRTV, VOX TV, TOP TV, MNTV, NTI TV, MCRTV, CANAL 7, VINI TV and YAKAYA TV

.

PAY TV

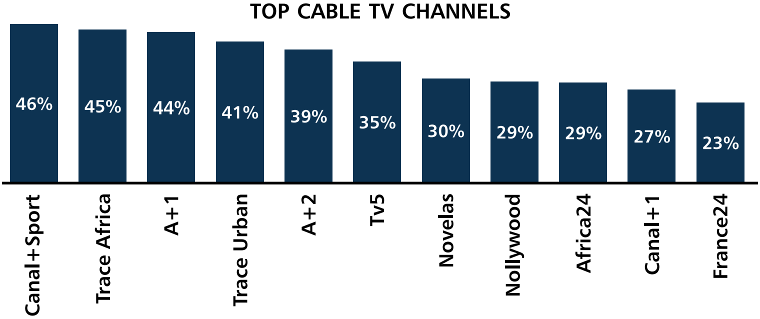
- Offers a variety of international and also national channels
- Canal+ more than 200 channels
- Startimes about 150 channels
- PSTV about 100 channels.

TOP TV CHANNELS



Source: *http://tradingeconomics.com/republic-of-the-congo/gdp-growth-annual*

TOP CABLE TV CHANNELS

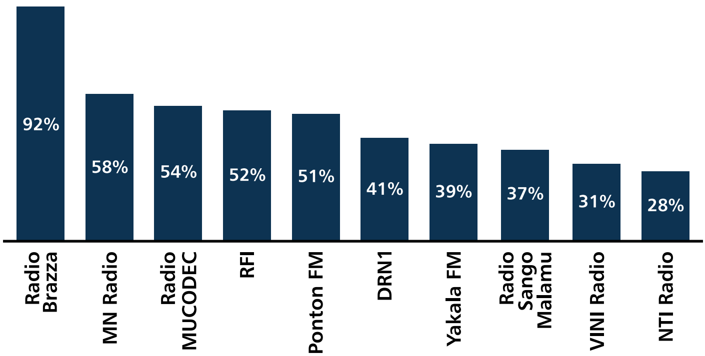


Source: *http://tradingeconomics.com/republic-of-the-congo/gdp-growth-annual*

RADIO

In Congo, there are more than 20 radio stations; the most important are: Radio Congo (National station), DR N °1, MN Radio, Ponton FM, NTI Radio, Yakaya FM, VINI Radio MUCODEC. Radio Brazza is rated higher - 92%.

TOP RADIO STATIONS



Source: *http://www.bbc.com/news/world-africa-13285760*

OOH

The urban display is more used by the advertisers; the majority of the advertisers proceeds to the annual renting. Breweries, telecoms and banks are advertisers who frequently use OOH.

INTERNET

Use of mobile devices to access the web away from home.
20% over wifi network and 78% over phone network (majority youth)

SOCIAL MEDIA

- Facebook remains the most popular social network in Congo.
- Instagram has been steadily growing attracting more and more users across all ages (mostly 16-40).
- Linkedin is showing a steady progress as it manages to capture new professionals. still its use is very specific and entirely different than any other social media.
- Younger ages (13-18) seem to be fans of Snapchat and Whatsapp but unfortunately we have no available data to justify our conclusions.
- Twitter remains at low levels of adoption as it is a social media platform that hasn't been embraced by the masses. It is mainly used for broadcasting by politicians and news portals.

MARKET 8

Information About

REPUBLIC OF GABON

"Union, Work, Justice"

Capital **Libreville**

BACKGROUND

Gabon is a country located in west coast of central Africa, on the Equator. It is bordered by Equatorial Guinea to the northwest, Cameroon to the north, the republic of the Congo to the east and south, and The Gulf of the Guinea to the west. It has a short coast on the Atlantic Ocean.

GEOGRAPHY AND CLIMATE

Gabon is located on the Atlantic coast of central Africa on the equator, between latitudes 3° N and 4° S, and longitudes 8° and 15° E.Gabon generally has an equatorial climate with an extensive system of rainforest covering 85% of the country.

Population

2.23 Million

There are three distinct regions: the coastal plains (ranging between 20 and 300km [10 and 190mi] from the ocean's shore, the mountains (the Cristal Moutains to the northeast of Libreville, the Challiu Massif in the center), and the savanna in the east. The coastal plains form a large section of the World Wildlife Fund's Atlantic Equatorial coastal forests ecoregion and contain patches of Central African mangroves especially on the Muni River estuary on the border with Equatorial Guinea.

Gabon's largest river is the Ogooué, which is 1,200 kilometers (750mi) long. Gabon has three karst areas where there are hundreds of caves located in the doldomite and limestone rocks. Some of the caves include Grotte du Lastoursville, Grotte du Lebamba, Grotte du Bongolo, and Grotte du Kessipougou. Many caves have not been explored yet. A National Geographic Expedition visited the caves in the summer of 2008 to document them.

Gabon is also noted for efforts to preserve the natural environment. In 2002, President Omar Bongo Ondinma designated roughly 10% of the nation's territory to be part of its national park system (with 13 parks in total), one of the largest proportions of nature parkland in the world. The National Agency for National Parks manages Gabon's national park system.

National resources include petroleum, magnesium, iron, gold, uranium, and forests.

POLITICAL CONTEXT

Ali Bongo was sworn in for a second seven-year term in September 2016, after Gabon's constitutional court upheld his narrow victory in a bitterly disputed election. Main rival Jean Ping described the court's decision as a "miscarriage of justice" amid opposition claims of vote fraud.

Mr. Bongo took over from his late father Omar, who ruled Gabon for 41 years until his death in 2009. He pledged to address some of the issues that have fueled anger among the country's 1.8 million people, like youth unemployment and over-reliance on falling oil revenues. But his presidency has been overshadowed by a long-running French investigation into allegations of embezzlement involving the Bongo family's assets.

He narrowly won re-election in 2016 in a poll marred by violence and accusations of fraud, and reportedly suffered a stroke in October 2018 that led to concerns about his ability to carry out his duties.

OVERVIEW OF THE ECONOMY

Gabon enjoys a per capita income four times that of most sub-Saharan African nations, but because of high income inequality, a large proportion of the population remains poor. Gabon relied on timber and manganese exports until oil was discovered offshore in the early 1970's. From 2010 to 2016, oil accounted for approximately 80% of Gabon's exports, 45% of its GDP, and 60% of its state budget revenues.

Gabon faces fluctuating prices for its oil, timber, and manganese exports. A rebound of oil prices from 2001 to 2003 helped growth, but declining production, as some fields passed their peak production, has hampered Gabon from fully realizing potential gains. GDP grew nearly 6% per year over the 2010-14 periods, but slowed significantly in 2015 as oil prices declined. Low oil prices also weakened government revenue and negatively affected the trade and current account balances.

Despite an abundance of natural wealth, poor fiscal management and over-reliance on oil has stifled the economy. Power cuts and water shortages are frequent. Significant cuts in budget expenditures - Gabon's budget has contracted for four years in a row- have not extended to the government priority projects, like a new stadium for the Africa Cup of Nations.

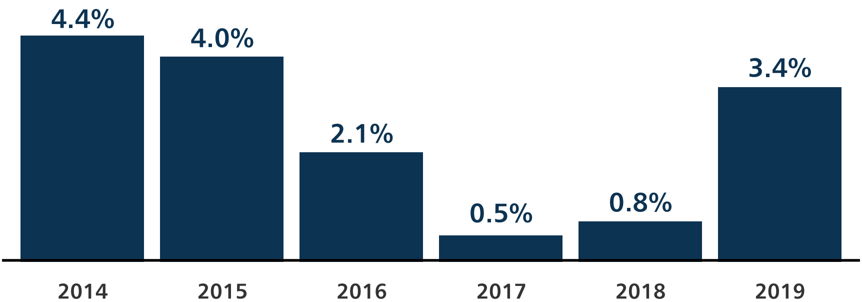
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; always hot, humid
Area:	Total: 267,667 sq km Land: 257,667 sq km Water: 10,000 sq km
Natural resources:	Petroleum, natural gas, diamond, niobium, manganese, uranium, gold, timber, iron ore, hydropower
Land use:	Agricultural land: 19% (2011 est.) Arable land: 1.2% (2011 est.) / permanent crops: 0.6% (2011 est.) / permanent pasture: 17.2% (2011 est.) Forest: 81% (2011 est.) Other: 0% (2011 est.)
PEOPLE	
Population:	2,230,908 (2019 est)
2013 census:	1,221,991
Age structure:	0-14 years: 36.45% (male 413,883/female 399,374) 15-24 years: 21.9% (male 254,749/female 233,770) 25-54 years: 32.48% (male 386,903/female 337,776) 55-64 years: 5.19% (male 58,861/female 56,843) 65 years and over: 3.98% (male 44,368/female 44,381) (2020 est.)
Population growth rate:	2.5% (2020 est.)
Urbanization:	90.1% of total population (2020)
Infant mortality rate:	Total: 30.4 deaths/1,000 live births Male: 33.6 deaths/1,000 live births Female: 27 deaths/1,000 live births (2020 est.)

Life expectancy at birth:	Total population: 69 years Male: 67.3 years Female: 70.8 years (2020 est.)
Total fertility rate:	3.41 children born/woman (2020 est.)
Languages:	French (official), Fang, Myene, Nzebi, Bapounou/Eschira, Bandjabi
ECONOMY	
GDP (purchasing power parity):	$38.280 billion (2018 est.)
GDP - per capita (PPP):	$18,647
GDP Total (nominal):	$17, 212billion (2018 est.)
GDP per capita:	$8,384
GDP - composition by sector:	Agriculture: 5% (2017 est.) Industry: 44.7% (2017 est.) Services: 50.4% (2017 est.)
Exports:	$5.564 billion (2017 est.)
Imports:	$2.829 billion (2017 est.)
Imports commodities:	Machinery and equipment, foodstuffs, chemicals, construction materials
Currency (code):	Central African CFA franc (XAF)
Time Zone:	UTC+1 (WAT)
Driving side:	Right
ISO 3166 code:	GA
COMMUNICATIONS	
Calling code:	+241
Internet TLD:	.ga
Internet users:	Total: 835,408 Percent of population: 48.1% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
https://www.en.wikipedia.org/wiki/Gabon

YEARLY GDP GROWTH RATE



Source: *http://tradingeconomics.com/gabon/gdp-growth-annual*

The Gross Domestic Product (GDP) in Gabon expanded 3.40% in 2019 from the previous year.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	5.85
February	4.20
March	4.20
April	3.00
May	1.90
June	1.10
July	1.00
August	1.00
September	0.90
October	0.50
November	0.20
December	1.00

Source: *http://tradingeconomics.com/gabon/inflation-cpi*

The inflation rate in Gabon was recorded at 1.0% in December of 2019.

EXCHANGE RATE OF CFA FRANC ((XAF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.3

Source: *http://knoema.com/atlas/Gabon/Economy/Short-term -indicators/Exchange-rate*

In December 2019, exchange rate for Gabon was 590.3 XAF per US dollars.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population (census) 1993	Population (census) 2003	Population (census) 2013
Estuaire	Libreville	20,740	463,187	662,028	895,689
Haut-Ogooué	Franceville	36,547	104,301	228,471	250,799
Moyen-Ogooué	Lambaréné	18,535	42,316	60,990	69,287
Ngounié	Mouila	37,750	77,781	101,415	100,838
Nyanga	Tchibanga	21,285	39,430	50,297	52,854
Ogooué-Ivindo	Makokou	46,075	48,862	64,163	63,293
Ogooué-Lolo	Koulamoutou	25,380	43,915	64,534	65,771
Ogooué-Maritime	Port-Gentil	22,890	97,913	128,774	157,562
Woleu-Ntem	Oyem	38,465	97,271	157,013	154,986
Gabon	Libreville	267,667	1,014,976	1,517,685	1,811,079

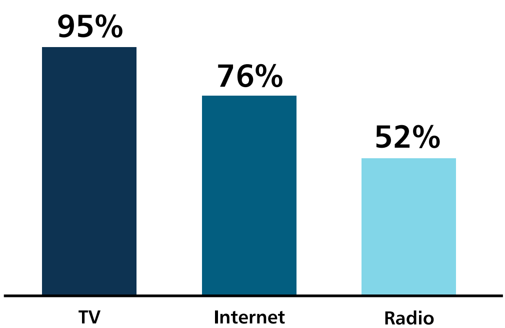
Source: *http://www.citypopulation.de/Gabon-Cities.html*

MEDIA TRENDS

State owns and operate 2 TV stations and 2 radio broadcast stations; a few private radio and TV stations; transmission of at least 2 international broadcasters are accessible; satellite services subscriptions are available.

The country's regulator
Gabon's media regulator is the National Communications Council (CNC).

PENETRATION OF MEDIA



Source: https://www.internetworldstats.com

TELEVISON

In Gabon, there are: Gabon TV, Teleafrica, TV+, RTN, Gabon24, Kanal7, Canal Delta, TVS, Media Plus, Nour TV, etc.
Canal+ offers a variety of international and also national channels.

RADIO

The radio stations are: Gabon 24, Gabon First, SAT CON, TNT Africa, Urban FM, Satelis, Techno SAT Gabon, La Voix de la cité, Radio Gabon, Frequency Espoir, Radio Gabon 2, Radio Emergence Espoir, Radio Frequency Protestant, Radio Gabon2, Nostalgia, Radio Ubunu, BBC Africa, Radio Nour FM, Radio Bonne Nouvelle, Radio Schekina, Radio Ocean, Radio Generation Nouvelle, Radio It is written, Hit Radio, Radio Sainte Marie, Vatican Radio, Radio Television Nazareth, Radio Unité, Radio Bethel, Medi 1 Radio, Black FM, Radio Mandarine, Radui Obaka FM, Jet7 Community Radio, RFI Africa, Eben Radio, Top FM, VOA Africa, Radio Campus

PRESS

The newspaper and magazines are: AFP, Africa Review, AGP, Economie Gabon, Gabon Infos, Gabon Review, Gabonews, Union, Tendances, Zoom.

OOH

The urban display is mostly used by the advertisers; the majority of the advertisers proceed to the annual renting. Breweries, telecoms and banks are advertisers who frequently use OOH

INTERNET

Total: 835,408

Percent of population: 48.1%

Country comparison to the world: 161

SOCIAL MEDIA

Whatsapp & Facebook are the most used social media platforms in Gabon.

MARKET 9

Information About

MALI

"One people, One goal, One faith"

Capital **Bamako**

BACKGROUND

The Sudanese Republic and Senegal became independent of France in 1960 as the Mali Federation. When Senegal withdrew after only a few months, what formerly made up the Sudanese Republic was renamed Mali. Rule by dictatorship was brought to a close in 1991 by a military coup that ushered in a period of democratic rule. President Alpha Konare won Mali's first two democratic presidential elections in 1992 and 1997. In keeping with Mali's two-term constitutional limit, he stepped down in 2002 and was succeeded by Amadou Toumani TOURE, who was elected to a second term in a 2007 election that was

Population
19.55 Million

widely judged to be free and fair. Malian returnees from Libya in 2011 exacerbated tensions in northern Mali, and Tuareg ethnic militias rebelled in January 2012. Low and mid-level soldiers, frustrated with the poor handling of the rebellion, overthrew TOURE on 22 March. Intensive mediation efforts led by the Economic Community of West African State (ECOWAS) returned power to a civilian administration in April with the appointment of interim President Dioncounda Traore. The post-coup chaos led to rebels expelling the Malian military from the country's three northern regions and allowed Islamic militants to set up strongholds. Hundreds of thousands of northern Malians fled the violence to southern Mali and neighboring countries, exacerbating regional food shortages in host communities. An international military intervention to retake the three northern regions began in January 2013 and within a month most of the north had been retaken. In a democratic presidential election conducted in July and August of 2013, Ibrahim Boubacar KEITA was elected president. The Malian Government and Northern armed groups signed an internationally-mediated peace accord in June 2015.

POLITICAL OVERVIEW

Ibrahim Boubacar Keita took office in September 2013, promising to help unify the country after a rebellion, a coup and an Islamic insurgency. He won the first election held since mutinous soldiers overthrew long-time President Amadou Toumani Toure early in 2012.

The son of a civil servant, Keita was born in 1945 in the southern industrial city of Koutiala, the declining heartland of cotton production in the country. He served as prime minister from 1994 to 2000 and as Speaker of the National Assembly from 2002 to 2007. He was re-elected president of Mali for a second term in August 2018.

ECONOMIC OVERVIEW

Among the 25 poorest countries in the world, landlocked Mali depends on gold mining and agricultural exports for revenue. The country's fiscal status fluctuates with gold and agricultural commodity prices and harvest; cotton and gold exports make up around 80% of exports earnings. Mali remains dependent on foreign aid.

Economic activity is largely confined to the riverine area irrigated by the Niger River; about 65% of Mali's land area is desert or semi desert. About 10% of the population is nomadic and about 80% of the labor force is engaged in farming and fishing. Industrial activity is concentrated on processing farm commodities. The government subsidizes the production of cereals to decrease the country's dependence on imported foodstuffs and to reduce its vulnerability to food price shocks.

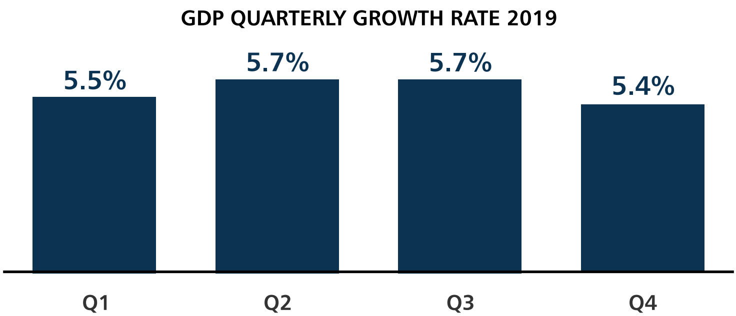
Mali is developing its iron ore extraction industry to diversify foreign exchange earnings away from gold, but the pace will depend on global price trends. Although the political coup in 2012 slowed Mali's growth, the economy has since bounced back, with GDP growth above 5% in 2014-17, although insecurity, high growth, corruption, weak infrastructure, and low levels of human capital continue to constrain economic development. Higher rainfall helped to boost cotton output in 2017, and the country's 2017 budget increased spending more than 10%, much of which was devoted to infrastructure and agriculture. Corruption and political turmoil are strong downside risks in 2018 and beyond.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical; always hot, humid
Area:	Total: 1,240,192 sq km Land: 1,220,190 sq km Water: 20,002 sq km
Natural resources:	Gold, phosphates, kaolin, salt, limestone, uranium, gypsum, granite, hydropower, note, bauxite, iron ore, manganese, tin, and copper deposits are known but not exploited
Land use:	Agricultural land: 34.1% (2011 est.) Arable land: 5.6% (2011 est.) / permanent crops: 0.1% (2011 est.) / permanent pasture: 28.4% (2011 est.) Forest: 10.2% (2011 est.) Other: 55.7% (2011 est.)
PEOPLE	
Population:	19,553,397 (July 2020 est.)
2009 census:	9,810,912
Age Structure:	0-14 years: 47.69% (male 4,689,121/female 4,636,685) 15-24 years: 19% (male 1,768,772/female 1,945,582) 25-54 years: 26.61% (male 2,395,566/female 2,806,830) 55-64 years: 3.68% (male 367,710/female 352,170) 65 years and over: 3.02% (male 293,560/female 297,401) (2020 est.)
Population growth rate:	2.95% (2020 est.)
Urbanization:	43.9% of total population (2020)
Infant Mortality rate:	Total: 64 deaths/1,000 live births Male: 69.6 deaths/1,000 live births Female: 58.3 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	Total population: 61.6 years Male: 59.4 years Female: 63.9 years (2020 est.)
Total fertility rate:	5.72 children born/woman (2020 est.)
Languages:	French (official), Bambara 46.3%, Peuhl/Foulfoulbe 9.4%, Dogon 7.2%, Maraka/Soninke 6.4%, Malinke 5.6%, Sonrhai/Djerma 5.6%, Minianka 4.3%, Tamacheq 3.5%, Senoufo 2.6%, Bobo 2.1%, unspecified 0.7%, other 6.3% (2009 est.)

Religion:	Muslim 93.9%, Christian 2.8%, Animist .7%, none 2.5% (2018 est.)
ECONOMY	
GDP (purchasing power parity):	$44.329 billion (2018 est)
GDP - per capita (PPP):	$2,271
GDP (nominal):	$17, 407 billion (2018 est)
GDP per capita:	$891
GDP - composition by sector:	Agriculture: 41.8% (2017 est.) Industry: 18.1% (2017 est.) Services: 40.5% (2017 est.)
Exports:	$3.06 billion (2017 est.)
Imports:	$3.644 billion (2017 est.)
Imports commodities:	Petroleum, machinery and equipment, construction materials, foodstuffs, textiles
Currency (code):	West African CFA franc (XOF)
Time Zone:	UTUTC (GMT)
Driving side:	Right
Calling code:	+233
ISO 3166 code:	ML
Internet TLD	.ml
COMMUNICATIONS	
Internet users:	Total: 1,940,978 Percent of population: 11.1% (July 2016 est.)

Source: *http://tradingeconomics.com/mali/gdp-growth-annual*



Source: *http://tradingeconomics.com/mali/gdp-growth-annual*

The Gross Domestic Product (GDP) in Mali expanded to 5.40% in the fourth quarter of 2019 over the same quarter of the previous year.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	-0.1%
February	-0.6%
March	-1.0%
April	-1.5%
May	-3.0%
June	-1.4%
July	-0.9%
August	-2.1%
September	-2.2%
October	-3.6%
November	-4.1%
December	-3.3%

Source: *http://tradingeconomics.com/mali/inflation-cpi*

The inflation rate in Mali was recorded at -3.3% in December of 2019.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *Source: http://knoema.com/atlas/mali/topics/Economy /Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Mali was 590.2 XOF per US dollars.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population (census) 1976	(census) 1987	(census) 1998	(census) 2009
Bamako	Bamako	252	419,239	658,275	1,016,296	1,810,366
Gao	Gao	170,572	345,449	347,473	394,594	542,304
Kayes	Kayes	119,743	872,750	1,067,007	1,374,316	1,993,615
Kidal	Kidal	151,430	25,454	33,249	42,386	67,739
Koulikoro	Koulikoro	95,848	932,237	1,197,968	1,570,507	2,422,108
Mopti	Mopti	79,017	1,129,041	1,282,617	1,478,505	2,036,209
Ségou	Ségou	64,821	1,082,224	1,339,631	1,675,358	2,338,349
Sikasso	Sikasso	70,280	1,098,068	1,310,810	1,782,157	2,643,179
Tombouctou	Tombouctou	496,611	490,456	459,318	476,793	674,793
Mali	**Bamako**	**1,248,574**	**6,394,918**	**7,696,348**	**9,810,912**	**14,528,662**

Source: *http://www.citypopulation.de/Mali-Cities.html*

MONTHLY HOUSEHOLD INCOME

The average monthly per capita income in Mali is $64, or $770 per capita per year.

2016 Data	Mali
Gross monthly income/inhabitant	**$64**
Gross annual income/inhabitant	**$770**

Source: *World Bank*

MEDIA TRENDS

Mali's broadcast and print media were long hailed as being among the freest in Africa. But a serious deterioration set in following a March 2012 military coup and a months-long rebellion and Islamic insurgency in the north. The collapse of state control in the north led to a" trial of strength" between local media and Islamists, says Reporters without Borders.

The rebels banned Western music on radio and demanded that programming feature Koranic recitations. Journalists fled the area. Many radio stations and newspapers were forced to close, or were attacked and vandalized by rebels. Some of these outlets resumed operation in 2013 as relative stability returned.

TELEVISION

The Mali Television Broadcasting Authority (ORTM) operates a national public television channel: ORTM Télévision national. February 2007, this channel can also be received in Europe via the Eutelsat W3A satellite, positioned at 7 degrees east.

TV5 Monde is broadcasted by satellite and in hertzien almost everywhere. It is relatively accessible with a simple antenna.

A new channel is broadcast from Bamako; "Africable, the chain of the continent". Two Malian companies offer a variety of MMDS channels, with access to specialty channels (sports, children, news, movies, etc.) vis monthly subscriptions.

There is also the possibility of subscribing to Canalsat Horizon for a direct satellite reception (RDS different from MMDS) in order to watch a large number of channels from both Africa and Europe with certain channels in English or Arabic.

RADIO
Radio is Mali's most popular medium. The Media Foundation for West Africa said in 2012 that 369 private stations were on air.

PRESS
Mali knows several newspapers daily or weekly. Their circulation is limited because of illiteracy of large part of the population, the cost but also a lack of habit, Mali being a country of oral tradition. Newspaper circulation is low and mainly confined to newsstands in Bamako.

Media	Coverage		Genre	Ownership
	National	Regional		
TELEVISION				
ORTM	●		General	Government
Africable	●		General	Private
RADIO				
ORTM (La Radio Nationale)	●		General	Government
La Chaine II	●		General	Government
Kledu	●		Entertainment	Private
K2 FM	●		Entertainment	Private
Bamakan	●		Entertainment	Private
Liberte	●		Entertainment	Private
Djekafo	●		Entertainment	Private
Patriote	●		Entertainment	Private

Source: *BBC, Own files*

Media	Coverage		Frequency of Publication	Ownership	Print Runs
	National	Regional			
NEWSPAPER					
L'Essor	●		Daily	Government	5,000
Soir de Bamako	●		Weekly	Private	5,000
L'Independent	●		Daily	Private	2,000
Les Echos	●		Daily	Private	2,000
Le Republicain	●		Daily	Private	2,000
Info Matin	●		Daily	Private	1,000
Bamako Hebdo	●		weekly	Private	1,000
Kabako	●		Weekly	Private	1,000
MAGAZINES					
Dourouni		●	Monthly	Private	5,000-10,000
Match		●	Semi-monthly	Private	1,000
Xibaare (Sonike)		●	Monthly	Government	NA
Kibaaru (Bambara)		●	Monthly	Government	NA

Source: *BBC, Own files*

MARKET 10

Information About

NIGER

"Fraternity, Work, Progress"

Capital **Niamey**

BACKGROUND

Niger became independent from France in 1960 and experienced single-party and military rule until 1991, when Gen. Ali Saibou was forced by public pressure to allow multiparty elections, which resulted in a democratic government in 1993. Political infighting brought the government to a standstill and in 1996 led to a coup by Col. Ibrahim Bare. In 1999, Bare was killed in a counter coup by military officers who restored democratic rule and held election that brought Mahmadou Tandja to power in December of that year. Tandja was reelected in 2004 and 2009 spearheaded a constitutional amendment allowing

Population
22.77 Million

him to extend his term as president. In February 2010, military officers led a coup that deposed TANDJA and suspended the constitution.

Issoufou Mahamadou was elected in April 2011 following the coup and reelected to a second term in early 2016. Niger is one of the poorest countries in the world with minimal government services and insufficient funds to develop its resource base.

The largely agrarian and subsistence-based economy is frequently disrupted by extended droughts common to the Sahel region of Africa. A Tuareg rebellion emerged in 2007 and ended 2009. Niger is facing increased security concerns on its border from various external threats including insecurity in Libya, spillover from the conflict in Mali, and violent extremism in northern-eastern Nigeria.

POLITICAL CONTEXT

Veteran opposition leader Mahamadou Issoufou became president in March 2011 polls that ended a year-long military junta. The election was aimed at returning democracy after former president Mamadou Tandja was ousted by the army in February 2010 following a decade in power.

The military junta that overthrew him vowed to usher in a civilian government, and none of its members ran in the election. Mr Issoufou gained another term in a run-off election in March 2016 that was boycotted by supporters of his opponent, Hama Amadou, who had been jailed.

OVERVIEW OF THE ECONOMY

MACROECONOMIC PERFORMANCE

Real GDP growth was an estimated 5.2% in 2018, up from 4.9% in 2017, reflecting stronger performance of the agricultural sector. On the demand side, final consumption grew by 4.5% in 2018, and investment, by 11.7% (compared with 2.4% in 2017). The GDP structure remains relatively stable, with agriculture dominating (43.4% of GDP in 2018), followed by services (35%), and industry (14.9%). Despite public finance consolidation, the fiscal deficit stood at an estimated 5.9% of GDP in 2018. Consumer price index inflation was an estimated 4.2% in 2018, reflecting an expansion in credit and money supply in the context of a contraction in net foreign assets.

The economic outlook is favorable, with real GDP growth projected at 5.3% in 2019 and 5.7% in 2020. Economic activity should continue to benefit from strong performance in the agricultural sector, underpinned by the expansion of irrigated land and the development of mini-dams. The 2017-2020 Economic and Social Development Plan provides for numerous infrastructure projects, notably the Cotonu-Niamey-Ouagadougou-Abidjan rail loop, a pipeline for exporting crude oil, the Salkadamna power project, and the Kandadji combined hydro and irrigation dam.

Recovery in Nigeria should also be profitable for Niger. The effectiveness of these prospects is also subject to risks related to climate shocks, a decline in the export price of crude oil, possible delays in the pipeline construction project, and the terrorist threat in the Sahel.

TAILWINDS AND HEADWINDS

Agriculture remains a priority in the country's strategy to strengthen and accelerate economic growth. The implementation of the five-year action plan under the 3N initiative "Nigeriens feeding Nigeriens" is ongoing, with encouraging results in terms of improved water resources management and increased productivity and value added for agro-sylvo-pastoral and fisheries production. The country has also undertaken numerous reforms aimed at improving the business environment and gained 26 places in four years on the World Bank's Doing Business ranking. Despite the encouraging economic performance, poverty remains high (42.2% of the population in 2017), and access to basic services (health and education) is a major challenge.

KEY FACTS

GEOGRAPHY	
Climate:	Desert; mostly hot, dry, dusty; tropical in extreme south
Area:	Total: 1.267 million sq km Land: 1,266,700 sq km Water: 300 sq km
Natural resources:	Uranium, coal, iron ore, tin, phosphates, gold, molybdenum, gypsum, salt, petroleum
Land use:	Agricultural land: 35.1% (2011 est.) Forest: 1% (2011 est.) Others: 63.9% (2011 est.)
PEOPLE	
Population:	22,772,361 (20119 est.) Country comparison to the world: 58
Age structure:	0-14 years: 50.58% (male 5,805,102/female 5,713,815) 15-24 years: 19.99% (male 2,246,670/female 2,306,285 25-54 years: 23.57% (male 2,582,123/female 2,784,464) 55-64 years: 3.17% (male 357,832/female 364,774) 65 years and over: 2.68% (male 293,430/female 317,866) (2019 est.)
Population growth rate:	3.66% (2019 est.) Country comparison to the world: 2
Urbanization:	Urban population: 16.6% of total population (2019) Rate of urbanization: 4.27% annual rate of change (2015-19 est.
Infant mortality rate:	Total: 67.7 deaths/1,000 live births Male: 72 deaths/1,000 live births Female: 63.3 deaths/1,000 live births (2019 est.) Country comparison to the world: 6

Life expectancy at birth:	Total population: 59.3 years Male: 57.8 years Female: 60.8 years (2019 est.) Country comparison to the world: 219
Total fertility rate:	7 children born/woman (2019 est.) Country comparison to the world: 1
Ethnic groups:	Hausa 53.1%, Zarma/Songhai 21.2%, Tuareg 11%, Fulani (Peuhl) 6.5%, Kanuri 5.9%, Gurma 0.8%, Arab 0.4%, Tubu 0.4%, other/unavailable 0.9% (2006 est.)
Religions:	Muslim 99.3%, Christian 0.3%, animist 0.2%, none 0.1% (2012 est.)
Languages:	French (official), Hausa, Djerma
ECONOMY	
Population:	GDP (purchasing power parity): $23.475 billion (2018 est.)
GDP - per capita (PPP):	$1,213 (2018 est.)
GDP real growth rate:	4.9% (2017 est.)
GDP - composition by sector:	Agriculture: 41.6% (2017 est.) Industry: 19.5% (2017 est.) Services: 38.7% (2017 est.)
Exports:	$4.143 billion (2017 est.)
Imports:	$1.829 billion (2017 est.)
Export partners:	France 30.2%, Thailand 18.3%, Malaysia 9.9%, Nigeria 8.3%, Mali 5%, Switzerland 4.9% (2017)
Exports commodities:	Uranium ore, livestock, cowpeas, onions
Imports commodities:	Foodstuffs, machinery, vehicles and parts, petroleum, cereals
Currency (code):	West African CFA franc (XOF
COMMUNICATIONS:	
Internet users:	Total: 805,702 Percent of population: 4.3% (July 2016 est.) Country comparison to the world: 138
Mobile phones:	Total subscriptions: 8,778,884 Subscriptions per 100 inhabitants: 46 (2017 est.) Country comparison to the world: 91

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Niger

REGULATORY BODIES

The regulatory Authority for Telecommunications and Post (ARTP) was created by Ordinance 99-044 of October 26, 1999, amended by Law 2005-31 of December 1, 2005, amended and supplemented by Ordinance 2010- 83 of December 16, 2010, it has been modified by the law N 2012-70 of December 31, 2012. She is a person who has the moral of the public right, financial autonomy and management.

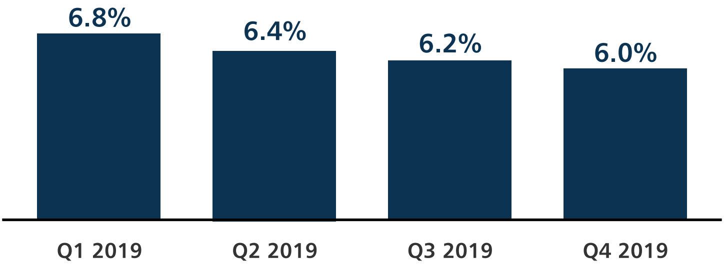
It is attached to the Prime Minister's Office and its decisions are of an administrative nature and subject to judicial review.

It is responsible for regulating the activities carried out in the territory of Niger in the water, energy, postal, telecommunications and transport sectors.

The regulatory Authority for Telecommunications and Post Office (ARTP) is the investor of the following missions:

- Ensure the application of law and laws in objective, transparent and non-discriminatory conditions.
- Protect the interests of users and operators subject to the same obligations and the same fields.
- Implement the consultation mechanisms of users and operators provided for by laws and regulations.

GDP QUARTERLY GROWTH RATE 2019



Source: *http://www.tradingeconomics.com/niger/gdp-growth-annual*

The Gross Domestic Product (GDP) in Niger expanded to 6 percent in the fourth quarter of 2019 over the same quarter of the previous year.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	4.3%
February	-1.7%
March	-0.7%
April	-1.7%
May	-2.8%
June	-3.5%
July	-3.7%
August	-3.5%
September	-3.6 %
October	-2.8%
November	1.9%
December	-1.8%

Source: *https://tradingeconomics.com/niger/inflation-cpi*

The inflation rate in Niger was recorded at -1.80% in November of 2019

EXCHANGE RATE OF CFA FRANC(XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *Source: http://knoema.com/atlas/Niger/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Niger was 590.2 XOF per US dollars.

POPULATION BY REGION

Region	Capital	Area	Population				
		Sq. Km	(census) 1977	(census) 1988	(census) 2001	(census) 2012	(Projection) 2019
Agadez	Agadez	634,209	124,985	208,828	321,639	487,620	605,600
Diffa	Diffa	140,216	167,382	189,091	346,595	593,821	738,000
Dosso	Dosso	31,002	693,207	1,018,895	1,505,864	2,037,713	2,652,500
Maradi	Maradi	38,581	949,747	1,389,433	2,235,570	3,402,094	4,530,100
Niamey	Niamey	670	242,973	397,437	725,030	1,026,848	1,283,900
Tahoua	Tahoua	106,677	993,615	1,308,598	1,972,907	3,328,365	4,284,400
Tillabéri	Tillabéri	89,623	928,849	1,328,283	1,872,436	2,722,482	3,543,900
Zinder	Zinder	145,430	1,002,222	1,411,061	2,080,250	3,539,764	4,676,200
Niger	Niamey	1,186,408	5,102,990	7,251,626	11,060,291	17,138,707	22,314,700

Source: *http://www.citypopulation.de/en/niger/cities/*

MEDIA OVERVIEW

The state controls much of the nation's broadcasting, though private radio stations have proliferated. Radio is a key news source. Literacy level is low. There is a government-run daily, as well as a handful of private titles.

Most media outlets struggle to survive financially, says Reporters Without Borders (RSF). Journalists face difficulties, including occasional police violence and detention or prosecution over critical reporting, says US-based Freedom House. In 2018, private media outlets protested against new taxes which they said were being used as a means of intimidation.

BBC World Service broadcasts in the capital (100.4 FM). There are also FM relays of Radio France Internationale (RFI) and Voice of America (VOA). There were 2.3 million internet users by June 2019, around 10% of the population (InternetWorldStats.com). Of these, 480,000 are active social media users (We Are Social, January 2019).

Facebook is the most used social network. Access to social media was blocked for three days during the 2016 presidential election.

PRESS

- Le Sahel - state-run daily
- Niger Express - news website
- Journal du Niger - news website
- Tamtam Info - news website
- ActuNiger - news website
- Niamey et les 2 Jours - news website

TELEVISION

- Tele-Sahel - state-run
- Dounia TV - private (Niamey)
- Tenere TV - private (Niamey)

RADIO

- La Voix du Sahel - state-run, sole national station; broadcasts in French, Arabic, Hausa and vernacular languages
- Radio Saraounia - private
- Anfani FM - private
- R&M (Radio et Musique) - private
- Tenere FM - private

MARKET 11

Information About

SENEGAL

"One People, One Goal, One Faith"

Capital **Dakar**

BACKGROUND

The French colonies of Senegal and French Sudan were merged in 1959 and granted independence in 1960 as the Mali Federation. The union broke up after only a few months. Senegal joined with The Gambia to form the nominal confederation of Senegambia in 1982. The envisaged integration of the two countries was never implemented, and the union was dissolved in 1989. The Movement of Democratic Forces in the Casamance has led a low-level separatist insurgency in southern Senegal since the 1980s. Senegal remains one of the most stable democracies in Africa and has a long history of the participating in international

Population

15.74 Million

peacekeeping and regional mediation.

POLITICAL CONTEXT

Senegal has been among Africa's most stable countries, with three major peaceful political transitions since independence in 1960. In a presidential election held on February 24, 2019, the Senegalese people voted in President Macky Sall for a second term. Macky Sall won with 58.27% of the votes with a very high voter turnout of 66.23%. This was followed by Idrissa Seck, former prime minister (20%), Ousmane Sonko (15%), El Hadj Sall (4.07%), and Madické Niang (1.48%). Since the referendum organized in March 2016, Macky Sall will have a 5-year term compared to the 7-year term he served in 2012.

Local elections held on December 2019 and legislative elections have been slated to hold in 2022. In 2017, the ruling coalition Benno Bokk Yakaar party ("United in Hope" in the widely-spoken Wolof language) won 125 of 165 seats. A dozen other parties hold seats in the National Assembly, including the Coalition Gagnante Wattu Senegal, Manko Taxawu Sénégal, and Parti de l'unité et du Rassemblement.

Senegal has so far been spared regional security shocks, but activism by terrorist groups in neighboring countries and the higher number of radicals entering the country are factors that risk fueling instability.

ECONOMIC OVERVIEW

Senegal's economy is driven by mining, construction, tourism, fishery and agriculture, which are the primary sources of employment in rural areas. The country's key export industries include phosphate mining, fertilizer production, agricultural products and commercial fishing and Senegal is also working on oil exploration projects. It relies heavily on donor assistance, remittances and foreign direct investment. Senegal reached a growth rate of 78% in 2017, due in part to strong performance in agriculture despite erratic rainfall.

President Macky SALL, who was elected in March 2012 under a reformist policy agenda, inherited an economy with high energy costs, a challenging business environment, and a culture of overspending. President SALL unveiled an ambitious economic plan, the Emerging Senegal Plan (ESP), which aims to implement priority economic reforms and investment projects to increase economic growth while preserving macroeconomic stability and debt sustainability. Bureaucratic bottlenecks and a challenging business climate are among the perennial challenges that may slow the implementation of this plan.

Senegal receives technical support from the IMF under a Policy Support Instrument (PSI) to assist with implementation of the ESP. The PSI implementation continues to be satisfactory as concluded by the IMF's fifth review in December 2017. Financial markets have signaled confidence in Senegal through successful Eurobond issuances in 2014, 2017, and 2018.

The government is focusing on 19 projects under the ESP to continue the government's goal is structural transformation of the economy. Key projects include the Thies-Touba Highway, the new international airport opened in December 2017, and upgrades to energy infrastructure. The cost of electricity is a chief constraint for Senegal's development. Electricity prices in Senegal are among the highest in the world. Power Africa, a US presidential initiative led by USAID, supports Senegal's plans to improve reliability and increase generating capacity.

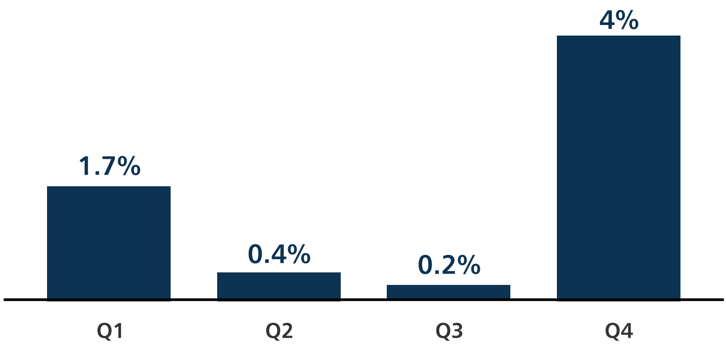
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, humid; rainy season (May to November) has strong southeast winds; dry season (December to April) dominated by hot, dry, harmattan wind
Area:	Total: 196,722 sq km Land: 192,530 sq km Water: 4,192 sq km
Natural resources:	Fish, Phosphates, Iron Ore
Land use:	Agricultural land: 46.8% (2011 est.) Arable land: 17.4% (2011 est.) / Permanent crops: 0.3% (2011 est.) / Permanent pasture: 29.1% (2011 est.) Forest: 43.8% (2011 est.) Other: 9.4% (2011 est.)
PEOPLE	
Population:	15,736,368 (July 2020 est.)
2016 census:	14,668,522
Age structure:	0-14 years: 40.38% (male 3,194,454/female 3,160,111) 15-24 years: 20.35% (male 1,596,896/female 1,606,084) 25-54 years: 31.95% (male 2,327,424/female 2,700,698) 55-64 years: 4.21% (male 283,480/female 378,932) 65 years and over: 3.1% (male 212,332/female 275,957) (2020 est.)
Population growth rate:	2.31% (2020 est.)
Urbanization:	48.1% of total population (2020)
Infant mortality rate:	Total: 45.7 deaths/1,000 live births Male: 51.3 deaths/1,000 live births Female: 40 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	Total population: 63.2 years Male: 61.1 years Female: 65.4 years (2020 est.)
Total fertility rate:	4.04 children born/woman (2020 est.)
Languages:	French (official), Wolof, Pular, Jola, Mandinka, Serer, Soninke

ECONOMY	
GDP (purchasing power parity):	$59.987 billion (2018 est)
GDP - per capita (PPP):	$3,675
GDP (nominal):	$24.240 billion (2019 est)
GDP per capita:	$1,485
GDP - composition by sector:	Agriculture: 16.9% (2017 est.) Industry: 24.3% (2017 est.) Services: 58.8% (2017 est.)
Exports:	$2.362 billion (2017 est.)
Imports:	$5.217 billion (2017 est.)
Imports commodities:	Food and beverages, capital goods, fuels
Currency (code):	West African CFA franc (XOF)
Time Zone:	UTC (GMT)
Driving side:	Right
ISO 3166 code:	SN
COMMUNICATIONS	
Calling code:	+221
Internet TLD:	.sn
Internet users:	Total: 3,675,209 Percent of population: 25.7% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://en.wikipedia.org/wiki/Senegal

GDP QUARTERLY GROWTH RATE 2019



Source: *http://tradingeconomics.com/Senegal/gdp-growth-annual*

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	0.6
February	-0.1
March	0.9
April	0.8
May	1.5
June	2.1
July	1.1
August	1.3
September	0.7
October	1.3
November	1.3
December	0.6

The annual inflation rate in Senegal fell to 0.6% in December 2019 from 1.3% in the previous month.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	574.6

Source: *http://knoema.com/atlas/senegal/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Senegal was 574.6 XOF per US dollars

POPULATION BY REGION

City	Region	Population (2013 Census)
Dakar	Dakar	2,646,503
Touba	Diourbel	753,315
Thies	Thies	317,763
Kaolack	Kaolack	233,708
M'bour	Thies	232,777
Rufisque	Dakar	221,066
Ziguinchor	Ziguinchor	205, 294
Diourbel	Diourbel	133, 705
Tambacounda	Tambacounda	107,293
Louga	Louga	104,349
Totals		4,616,774

Source: *CIA World Facts Book & World Bank's Doing Business report*
https://www.en.wikipedia.org/wiki/ivory-coast

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION	HAS A CREDIT CARD	HAS A MOBILE MONEY ACCOUNT	MAKES ONLINE PURCHASES AND/OR PAYS BILLS ONLINE
20%	2.8%	32%	10%

PERCENTAGE OF WOMEN WITH A CREDIT CARD	PERCENTAGE OF MEN WITH A CREDIT CARD	PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS	PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS
3.0%	2.7%	7.8%	13%

Source: *https://wearesocial.com/*

MEDIA TRENDS IN SENEGAL

Since its independence (1960), the media sector is experiencing a boom with the multiplicity of media characterized by the democratic system. But this independence and plurality are under threat, even though the 1996 law on the regulation of the sector prohibits the possession of more than three organs of communication for a Senegalese, and more than one for a foreigner.

The training institutions in the press are: the Higher Institute of Information and Communication Sciences (ISSIC) and the Center for the Study of Information Science and Technology (CESTI). Senegal has two news agencies including the Senegalese News Agency and Panapresse (Panafrican News Agency).

It also has five regulatory and media management bodies: Telecommunications and Post Office Regulatory Agency of Senegal Council for the respect of ethics and deontology (CRED), National Audiovisual Regulatory Council (CNRA), The High Council of Audiovisual, The High Council of Radio & Television. The Senegalese media scene is marked by a strong concentration around press groups such as Walf, Sud Communication, Future Communication, Future Media or D-Media. The number of information portal is 33. At the press level, there are about 52 titles including 23 daily, 6 weekly and 23 bi and monthly. There are 32 commercial radio stations, while community and local radio stations are estimated at 133. Senegal has 13 television channels, 2 of which are foreign.

REACH OF MEDIA BY REGION

The study reveals that radio and television are at the top of media traffic habits in Senegal, each with a penetration rate of 75%. They are followed in this by the print media and the Internet which have penetration rates of 54% and 30% respectively.

TELEVISION

It has truly penetrated most homes in Senegal. In 2011, 8 out of 10 households were equipped with a television, according to the National Agency for Statistics and Demography. The study carried out on unencrypted television channels broadcasting in Senegal highlighted the respective positions of the fifteen television channels which, for the most part, have started to compete with RTS1 since 2002. Fourteen of them are Senegalese, the fifteenth AFRICABLE, based in Mali, completes the picture.

It should be noted that, among them, only RTS1, TFM, 2STV and WALF TV cover all 14 regions. The overall penetration rate of television in Senegal is 75% among people over 18 years of age. This national average is pulled down by the audience rate in rural areas. Indeed, the latter is 60%, against 97% in urban areas. Furthermore, according to socio-demographic analysis, it appears that young people (18-34 years), educated people, civil servants, pupils, students and managers are the most inclined to watch television. In addition, the hours of mainstream television viewing at the national level are the bands 1 to 3 p.m. and 7 to 11 p.m., regardless of the day of the week. This observation is the same regardless of region, place of residence, sex, age group, level of education and socio-professional category.

The Television Audience

In three regions of the country (Dakar, Thiès and Diourbel), it appears that public service television is widely watched for the television news it broadcasts in the 20H-21H range. With regard to some of the most watched private televisions, they are widely followed on all the other day and evening time slots, especially for programs of a socio-political-cultural nature.

- Private television stations occupy differentiated places in the regions.
- Some already specialize in the niche of films and, this, in all regions.

RADIO

With regard to radio, 73 channels, all types of media combined, were cited as being listened to by at least one Senegalese throughout the territory and in their respective localities. Only 3 of them cover the entire territory, including two public service chains.

- 8 public and private channels are present on a common territory made up of the regions of Dakar, Diourbel, Kaolack, Kaffrine, Matam, Saint-Louis and Thiès. Finally, 57 community or local channels were mentioned by the respondents.
- The radio is listened to by almost three-quarters of Senegalese. This rate is slightly higher in urban areas than in rural areas. In addition, all regions have radio penetration rates above 60%, except Sédhiou (35%) and Saint-Louis (58%).
- Analysis of the radio hourly audience shows that, in general, the radio is listened to more in the morning, from 7 a.m. to 2 p.m., and less listened to from 2 p.m., a trend due to competition from television which has a higher audience from 19:00.
- There is, however, a slight variation according to the regions, in particular in Diourbel, Kolda, Matam. In Diourbel, more specifically, there are two prime times: 7 a.m. to 2 p.m. and 8 p.m. and 11 p.m.

THE INTERNET

Overall, Internet access in Senegal remains weak. In fact, only 3 out of 10 individuals use the Internet nationally; 37% in urban areas and 24% in rural areas. Senegalese internet users are generally educated, they live in urban centers. They are relatively young and exercise intellectual activities. Gender analysis shows that men have the most internet access.

Source: *http://www.cnra.sn/do/radio-et-television-faits-et-chiffres/*

LANGUAGES BY REGION

There is great linguistic diversity across languages in Senegal. The 2001 Constitution recognized French as an official language and six languages that of national languages, Wolof - a language spoken by the greatest number of people even belonging to other ethnicities - Serer, Fulani (also called fulfulde or pular), the mandingo, the soninké and the diola. Five other vernacular languages were promoted soon after: hassanya, balante, mancagne, noon and manjaque; followed by three other languages: Menik, Oniyan and Saafi-Saafi.

In total, 21 languages out of 27 listed benefit from the status of national language in Senegal.

Senegal has been a member of the parliamentary assembly of the Francophonie since 1967 as well as of the international organization of the Francophonie since 1970. French is the official and administrative language, spoken by 29% of Senegalese.

Public school teaching is in French. Wolof, spoken by 93.5% of the population, is the language with the most speakers, mainly in large urban centers. It is widely used in commerce and serves as a language of communication between people speaking different languages. Arabic is also present in the country; it is often used by religious dignitaries. Most Senegalese who speak this language have studied Islamic theology.
Source: *http://fr.wikipedia.org*

MONTHLY HOUSEHOLD INCOME

The average monthly salary in Senegal is estimated at 96,206 FCFA (about 144,309 dollars) in the fourth quarter of 2017, according to the latest results of the National Employment Survey in Senegal (ENES) carried out by the National Agency for Statistics and demography (ANSD).

According to the ANSD, this average salary is 107,074 FCFA for men against 68,078 FCFA for women (1 FCFA equals 0.0015 dollar). It also varies depending on the place of residence. An employee in an urban environment thus earns an average of 104,869 FCFA against 75,564 FCFA in rural areas.

The ANSD survey reveals that compared to income groups, more than half of employees (58.5%) earned less than FCFA 74,000 per month in the last quarter of 2017. The proportion of employees who have a monthly salary greater than or equal to 111,000 FCFA is estimated at 26.6%. Furthermore, the median salary is 54,000 FCFA and 30.4% earned less than 37,000 FCFA per month.
Source: http://apanews.net/fr/news/senegal-le-salaire-moyen-mensuel-estime-a-96206-f-cfa-en-2017

TELEVISION

2STV
Delta NET TV
Reseu MMDS Excaf
Telecom
RTS
SEN TV
Sunu TV
Touba TV
Walf

RADIO

Radio Privees et commerciales
7 FM 97.3 FM
Alhamdoulilah 91.0 FM
Diamono 100.8 FM
Express An Nuur FM 101.0 FM
Lamp fall 101.7 FM
Love 107.2 FM
Ocean 98.7 FM
Radio Convergence FM
Radio Dunya 88.9 FM
Radio Futur Medias
Radio Municipale de Dakar 95.5 FM
Radio Nostalgie Dakar
Radiodiffusion Televison
Senegalaise (RTS)
Sokhna 99.9 FM
Soxna 99.9 FM
Sud FM
Teranga 99.7 FM
TOP 107 FM
Wal Fadjiri 99 FM
Xalima Webradio
ZIK 89.7 FM
Radios etrangres
Africa nº1
Radio Canada International
Radio France Internationale
Voix de l'Ameriue

PRESS

DAILY NEWSPAPAER

24 Heures Chrono
Dakar Soir
Express News
L'AS
L'aurore
L'Observateur
L'Office
La Gazette
La Voix Plus
Lamb Ji
Le matin
Le Populaire
Le Quotidien
Le Soleil
Rewmi Quotidien
Le Stades
Sud Quotiden
Thiey Le Journal
Walf Grand Place
Walf Sports

WEEKLY MAGAZINE

La Tribune
Le Journal de
l'Economie
Le Temoin
Nouvel Horizon

MONTHLY MAGAZINE

Bulletin D'information
Economique
Dakar Life
Emergence Plus
Icône Magazine
Jet Set
La Dépêche
Diplomatique Afrique
La Sentinelle
Le 221
Lifa
Lissa
Moovin Dak
Performance Magazine
Reussir Magazine
Sport +
Station one
Thiof Magazine
Waaw

INFORMATION PORTALS

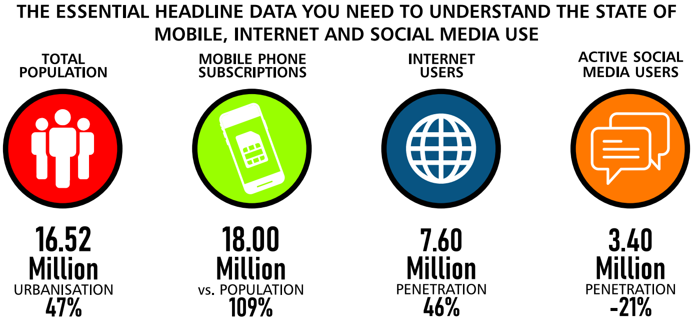
Agence de presse Sénégalaise
Au Sénégal
Casamance
Ferloo
Gouvernement du Sénégal
Infosen
Journalbic
La dépêche diplomatique
Ministère du Tourisme
Orange Sénégal
Pressafrik
Rewmi
Sénégal online
Sénégalaisement
Sénégo
Sénétoile
Sénéweb
Sentv
Tambacounda
Xibar

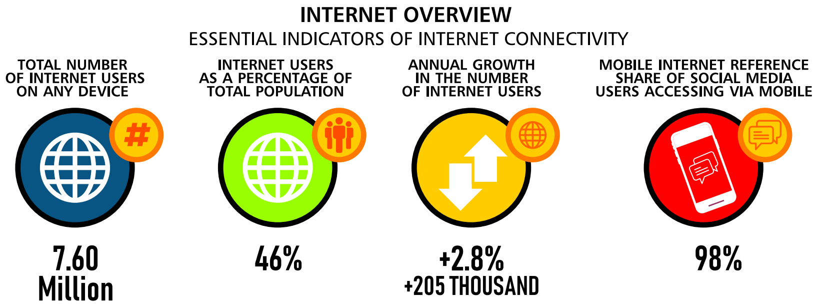
MULTIMEDIA/INTERNET

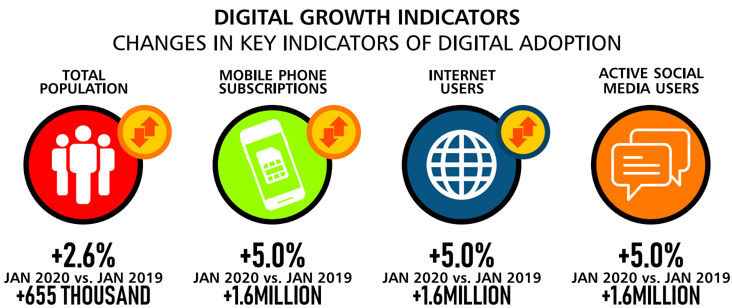
ASI24.info
Dakar Info
GFM
Leuk Senegal
Senenews

INTERNET USERS IN SENEGAL

- In January 2020, Senegal had 7.60 million Internet users.
- The number of Internet users in Senegal increased by 205,000 (+ 2.8%) between 2019 and 2020.
- The Internet penetration rate in Senegal was 46% in January 2020.







MOST VISITED WEBSITES (ALEXA)

Ranking of Top websites by Average Monthly Traffic According to Alexa

#	Website	Time/Visit	Time/Visit	#	Website	Time/Visit	Time/Visit
01	Google.com	12M 09s	14.6	11	Senegal7.com	4M 51s	3.3
02	YouTube.com	11M 44s	6.7	12	Facebook.com	17M 48s	7.8
03	Seneweb.com	10M 34s	3.3	13	Google.fr	5M 16s	4.6
04	Senego.com	15M 47s	2.4	14	Metrodakar.net	10M 39s	2.8
05	Dakaractu.com	4M 08s	2.1	15	Wikipedia.org	3M 55s	3.0
06	Sanslimitesn.com	2M 09s	4.8	16	Live.com	4M 53s	5.0
07	UVS.sn	17M 41s	7.4	17	Jumia.sn	6M 25s	3.9
08	Yahoo.com	4M 34s	4.4	18	Buzzsenegal.com	3M 47s	2.1
09	Leral.net	13M 25s	5.9	19	Passorange.sn	3M 44s	2.3
10	Googlesn	5M 00s	5.7	20	Expat-dakar.com	7M 30s	3.1

MOBILE CONNECTIONS IN SENEGAL

- In January 2020, there were 18 million mobile connections in Senegal.
- The number of mobile connections in Senegal increased by 1.4 million (+ 8.6%) between January 2019 and January 2020.
- The number of mobile connections in Senegal in January 2020 is equivalent to 109% of the total population.

MOBILE CONNECTION BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
18.00 Million	109%	98%	1.5%	51%

SOCIAL MEDIA USERS IN SENEGAL

- In January 2020, Senegal had 3.40 million social media users.
- The number of social media users in Senegal decreased by 9,214 (-0.3%) between April 2019 and January 2020.
- The penetration rate of social media in Senegal was 21% in January 2020.

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	PERCENTAGE OF ADULTS AGED 18+THAT CAN BE REACHED WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE
3.00 Million	29%	-3.2% -100 THOUSAND	34.5%	65%

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	PERCENTAGE OF ADULTS AGED 18+THAT CAN BE REACHED WITH ADVERTS ON INSTAGRAM	QUARTER-ON-QUARTER GROWTH IN INSTAGRAM ADVERTING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE
800.0 Thousand	7.8%	+2.6%	38.0%	62.0%

TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	PERCENTAGE OF ADULTS AGED 18+THAT CAN BE REACHED WITH ADVERTS ON TWITTER	QUARTER-ON-QUARTER GROWTH IN TWITTER ADVERTING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE
134.5 Thousand	1.3%	+8.8%	23.2%	76.8%

LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN	PERCENTAGE OF ADULTS AGED 18+THAT CAN BE REACHED WITH ADVERTS ON LINKEDIN	QUARTER-ON-QUARTER GROWTH IN LINKEDIN ADVERTING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE
590.0 Thousand	7.0%	-1.7%	35.9%	64.1%

MARKET 12

Information About

Togo

"Work, Liberty, Homeland"

Capital **Lome**

BACKGROUND

French Togoland became Togo in 1960. Gen. Gnassingbe EYADEMA, installed as military ruler in 1967, ruled Togo with a heavy hand for almost four decades. Despite the façade of multi-party elections instituted in the early 1990s, the government was largely dominated by President Eyadema, whose Rally of the Togolese people (RPT) party has been in power almost continually since 1967 and its successor, the union for the public, maintains a majority of seats in today's legislature, upon Eyadema's death in February 2005, the military installed the president's son, Faure Gnassingbe, and then engineered his formal election

Population

8.61 Million

two months later. Democratic gains since then allowed Togo to gain its first relatively free and fair elections in October 2007. After years of unrest and condemnation from international organizations for human rights abuse, Togo is finally being re-welcomed into the international community.

Stuck between Ghana, which appears as a giant beside Togo, Benin, a very poor country too, Togo has few means of developments and depends greatly on foreign aid.

Agriculture is the main provider of labour for workforce that continues to concentrate on major centers, including the capital Lome, which has over 1.7 million inhabitants. However, as in the whole region, the population growth of the urban area is mainly in slums that are increasingly distant from the center.

This makes it difficult to make the necessary investments in public transport, sanitation, education, health, safety, etc, a situation already observed elsewhere, if not everywhere in the developing world, and to which the authorities do not provide the right answer.

POLITICAL STABILITY AND RISKS

Since, the young President has managed to restore confidence with the European Union (EU) after 13 years of embargo. He also agreed to the formation of national unity government. After numerous postponements, legislative elections were held, with a proportional representation model, in order to allow an equitable representation of the populations, from north to south of the country. Faure Gnassingbe was again re-elected in the April 2015 Presidential election.

President of Togo, Faure Gnassingbe, has reiterated his call for the opposition to accept dialogue as the government presses for an end to a running political crisis.

In his New Year address delivered to the nation on Wednesday evening (January 3, 2018), the 51-years-old called for opponents to join talks aimed at setting their differences and moving the nation forward.

“I have faith in our ability to transcend our differences to evolve the institutional and political framework, while preserving the social fabric. I remain convinced that the only outlet that allows us to find our way back is dialogue.” He said.

This is not the first time the president has called for dialogue. The coalition refused to honour the government's mediation effort opting rather to join one led by the government of their western neighbour, Ghana.

The 14-member coalition has since August 2017 called for anti-government protests in the capital Lome and across other cities in the West African country. A number of people died, others sustained injuries and mass arrests were made by security forces.

The coalition is calling for the incumbent to resign from his post as they push for an end to what they call the "Gnassingbe dynasty", referring to a father and son combined presidency of over five decades.

Eyadema, Faure's father ruled Togo for 38years till his death in 2005. Faure a then minister with the backing of the military has sworn in contrary to existing law which indicated that the Speaker of parliament has to assume the presidency till fresh elections were held.

Faure resigned under international pressure but won elections held later that year. He has since won two more elections in 2010 and 2015; his current mandate runs till 2020. A key part of the opposition's demand is for a return to the 1992 constitution which caps presidential terms.

The government as part of reforms has accepted it but it is not expected to take retroactive effect, meaning Faure could have two more attempts at the presidency after 2020.

OVERVIEW OF THE ECONOMY

Togo has enjoyed a period of steady economic growth fueled by political stability and a concerted effort by the government to modernize the country's commercial infrastructure, but discontent with President Faure Gnassingbe has led to a rapid rise in protests, creating downside risks. The country completed an ambitious large-scale infrastructure improvement program, including new principal roads, a new airport terminal, and a new seaport. The economy depends heavily on both Commercial and subsistence agriculture, providing employment for around 60% of the labor force. Some basic foodstuffs must still be imported, Cocoa, coffee, and cotton and other agricultural products generate about 20% of export earnings with cotton being the most important cash crop. Togo is among the world's largest producer of phosphate and seek to develop its carbonate phosphate reserves, which provides more than 20% of export earnings.

Supported by the World Bank and the IMF, the government's decade-long effort to implement economic reform measures, encourage foreign investment, and bring revenue in line with expenditures has moved slowly. Togo completed its IMF Extended Credit Facility in 2011 and reached a Heavily Indebted Poor Country Debt Relief completion point in 2010 at which 95% of the country's debt was forgiven. Togo continues to work with the IMF on structural reforms, and in January 2017, the IMF signed an extended credit facility arrangement consisting of a three-year $238 million loan package. Progress depends on follow-through on privatization, increased transparency in government financial operations, progress towards legislative elections, and continued support from foreign donors.

Togo's 2017 economic growth probably remained steady at 5.0%, largely driven by infusions of foreign aid, infrastructure investment in its port and mineral industry, and improvements in the business climate. Foreign direct investment inflows have slowed in

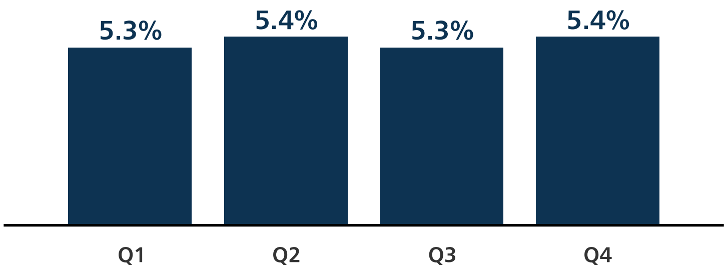
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, humid in south; semiarid in north
Area:	Total: 56,785 sq km Land: 54,385 sq km Water: 2,400 sq km
Natural resources:	Phosphates, limestone, marble, arable land
Land use:	Agricultural land: 67.4% (2011 est.) Forest: 4.9% (2011 est.) Other: 27.7% (2011 est.)
PEOPLE	
Population:	8,608,444 (July 2020 est.)
2010 census:	6,191,155
Age structure:	0-14 years: 39.73% (male 1,716,667/female 1,703,230) 15-24 years: 19.03% (male 817,093/female 820,971) 25-54 years: 33.26% (male 1,423,554/female 1,439,380) 55-64 years: 3 4.42% (male 179,779/female 200,392) 65 years and over: 3.57% (male 132,304/female 175,074) (2020 est.)
Population growth rate:	2.56% (2020 est.)
Urbanization:	42.8% of total population (2020)
Infant mortality rate:	Total: 38.5 deaths/1,000 live births Male: 44.5 deaths/1,000 live births Female: 532.3 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	66.6 years
Total fertility rate:	54.22 children born/woman (2020 est.)
Languages:	French (official, the language of commerce), Ewe and Mina (the two major African languages in the south), Kabye (sometimes spelled Kabiye) and Dagomba (the two major African languages in the north)
Ethnic groups:	Adja-Ewe/Mina 42.4%, Kabye/Tem 25.9%, Para-Gourma/Akan 17.1%, Akposso/Akebu 4.1%, Ana-Ife 3.2%, other Togolese 1.7%, foreigners 5.2%, no response .4% (2013-14 est.)
ECONOMY	
GDP (purchasing power parity):	$14.919 billion (2019 est.)
GDP - per capita (PPP):	$1,821 (2019 est.)
GDP (nominal):	$5.592 billion (2019 est.)
GDP per capita:	$682 (2019 est.)
GDP - composition by sector:	Agriculture: 28.8% (2017 est.) Industry: 21.8% (2017 est.) Services: 49.8% (2017 est.)

Exports:	$1.046 billion (2017 est.) $967.4 million (2016 est.)
Imports:	$1.999 billion (2017 est.) $2 billion (2016 est.)
Imports commodities:	Machinery and equipment, foodstuffs, petroleum Products
Currency (code):	West African CFA franc (XOF)
Time Zone:	UTC (GMT)
Driving side:	Right
ISO 3166 code:	TG
Calling code:	+228
Internet TLD:	.tg
Internet users:	Total: 877,310 Percent of population: 11.3% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Togo

GDP QUARTERLY GROWTH RATE 2019



Source: *http://www.tradingeconomics.com/togo/gdp-growth-annual*

The Gross Domestic Product (GDP) in Togo expanded 5.30% in the fourth quarter of 2019 over the same quarter of the previous year.

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	2.5%
February	2.1%
March	2.0%
April	-0.3%
May	-0.5%
June	1.3%
July	0.6%
August	-0.3%
September	0.4%
October	0.4%
November	0.4%
December	-0.3%

Source: *https://tradingeconomics.com/togo/inflation-cpi*

The inflation rate in Togo was recorded at -0.30% in December of 2019.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *http://knoema.com/atlas/Togo/topics/Economy/Short-term-indicators/Exchange-rate*

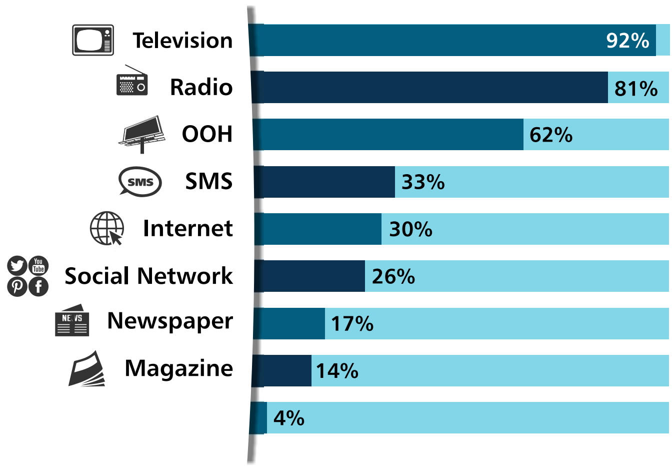
In December 2019, exchange rate for Togo was 590.2 XOF per US dollars.

POPULATION BY REGION

Region	Capital	Area	Population	
		Sq. Km	(census) 1981	(census) 2010
Sud-Ouest	Gaoua	16,153	485,313	620,767
Centrale	Sokodé	13,317	273,138	617,871
Kara	Kara	11,738	426,651	769,940
Maritime	Lomé	6,100	1,040,241	2,599,955
Plateaux	Atakpamé	16,975	650,393	1,375,165
Savanes	Dapaong	8,470	329,144	828,224
Togo	**Lomé**	**56,600**	**2,719,567**	**6,191,155**

Source: *http://www.citypopulation.de/en/togo/cities/*

REACH OF MEDIA



Source: *http://www.pressreference.com/Sw-Ur/Togo.html*

**TV and Radio are the two most consumed media at 92% and 81% respectively. Out-of-Home trends in the third place with 62%.*

REACH OF MEDIA BY DEMOGRAPHIC

	TV	Radio	OOH	SMS	Internet	Social Network	News-paper	Magazines
SEX								
Men	93%	85%	63%	36%	41%	33%	23%	15%
Women	91%	78%	62%	31%	19%	19%	11%	11%
AGE								
18-24 yrs	93%	76%	64%	38%	44%	42%	13%	17%
25-34 yrs	93%	85%	61%	35%	31%	27%	18%	13%
35-44 yrs	90%	80%	62%	29%	22%	14%	20%	12%
45-59 yrs	91%	78%	63%	27%	17%	14%	21%	10%
60+ yrs	89%	92%	60%	28%	10%	6%	18%	9%
OCCUPATION								
Students	92%	81%	62%	33%	67%	67%	28%	32%
Professionals	90%	82%	64%	31%	31%	28%	29%	14%

MEDIA TRENDS IN TOGO
LOCAL TV CHANNELS

Stations	Ownership
TVT	Government
TV2	Private
RTDS	Private
TV7	Private
LCF	Private
TV ZION	Private

THE TOP INTERNATIONAL TV STATIONS

STATIONS	PERCENTAGES
TV5	22%
France 24	14%
RTI	11%
Africa 24	9%
Another Intgernational	8%
ORTB	6%
Trace TV	5%
Canal + Family	4%
TF1	4%
Canal Horizon	3%

THE TOP 10 MOST LISTEN RADIO STATIONS

STATIONS	PERCENTAGES
RFI	28%
Kanal FM	22%
Nana FM	19%
Radio Maria	16%
Radio Lome	15%
Radio Zephyr	12%
City FM	11%
Radio Tchaoudjo	9%
Frequence 1	9%
Radio Excelsior	7%

THE TOP 10 NEWSPAPERS READ

DAILY	PERCENTAGES
Togo Presse	67%
Forum De La Semaine	13%
L'Alternative	9%
Liberte Hebdo	8%
Akekle	8%
Editogo	6%
Golf Infos	6%
Togonyigba	4%
Chronique De La Semaine	4%
Actu Express	4%

THE TOP 10 MAGAZINES READ

DAILY	PERCENTAGES
Sika'a	93%
Jeune Afrique	32%
Pipo	30%
Viva	10%
Go	4%
Tendances	3%
Tala-tala	2%
La Voix De L'oti	1%
Canard	1%
Arakiri	1%

Media	Coverage		Genre	Ownership
	National	Regional		
TELEVISION				
TVT	●		Government	Public
RTDS	●		Commercial	Private
Tv7		●	Commercial	Private
TV ZION		●	Confessional	Private
TV2		●	Commercial	Private
TV E47		●	Commercial	Private
TLS		●	Commercial	Private
TV SPES		●	Confessional	Private
Dosmant TV		●	Commercial	Private
TV HORIZON		●	Commercial	Private

Media	Coverage		Genre	Ownership
	National	Regional		
RADIO				
Radio Lomé		●	Government	Public
Radio Kara		●	Government	Public
Radio Nafa		●	Commercial	Private
Radio De L'evangile Jva		●	Confessional	Private
Radio Maria Lomé/ Sotouboua		●	Confessional	Private
Kanal FM		●	Commercial	Private
Radio Ephatha	●		Confessional	Private
Radio Djaba'nour		●	Confessional	Private
Radio Zion		●	Confessional	Private
Radio Nana FM		●	Commercial	Private
Radio Fréquence 1		●	Commercial	Private
Radio Métropolys		●	Commercial	Private
Radio Bonne Nouvelle	●		Confessional	Private
Radio Zéphyr		●	Commercial	Private
Radio La Grâce		●	Confessional	Private
Radio Sport FM		●	Commercial	Private
Radio Victoire	●		Commercial	Private
Radio Providence		●	Confessional	Private
Radio Ja Al Haq		●	Confessional	Private
Radio KNTB	●		Commercial	Private
Radio Carre Jeune		●	Community	Private
Radio Lumière		●	Commercial	Private
Radio Océan FM		●	Commercial	Private

Radio La Voix de St Jean de Dieu		●		Private
Radio Mokpokpo		●	Commercial	Private
Radio Citadelle		●	Commercial	Private
Radio Spérenza		●	Commercial	Private
Radio Maranatha		●	Commercial	Private
Radio Horizon		●	Commercial	Private
Radio Zion		●	Commercial	Private
Peace FM		●	Commercial	Private
Radio AL Islam		●	Confessional	Private
Radio Pic d'Agou		●	Community	Private
Radio la voix du plateau		●	Commercial	Private
Radio la Voix du Haho		●	Commercial	Private
Radio la voix de la Moisson		●	Commercial	Private
Finale		●	Commercial	Private
Radio SKY FM		●	Commercial	Private
Radio Excelsior		●	Community	Private
Radio la Paix		●	Confessional	Private
Radio Virgo Potens		●	Commercial	Private
Radio de l'Est Mono		●	Community	Private
Radio Azur Anié (R2A)		●	Community	Private
Radio Béthel		●	Community	Private
Radio Etincelle		●	Commercial	Private
Radio Cosmos		●	Commercial	Private
Radio Espoir		●	Commercial	Private
Radio Jeunesse		●	Commercial	Private
Radio Tchaoudjo		●	Commercial	Private
Radio Venus		●	Commercial	Private
Radio Méridien		●	Commercial	Private
Radio Espoir Plus		●	Confessional	Private
Radio Catholique Sainte Thérèse		●	Confessional	Private
Radio Evangile Albarka		●	Commercial	Private
Radio Tchamba FM		●	Commercial	Private
Radio Solidarité FM		●	Commercial	Private
Radio la voix d'Assoli		●	Commercial	Private
Radio Tabala		●	Confessional	Private
FM Missionnaire		●	Confessional	Private
Radio Assafa		●	Commercial	Private

Radio Réveil		●	Commercial	Private
Radio Dawul		●	Commercial	Private
Radio Kéran		●	Commercial	Private
Radio la voix de l'Oti		●	Commercial	Private
Radio Courtoisie		●	Community	Private
Radio Lagmataaba		●	Community	Private
Radio Mécap Togo		●	Government	Public
Radio Rurale Fraternité		●	Government	Public
Radio Rurale		●	Government	Public
Radio Rurale Kékéli		●	Government	Public
Africa N1	●		News	Private
BBC AFRIQUE	●		News	Private
RFI	●		News	Private

Media	Coverage		Frequency of Publication	Ownership
	National	Regional		
PRESS				
Togo Presse	●		Daily	Government
Forum de la semaine	●		Daily	Private
Nouvelle Expression	●		Daily	Private
Liberté Hebdo	●		Daily	Private
L'Alternative		●	Daily	Private
Golf Infos		●	Bi - weekly	Private
Focus Infos		●	Weekly	Private
Le Correcteur		●	Bi - weekly	Private
L'Union		●	Tri- weekly	Private
L'Alternative		●	Daily	Private
Akekle		●	Daily	Private
Editogo	●		Daily	Private
Togonyigba		●	Daily	Private
La Dépêche		●	Weekly	Private
Actu Express		●	Daily	Private
Tingo - Tingo		●	Weekly	Private
Le Regard		●	Weekly	Private
Dounia		●	Weekly	Private

Media	Coverage		Frequency of Publication	Ownership
	National	Regional		
MAGAZINES				
Sika'a	●		Weekly	Private
Jeune Afrique	●		Monthly	Private
Viva		●	Weekly	Private
Go		●	Monthly	Private
Tendance		●	Monthly	Private
Tala - Tala		●	Monthly	Private

MARKET 13

Information About GAMBIA

"Progress, Peace, Prosperity"

Capital **Banjul**

BACKGROUND

The Gambia, officially the Republic of the Gambia, is a country in West Africa that is entirely surrounded by Senegal except for its coastline on the Atlantic Ocean at its western end. It is the smallest country in mainland Africa.

The Gambia is situated on either side of the Gambia River, the nation's namesake, which flows through the centre of The Gambia and empties into the Atlantic Ocean. Its area is 10,689 square kilometres (4,127 sq mi) with a population of 1,882,450 at the April 2013 census (provisional).

Population
2.17 Million

Banjul is the Gambian capital, and the largest cities are Serekunda and Brikama.

The Gambia gained its independence from the UK in 1965. Geographically surrounded by Senegal, it formed a short-lived Confederation of Senegambia between 1982 and 1989. In 1991, the two nations signed a friendship and cooperation treaty, but tensions have flared up intermittently since then. Yahya Jammeh led a military coup in 1994 that overthrew the president and banned political activity. A new constitution and presidential election in 1996, followed by parliamentary balloting in 1997, completed a nominal return to civilian rule. Jammeh was elected president in all subsequent elections including most recently in late 2011.

POLITICAL STABILITY AND RISKS

The Gambia shares historical roots with many other West African nations in the slave trade, which was the key factor in the placing and keeping of a colony on the Gambia River, first by the Portuguese, during which era it was known as A Gâmbia. Later, on 25 May 1765, The Gambia was made a part of the British Empire when the government formally assumed control, establishing the Province of Senegambia.

In 1965, The Gambia gained independence under the leadership of Dawda Jawara, who ruled until Yahya Jammeh seized power in a bloodless 1994 coup. Adama Barrow became The Gambia's third president in January 2017, after defeating Jammeh in December 2016 elections.

Jammeh initially refused to accept the results, which triggered a constitutional crisis and military intervention by the Economic Community of West African States(ECOWAS), resulting in his exile.

The Gambia faced serious challenges in achieving most of the Millennium Development Goals (MDGs). According to the World Development Indicators database, the poverty reduction MDG at the poverty line of $1.25 has been achieved. In terms of human development, the country has achieved the MDGs related to gender parity in primary and secondary education, and to improved access to water sources. All other MDGs were not achieved.

OVERVIEW OF THE ECONOMY

The government has invested in the agriculture sector because three-quarters of the population depends on the sector for its livelihood and agriculture provides for about one-third of GDP, making The Gambia largely reliant on sufficient rainfall. The agricultural sector has untapped potential - less than half of arable land is cultivated and agricultural productivity is low. Small-scale manufacturing activity features the processing of cashews, groundnuts, fish, and hides. The Gambia's re-export trade accounts for almost 80% of goods exports and China has been its largest trade partner for both exports and imports for several years.

The Gambia has sparse natural resource deposits. It relies heavily on remittances from workers overseas and tourist receipts. Remittance inflows to The Gambia amount to about one-fifth of the country's GDP. The Gambia's location on the ocean and proximity to Europe has made it one of the most frequented tourist destinations in West Africa, boosted by private sector investments in eco-tourism and facilities. Tourism normally brings in about 20% of GDP, but it suffered in 2014 from tourists' fears of Ebola virus in neighboring West African countries. Unemployment and underemployment remain high.

Economic progress depends on sustained bilateral and multilateral aid, on responsible government economic management, and on continued technical assistance from multilateral and bilateral donors. International donors and lenders were concerned about the quality of fiscal management under the administration of former President Yahya JAMMEH, who reportedly stole hundreds of millions of dollars of the country's funds during his 22 years in power, but anticipate significant improvements under the new administration of President Adama BARROW, who assumed power in early 2017. As of April 2017, the IMF, the World Bank, the European Union, and the African Development Bank were all negotiating with the new government of The Gambia to provide financial support in the coming months to ease the country's financial crisis.

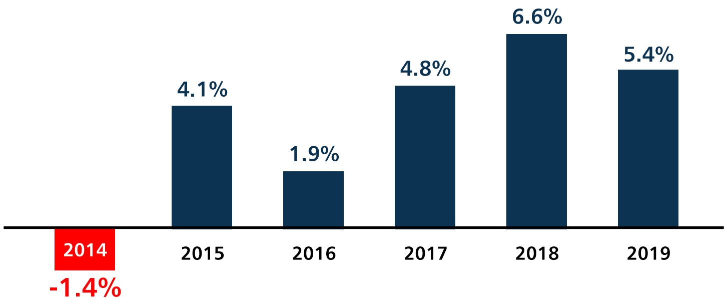
The country faces a limited availability of foreign exchange, weak agricultural output, a border closure with Senegal, a slowdown in tourism, high inflation, a large fiscal deficit, and a high domestic debt burden that has crowded out private sector investment and driven interest rates to new highs. The government has committed to taking steps to reducing the deficit, including through expenditure caps, debt consolidation, and reform of state-owned enterprises.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, rainy season (June to November); cooler, dry season (November to May)
Area:	Total: 11,300 sq km Land: 10,120 sq km Water: 1,180 sq km
Natural resources:	Fish, clay, silica sand, titanium (rutile and ilmenite), tin, zircon
Land use:	Agricultural land: 56.1% (2011 est.) Forest: 43.9% (2011 est.) Others: 0% (2011 est.)
PEOPLE	
Population:	2,173,999 (2019 est)
2013 census:	1,857,181
Age structure:	0-14years:38.53%(male 5,311,971/female 5,276,219) 15-24years: 20.36% (male 1,300,453/female 1,318,880) 25-54 years: 34.88% (male 4,866,957/female 4,719,286) 55-64 years: 3.15% (male 193,548/female 211,427) 65 years and over: 2.85% (male 349,822/female 433,385) (2019 est.)
ECONOMY	
GDP (purchasing power parity):	$5.556 billion (2017 est.) $5.314 billion (2016 est.)
GDP - per capita (PPP):	$2.600 billion (2017 est.) $2,600 billion (2016 est.)
GDP real growth rate:	4.6% (2017 est.) 0.4% (2016 est.)
GDP - composition by sector:	Agriculture: 20.4% (2017 est.) Industry: 14.2% (2017 est.) Services: 65.4% (2017 est.)
Exports:	$72.9 million (2017 est.) $106.6 million (2016 est.)
Export- commodities:	Peanut products, fish, cotton lint, palm kernels
Export- partners:	Guinea-Bissau 51.9%, Vietnam 14.6%, Senegal 8.8%, Mali 7.2% (2017)
Imports:	$376.9 million (2017 est.) $310.5 million (2016 est.)
Imports commodities:	Foodstuffs, manufactures, fuel, machinery and transport equipment
Import- partners:	Cote dIvoire 11.5%, Brazil 10.6%, Spain 10.2%, China 7.8%, Russia 6.4%, Netherlands 5.3%, India 5% (2017)
Currency (code):	Dalasi (GMD)
COMMUNICATIONS	
Calling code:	+220
Internet users:	Total: 371,785 18.5% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Gambia

YEARLY GDP GROWTH RATE



Source: *http://www.tradingeconomics.com/Gambia/gdp-growth-annual*

The Gross Domestic Product (GDP) in Gambia expanded to 5.40% in 2019 from the previous year.

MONTHLY INFLATION RATE 2019

MONTH	2019
January	6.08%
February	6.16%
March	6.13%
April	6.92%
May	7.46%
June	7.35%
July	7.31%
August	7.36%
September	7.58%
October	7.55%
November	7.73%
December	7.68%

Source: *http://www.tradingeconomics.com/gambia/ inflation-cpi*

The inflation rate in Gambia was recorded at 7.68% in December of 2019.

EXCHANGE RATE OF DALASI (GMD) TO USD MONTHLY AVERAGE

MONTH	2019
January	49.8
February	49.8
March	49.7
April	50.0
May	49.9
June	50.0
July	50.5
August	50.9
September	51.4
October	51.5
November	51.3
December	51.4

Source: *http://knoema.com/atlas/gambia/topics/Economy/Short-term-indicators/Exchange-rate*

In January 2020, exchange rate for Gambia was 51.4 GMD per US dollars.

DEMOGRAPHIC PROFILE

The Gambia's youthful age structure - almost 60% of the population is under the age of 25 - is likely to persist because the country's total fertility rate remains strong at nearly 4 children per woman.

The overall literacy rate is around 55%, and is significantly lower for women than for men. At least 70% of the populace are farmers who are reliant on rain-fed agriculture and cannot afford improved seeds and fertilizers. Crop failures caused by droughts between 2011 and 2013 have increased poverty, food shortages, and malnutrition.

The Gambia is a source country for migrants and a transit and destination country for migrants and refugees.

Since the 1980s, economic deterioration, drought, and high unemployment, especially among youths, have driven both domestic migration (largely urban) and migration abroad (legal and illegal). Emigrants are largely skilled workers, including doctors and nurses, and provide a significant amount of remittances.

The top receiving countries for Gambian emigrants are Spain, the US, Nigeria, Senegal, and the UK.

While the Gambia and Spain do not share historic, cultural, or trade ties, rural

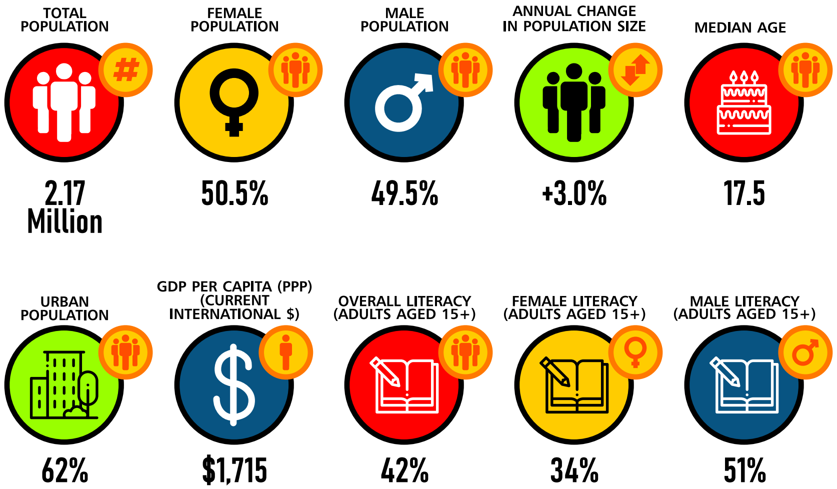
Gambians have migrated to Spain in large numbers because of its proximity and the availability of jobs in its underground economy (this flow slowed following the onset of Spain's late 2007 economic crisis).

The Gambia's role as a host country to refugees is a result of wars in several of its neighbouring West African countries.

POPULATION BY REGION

Region	Area (km2)	Census 2003		Census 2013	
		Population	% of Total Population	Population	% of Total Population
Banjul	12.23	35,061	2.6	31,301	1.7
Kanifing	75.55	322,735	23.7	382,096	20.3
Brikama	1,764.25	389,594	28.6	699,704	37.2
Mansakonko	1,618.00	72,167	5.3	82,361	4.4
Kerewan	2,255.50	172,835	12.7	221,054	11.7
Kuntaur	1,466.50	78,491	5.8	99,108	5.3
Janjanbureh	1,427.75	107,212	7.9	126,910	6.7
Basse	2,069.50	182,586	13.4	239,916	12.7
Total Gambia	**10,689.28**	**1,360,681**	**100.0**	**1,882,450**	**100.00**

OVERVIEW: POPULATION & ECONOMY
ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



Source: *https://datareportal.com/reports/digital-2019-gambia*

MONTHLY HOUSEHOLD INCOME

The average monthly income per capita in The Gambia is $36, or $430 per capita per year

2016 data	Gambia
Gross monthly income/inhabitant	$36
Gross annual income/inhabitant	$430

Source: *http://www.journaldunet.com/business/salaire/gambie/pays-gmb*

MEDIA TRENDS

REGULATORY BODIES IN THE COUNTRY

The Gambia is among many African countries where media rights are suppressed by the government, which continually imposes restrictions on the activities of bloggers, journalists and human rights defenders. The main regulatory framework for the media is the law on National Infrastructure for Information and Communication (NICI) from 2004. Also still in force is a law passed in 2002, creating a commission with the power to grant permits and punishing offending journalists. Defamation can always be prosecuted in criminal proceedings. In 2004, a law was passed abolishing licenses for print and audio-visual media at the expense of media outlets that were forced to re-record for a price five times higher than the original.

.

TELEVISION AND RADIO STATIONS

The Gambia Radio & Television Service is the national broadcaster of the West African State of The Gambia. The Gambia Radio and Television Service currently broadcasts in English and the native local languages.. The history of GRTS stems from the merger of the former Radio Gambia and the fairly recent television channel. Radio Gambia was the first media broadcaster in The Gambia, opened in 1962. Its historical base is Bakau (a city in The Gambia). In 2010, the Station received the National Order of the Republic of The Gambia with the rank of "Commander".

TOP 5 TV CHANNELS

RANK	TV CHANNELS
1	GRTS
2	CNN
3	CANAL
4	TV
5	TV3

TOP 10 RADIO STATIONS

RANK	RADIO STATIONS
1	Hello Gambia
2	Gainako Radio
3	West Coast Radio
4	Paradise FM
5	Unique FM
6	Bigup FM
7	Libidorr Radio
8	Afri Radio
9	Freedom Radio
10	Kibaaro Radio

TOP 10 PRINT HOUSES

RANK	WEEKLY PRESS
1	Daily Observer
2	Foroyaa
3	Freedom Newspaper
4	Gambia News
5	Jollof News
6	Senegambia News
7	The Gambia Echo
8	The Point
9	Today
FOREIGN	
10	NYT Gambia

Source: *http://www.listofnewspapers.com/2015/01/newspapers-in-gambia.html#sthash*

MOBILE CONNECTIVITY INDEX

GSMA INFRASTRUCTURE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY

OVERALL COUNTRY INDEX SCORE
52.73
OUT OF A MAXIMUM POSSIBLE SCORE OF 100

MOBILE NETWORK INFRASTRUCTURE
43.56
OUT OF A MAXIMUM POSSIBLE SCORE OF 100

AFFORDABILITY OF DEVICES & SERVICES
56.53
OUT OF A MAXIMUM POSSIBLE SCORE OF 100

CONSUMER READINESS
59.80
OUT OF A MAXIMUM POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT CONTENT & SERVICES
52.50
OUT OF A MAXIMUM POSSIBLE SCORE OF 100

MOBILE CONNECTION BY TYPE

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)
1.17 Million

MOBILE CONNECTIONS AS PERCENTAGE OF TOTAL POPULATION
136%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID
97%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID
3.2%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
38%

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEM

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
72.3%
MAR 2020 vs. MAR 2019
-4.1%

SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
27.0%
MAR 2020 vs. MAR 2019
+21%

SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0.3%
MAR 2020 vs. MAR 2019
-62%

SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.2%
MAR 2020 vs. MAR 2019
-39%

SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.2%
MAR 2020 vs. MAR 2019
-82%

INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY

TOTAL NUMBER OF INTERNET USERS ON ANY DEVICE	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	ANNUAL GROWTH IN THE NUMBER OF INTERNET USERS	MOBILE INTERNET REFERENCE SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONE
472.5 THOUSAND	20%	+3.0% +14 THOUSAND	98%

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORM

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	SOCIAL MEDIA USERS COMPARED TO TOTAL POPULATION	CHANGE IN SOCIAL MEDIA USERS NUMBERS (APR 2019 TO JAN 202)	PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS ACCESSING VIA MOBILE
370.0 THOUSAND	16%	+9.6% +32 THOUSAND	98%

MARKET 14

Information About

Liberia

"The Love of Liberty Brought Us Here"

Capital **Monrovia**

BACKGROUND

Settlement of freed slaves from United States of America in what is today Liberia began in 1822; by 1847, the Americano-Liberians were able to establish a republic. William Tubman, president from 1944-71, did much to promote foreign investment and to bridge the economic, social, and political gaps between descendants of the original settlers and the inhabitants of the interior. In 1980, a military coup led by Samuel Doe ushered in a decade of authoritarian rule. In December 1989, Charles TAYLOR launched a rebellion against Doe's regime that led to a prolonged civil war in which Doe was killed. A period of relative

Population
5.07 Million

peace in 1997 allowed for an election that brought in 2000.

An August 2003 peace agreement ended the war and prompted the resignation of former president Charles Taylor, who was convicted by the UN-backed special court for sierra Leone in The Hague for his involvement in Sierra Leone's civil war. After two years of rule by a transitional government, democratic elections in 2005 brought President Ellen Johnson Sirleaf to power. She subsequently won reelection in 2011 but was challenged to rebuild Liberia's economy, particularly following the 2014-15 Ebola epidemic, and to reconcile a nation still recovering from 14 years of fighting. In July 2016, the UN handed over peacekeeping responsibility to Liberia and reduced the UN troop presence, which now serves a support role. Constitutional term limits barred President Johnson Sirleaf from running of re-election. Legal challenges delayed the 2017 presidential runoff election, which was eventually won by George WEAH. In March 2018, the UN completed its 15-year peacekeeping mission in Liberia.

POLITICAL CONTEXT

The administration of President George M. Weah will clock two years in office in January 2020 and will be taking stock of its deliverables in terms of social services and fulfilling campaign promises to the people of Liberia and what to achieve for the remaining four years. The government put into place its Pro-Poor Agenda for Prosperity and Development (PAPD) at the latter part of its first year in office. . The PAPD is guided by four pillars focusing on empowering Liberians through education, health, youth development and social protection, enabling private sector-led economic growth, supporting a peaceful society, and creating an inclusive and accountable public sector.

During the period under review, the country's economy was challenged with rising inflation as a result of significant depreciation of the Liberian dollar against the United States dollar and other factors. This hampered the Government's ability to fully deliver services and meet other obligations. Consequently, the Government is working with its development partners to help it tackle the economic glitches, while instituting measures to promote growth and development, critical for sustaining peace and stability.

Following the highly contested 2017 Presidential and Legislative Elections that ushered in the George Weah-led administration into office, Liberia is bracing itself for the Senatorial Mid-Term Elections in 2020. The tenure of 15 out of 30 senators will be expiring and those seeking re-election will have to face the electorates. The Legislature has passed a bill for a national referendum to reduce the tenure of the President and members of the House of Representatives from six to five years and senators from nine to seven years. Dual citizenship is also included for the referendum.

OVERVIEW OF THE ECONOMY

Liberia is a low-income country that relies heavily on foreign assistance and remittances from the diaspora. It is richly endowed with water, mineral resources, forests, and a climate favourable to agriculture. Its principal exports are iron ore, rubber, diamonds, and gold. Palm oil and cocoa are emerging as new export products. The government has attempted to revive raw extraction and is encouraging oil exploration.

In 1990s and early 2000s, civil war and government mismanagement destroyed much of Liberia's economy, especially infrastructure in and around the capital. Much of the conflict was fueled by control over Liberia's natural resources. With the conclusion of fighting and installation of a democratically elected government in 2006, businesses that had fled the country began to return. The country achieved high growth during the period 2010-13 due to favourable world prices for its commodities. However, during the 2014-2015 Ebola crisis, the economy declined and many foreign-owned businesses departed with their capital and expertise. The epidemic forced the government to divert scarce resources to combat the spread of the virus, reducing funds available for needed public investment. The cost of addressing the Ebola epidemic coincided with decreased economic activity reducing government revenue, although higher donor support significantly offset the loss. During the same period, global commodities prices for key exports fell and have yet to recover to pre-Ebola levels.

In 2017, gold was a key driver of growth, as a new mining project began its full year of production; iron ore exports also increased as Arcelor Mittal opened new mines at Mount Gangra. The completion of the rehabilitation of Mount Coffee Hydroelectric Dam increased electricity production to support ongoing and economic activity, although electricity tariffs remain high relative to other countries in the region and transmission infrastructure is limited. Presidential and legislative elections in October 2017 generated election-related spending pressures.

Revitalizing the economy in the future will depend on economic diversification, increasing investment and trade, higher global commodity prices, sustained foreign aid remittances, development of infrastructure and institutions, combating corruption and maintaining political stability and security.

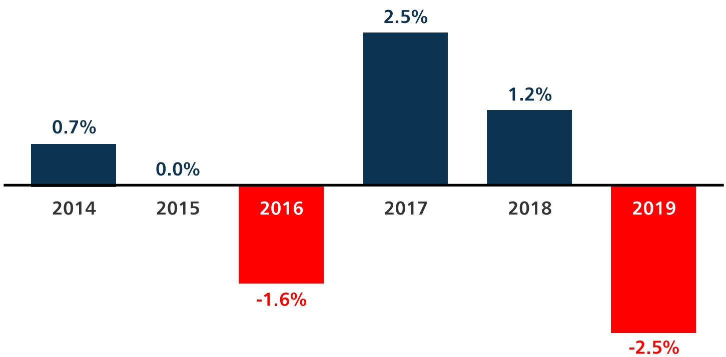
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, humid; dry winters with hot days and cool to cold nights; wet, cloudy summers with frequent heavy showers
Area:	Total: 111,369 sq km Land: 96,320 sq km Water: 15,049 sq km
Natural resources:	Iron ore, timber, diamonds, gold, hydropower
Land use:	Agricultural land: 28.1% (2011 est.) Arable land: 5.2% (2011 est.) / permanent crops: 2.1% (2011 est.) / permanent pasture: 20.8% (2011 est.) Forest: 44.6% (2011 est.) Other: 27.3% (2011 est.)
PEOPLE	
Population:	5,073,296 (July 2020 est.)
2008 census:	3,476,608
Age structure:	0-14 years: 43.35% (male 1,111,479/female 1,087,871) 15-24 years: 20.35% (male 516,136/female 516,137) 25-54 years: 30.01% (male 747,983/female 774,615) 55-64 years: 3.46% (male 89,150/female 86,231) 65 years and over: 2.83% (male 70,252/female 73,442) (2020 est.)
Population growth rate:	2.71% (2020 est.)
Urbanization:	52.1% of total population (2020)
Infant mortality rate:	Total: 47.4 deaths/1,000 live births Male: 51.7 deaths/1,000 live births Female: 43.1 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	Total population: 64.7 years Male: 62.5 years Female: 67 years (2020 est.)
Total fertility rate:	4.9 children born/woman (2020 est.)
Languages:	English 20% (official), some 20 ethnic group languages: Few of which can be written or used in correspondence
ECONOMY	
GDP (purchasing power parity):	$6.468 billion (2019 est)
GDP - per capita (PPP)	$1,413
GDP (nominal):	$3.221 billion (2019 est)
GDP per capita:	$1,485
GDP - composition by sector:	Agriculture: 34% (2017 est.) Industry: 13.8% (2017 est.) Services: 52.2% (2017 est.)
Exports:	$260.6 million (2017 est.)
Exports- partners:	Germany 36.2%, Switzerland 14.2%, UAE 8.8%, US 6.8%, Indonesia 4.7% (2017)
Exports- commodities:	Rubber, timber, iron, diamonds, cocoa, coffee
Imports:	$1.166 billion (2017 est.)
Imports- partners:	Singapore 29.8%, China 24.4%, South Korea 17.5%, Japan 9.4% (2017)

Imports commodities:	Fuels, chemicals, machinery, transportation equipment, manufactured goods; foodstuffs
Currency (code):	Liberian dollar (LRD)
Time Zone:	UTC (GMT)
Driving side:	Right
ISO 3166 code:	LR
COMMUNICATIONS	
Calling code:	+231
Internet TLD:	.lr
Internet users:	Total: 314,717 Percent of population: 7.3% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://en.wikipedia.org/wiki/liberia

GDP YEARLY GROWTH RATE



Source: *https://tradingeconomics.com/Liberia/gdp-growth-annual*

The Gross Domestic Product (GDP) in Liberia contracted 2.50% in 2019 from the previous year.

MONTHLY HOUSEHOLD INCOME

Average monthly income per capita in Liberia is $31, or $370 per capita per year.

2016 Data	Liberia
Gross monthly income/inhabitant	$31
Gross annual income/inhabitant	$370

Source: *World Bank, 2016*

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	23.3
February	22.0
March	25.8
April	23.3
May	28.7
June	29.9
July	29.9
August	31.3
September	30.9
October	30.5
November	26.6
December	20.3

Source: *https://tradingeconomics.com/liberia/inflation-cpi*

The inflation rate in Liberia was recorded at 30.90% in September of 2019.

EXCHANGE RATE OF LIBERIAN DOLLAR (LRD) TO USD MONTHLY AVERAGEE

MONTH	2019
January	159.5
February	161.0
March	162.2
April	166.4
May	181.2
June	194.4
July	200.3
August	204.4
September	208.5
October	211.1
November	199.8
December	188.4

Source: *http://knoema.com/atlas/liberia/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Liberia was 188.4 LRD per dollar US dollars.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population (census) 1984	Population (census) 2008
Bomi	Tubmanburg	1,942	66,420	84,119
Bong	Gbarnga	8,769	255,813	333,481
Gbarpolu	Bopolu	9,685	48,399	83,388
Grand Bassa	Buchanan	7,932	159,648	221,693
Grand Cape Mount	Robertsport	5,160	79,322	127,076
Grand Gedeh	Zwedru	10,480	63,028	125,258
Grand Kru (Kru Coast & Sasstown)	Barclayville	3,894	62,791	57,913
Lofa	Voinjama	9,978	199,242	276,863
Margibi (Gibi & Marshall)	Kakata	2,615	151,792	209,923
Maryland	Harper	2,296	69,267	135,938
Montserrado	Bensonville	1,908	491,078	1,118,241
Nimba	Sanniquellie	11,546	313,050	462,026
Rivercess	Cesstos City	5,592	37,849	71,509
River Gee	Fish Town	5,110	39,782	6,789
Sinoe	Greenville	10,133	64,147	102,391
Liberia	**Monrovia**	**97,036**	**2,101,628**	**3,476,608**

Source: *http://www.citypopulation.de/Liberia.html*

MEDIA TRENDS IN LIBERIA

REGULATORY BODIES

8 private and 1 government-owned TV station; satellite TV service available; 1 state-owned radio station; 19 independent radio stations broadcasting in Monrovia, with another 77 local station operating in other areas; transmissions of 4 international broadcast are available (2017).

The Liberia Telecommunications Authority (LTA) is the regulatory and competition authority charged with the statutory responsibility of ensuring a vibrant telecommunications sector in Liberia.

MEDIA TRENDS

TOP 5 TV CHANNELS

Ramk	Channels
1	Clar TV
2	DC TV
3	Power TV
4	Real TV
5	LNTV

TOP 10 MOST LISTENED RADIO STATIONS

Ramk	Stations
1	BBC World Service 103 FM
2	ELBC FM
3	ELWA FM and SW
4	LUX 106.6 FM
5	Radio Liberia FM
6	Radio Veritas FM and SW
7	RFI English FM
8	SKY FM
9	Star Radio FM and SW
10	Truth FM

TOP 9 NEWSPAPERS READ

Ramk	Daily
1	The Analyst
2	Daily Observer
3	The Daily Talk
4	FrontPage Africa
5	The Inquirer
6	National Chronicle
7	The New Dawn
8	New Democrat
9	The New Republic

TOP WEBSITES

Ramk	Site
1	Liberiacommerce.com
2	Tlcafrica.com
3	Liberlii.org
4	Emansion.gov.
5	Liberianlawmakerswatch.org
6	Cookshop.biz
7	tunesLiberia.com

Source: *Market intelligence*

MARKET 15

Information About

SIERRA LEONE

"Unity, Freedom, Justice"

Capital **Freetown**

BACKGROUND

The British set up a trading post near present-day Freetown in the 17th century. Originally the trade involved timber and ivory, but later it expanded into slaves. Following the American Revolution, a colony was established in 1787 and Sierra Leone became a destination for resettling black loyalists who had originally been resettled in Nova Scotia. After the abolition of the slave trade in 1807, British crews delivered thousands of Africans liberated from illegal slave ships to Sierra Leone, particularly Freetown.

Population

6.62 Million

The colony gradually expanded inland during the course of the 19th century; independence was attained in 1961. Democracy is slowly being reestablished after the civil war (1991-2002) that resulted in tens of thousands of deaths and the displacement of more than 2 million people (about one third of the population). The military, which took over full responsibility for security following the departure of UN peacekeepers at the end of 2005, has developed as a guarantor of the country's stability; the armed forces remained on the sideline during the 2007 and 2018 national elections.

In March 2014, the closure of the UN Integrated Peace building office in Sierra Leone marked the end of more than 15 years of peacekeeping and political operations in Sierra Leone. The government's stated priorities include furthering development including recovering from the Ebola epidemic creating jobs, and stamping out endemic corruption.

POLITICAL CONTEXT

Sierra Leone held general elections on March 7, 2018 to elect a new President, Members of Parliament and Local Councils in the fourth cycle of elections since the civil war in 2002. The opposition Sierra Leone People's Party (SLPP) candidate, Rtd. Brig. Julius Maada Bio won by 0.6% of valid votes and for the first time a winning party failed to have majority in Parliament. The losing All People's Congress (APC) had 68 seats (52%) and the SLPP had 49 seats (37%). Two new parties the Coalition for Change (C4C) and the National Grand Coalition - (NGC) won eight and four seats respectively.

However, the ruling party petitioned the election of 16 opposition MPs and the High Court ruled in its favor, nullifying the election of 10 - the seats of eight were awarded to the ruling party while two were to be re-run. The ruling party won the re-run in Constituency 040 held on September 14, while the opposition won a by-election in Constituency 043. The ruling party now has a majority with 59 seats and the main opposition has 58 seats. One re-run by-election is pending, the outcome of which may produce an equal number of representatives (59-59 should the opposition win) or add to the ruling party's majority (60 if it wins).

The government early this year launched three Commissions of Inquiry to probe into the governance activities of the past administration: 2007-2018. Persons of Interest include former president, vice presidents, ministers, deputies, and other civil and public servants. The Commissions are expected to conclude hearings by end of October with recommendations presented to government by end of 2019.

OVERVIEW OF THE ECONOMY

Sierra Leone is extremely poor and nearly half of the working-age population engages in subsistence agriculture. The country possesses substantial mineral, agricultural, and fishery resources, but it is still recovering from a civil war that destroyed most institutions before ending in the early 2000s.

In recent years, economic growth has been driven by mining - particularly iron ore. The country's principal exports are iron ore, diamonds, and rutile, and the economy is vulnerable to fluctuations in international prices. Until 2014, the government had relied on external assistance to support its budget, but it was gradually becoming more independent. The Ebola outbreak of 2014 and 2015, combined with falling global commodities prices, caused a significant contraction of economic activity in all areas. While the World Health Organization declared an end to the Ebola outbreak in Sierra Leone in November 2015, low commodity prices in 2015-2016 contributed to the country's biggest fiscal shortfall since 2001. In 2017, increased iron ore exports, together with the end of the Ebola epidemic, supported a resumption of economic growth.

Continued economic growth will depend on rising commodities prices and increased efforts to diversify the sources of growth. Non-mining activities will remain constrained by inadequate infrastructure, such as power and roads, even though power sector projects may provide some additional electricity capacity in the near term. Pervasive corruption and undeveloped human capital will continue to deter foreign investors. Sustained international donor support in the near future will partially offset these fiscal constraints.

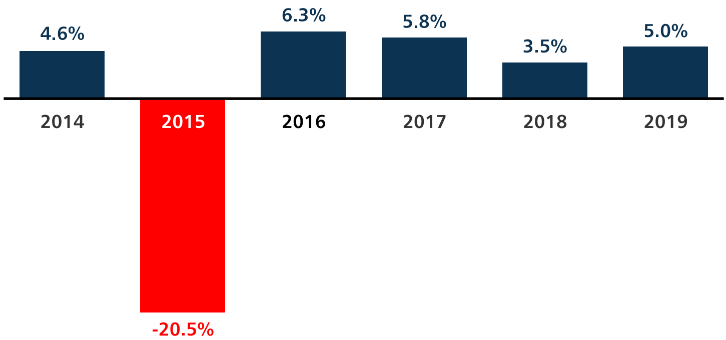
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; Two distinct seasons - rainy (May - October) and dry (November-April). Hottest months are March and April.
Area:	Total: 71,740 sq km Land: 71,620 sq km Water: 120 sq km
Natural resources:	Diamonds, titanium ore, bauxite, iron ore, gold, chromite
Land use:	Agricultural land: 56.2% (2011 est.) Forest: 37.5% (2011 est.) Others: 6.3% (2011 est.)
PEOPLE	
Population:	6,624,933 (July 2020 est.)
2015 census:	7,092,113
Age structure:	0-14 years: 41.38% (male 1,369,942/female 1,371,537) 15-24 years: 18.83% (male 610,396/female 636,880) 25-54 years: 32.21% (male 1,020,741/female 1,112,946) 55-64 years: 3.89% (male 121,733/female 135,664) 65 years and over: 3.7% (male 100,712/female 144,382) (2020 est.)
Population growth rate:	2.43% (2020 est.)
Urbanization:	Urban population: 42.9% of total population (2020)

Infant mortality rate:	63.6 deaths/1,000 live births
Life expectancy at birth:	59.8 years (2020 est.)
Total fertility rate:	4.62 children born/woman (2020 est.)
Languages:	English (official, regular use limited to literate minority), Mende (principal vernacular in the south), Temne (principal vernacular in the north), Krio (English-based Creole, spoken by the descendants of freed Jamaican slaves who were settled in the Freetown area, a lingua franca and a first language for 10% of the population but understood by 95%)
Ethnic groups:	Temne 35.5%, Mende 33.2%, Limba 6.4%, Kono 4.4%, Fullah 3.4%, Loko 2.9%, Koranko 2.8%, Sherbro 2.6%, Mandingo 2.4%, Creole 1.2% (descendants of freed Jamaican slaves who were settled in the Freetown area in the late-18th century; also known as Krio), other Sierra Leone 4.7%, other foreign 0.3% (includes refugees from Liberia's civil war, and small numbers of Europeans, Lebanese, Pakistanis, and Indians), unspecified 0.2% (2013 est.)
Religion:	Muslim 78.6%, Christian 20.8%, other 0.3%, unspecified 0.2% (2013 est.)
Literacy:	Definition: Age 15 and over can read and write English, Mende, Temne, or Arabic
Total population:	43.2% Male: 51.6% Female: 39.8% (2018)
ECONOMY	
GDP (purchasing power parity):	$12.177 billion (2018 est.)
GDP - per capita (PPP):	$1.608 billion (2018 est.)
GDP real growth rate:	3.7% (2017 est.)
GDP - composition by sector:	Agriculture: 60.7% (2017 est.) Industry: 6.5% (2017 est.) Services: 32.9% (2017 est.)
Exports:	$808.4 million (2017 est.) $670 million (2016 est.)
Export- commodities:	Iron ore, diamonds, rutile, cocoa, coffee, fish
Export- partners:	Guinea-Bissau 51.9%, Vietnam 14.6%, Senegal 8.8%, Mali 7.2% (2017)
Imports:	$1.107 billion (2017 est.) $972.8 million (2016 est.)
Imports commodities:	Foodstuffs, machinery and equipment, fuels and lubricants, chemicals
Import- partners:	China 11.5%, US 9.2%, Belgium 8.8%, UAE 7.7%, India 7.4%, Turkey 5.2%, Senegal 5.1%, Netherlands 4.3% (2017)
Currency (code):	Leone (SLL)
COMMUNICATIONS	
Calling code:	+232
Internet users:	Total: 708,615 11.8% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Gambia

GDP YEARLY GROWTH RATE



Source: *: http://www.tradingeconomics.com/sierra-leone/gdp-growth-annual*

The Gross Domestic Product (GDP) in Sierra Leone expanded 5.0% in 2019 from the previous year

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	14.4%
February	14.1%
March	14.8%
April	16.6%
May	15.0%
June	14.7%
July	14.9%
August	15.4%
September	15.2%
October	15.9%
November	13.1%
December	13.9%

Source: *: http://www.tradingeconomics.com/sierra-leone/inflation-cpi*

The inflation rate in Sierra Leone was recorded at 13.09% in November of 2019

EXCHANGE RATE OF LEONE (SLL) TO USD MONTHLY AVERAGE

MONTH	2019
February	8,582.70
March	8,707.90
April	8,743.00
May	8,788.90
June	8,795.90
July	8,975.30
August	9,377.30
September	9,440.80
October	9,507.40
November	9,638.20
December	9,712.40

***Source*:** *: http://knoema.com/atlas/sierra-leone/topics/Economy /Short-term-indicators/Exchange-rate*

Last month, exchange rate for Sierra Leone was 9,715.70 Leone (SLL) per US dollars.

MONTHLY HOUSEHOLD INCOME

The average monthly per capita income in Sierra Leone is $41, or $490 per capita per year.

2016 Data	Sierra Leone
Gross monthly income/inhabitant	**$41**
Gross annual income/inhabitant	**$490**

***Source*:** *World Bank*

DEMOGRAPHIC PROFILE

Sierra Leone's youthful and growing population is driven by its high total fertility rate (TFR) of almost 5 children per woman, which has declined little over the last two decades. Its elevated TFR is sustained by the continued desire for large families, the low level of contraceptive use, and the early start of childbearing. Despite its high TFR, Sierra Leone's population growth is somewhat tempered by high infant, child, and maternal mortality rates that are among the world's highest and are a result of poverty, a lack of portable water and sanitation, poor nutrition, limited access to quality health care services, and the prevalence of female genital mutilation.

Sierra Leone's large youth cohort - about 60 of the population is under the age of 25 - continues to struggle with high levels of unemployment, which was one of the major causes of the country's 1991-2002 civil war and remains a threat to stability today. Its estimated 60% youth unemployment rate is attributed to high levels of illiteracy and unskilled labour, a lack of private sector jobs, and low pay.

Sierra Leone has been a source of and destination for refugees. Sierra Leone's civil war internally displaced as many as 2 million people, or almost half the population, and forced almost another half million to seek refuge in neighbouring countries (370,000 Sierra Leoneans fled to Guinea and 120,000 to Liberia). The UNHCR has helped most 180,000 Sierra Leoneans to return home, while more than 90,000 others have repatriated on their own. Of the more than 65,000 Liberians who took refuge in Sierra Leone during their country's civil war (1989-2003), about 50,000 have been voluntarily repatriated by the UNHCR and others have returned home independently. As of 2015, less than 1,000 Liberians still reside in Sierra Leone.

OVERVIEW OF THE POPULATION
CORE DEMOGRAPHIC INDICATORS

TOTAL POPULATION	FEMALE AS PERCENTAGE OF TOTAL POPULATION	MALES AS PERCENTAGE OF TOTAL POPULATION	ANNUAL CHANGE IN POPULATION SIZE	MEDIAN AGE
7.90 Million	50%	50%	+2.1% +163 Thousand	19.4

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
57%	110.5	43%	35%	52%

POPULATION BY REGION

DISTRICTS	POPULATION CENSUS (2015)		
	TOTAL	MALE	FEMALE
Kailahun	526,379	260,586	265,793
Kenema	609,891	301,104	308,787
Kono	506,100	252,751	253,349
Bombali	606,544	296,683	309,861
Kambia	345,474	165,541	179,933
Koinadugu	409,372	204,498	204,874
Port Loko	615,376	294,954	320,422
Tonkolili	531,435	263,152	268,283
Bo	575,478	280,569	294,909
Bonthe	200,781	99,014	101,767
Moyamba	318,588	153,699	164,889
Pujehun	346,461	168,869	177,592
Western Area Rural	444,270	221,351	222,919
Western Area Urban	1,055,964	528,207	527,757
TOTAL COUNTRY	**7,092,113**	**3,490,978**	**3,601,135**

Source: *Statistics Sierra Leone*

MEDIA TRENDS IN SIERRA LEONE

Access to traditional media - radio, TV and print - varies greatly in Sierra Leone. The proportion of adults with access to each platform is 81%, 45% and 13%, respectively. Access to media is also determined by geographic location and gender.

The number of radio stations in the country has dramatically increased in recent times, from eight at the turn of the century (six of which were state-owned) to more than 90 stations in 2015. Despite the rapid growth in the sector, many stations face operational difficulties. Only about 50 of these stations are currently functioning and many operate with small transmitters and limited broadcast reach.

TV has been broadcast in Sierra Leone since 1963, with five local channels registered in 2015. International satellite channels are also available on a subscription basis through Digital Satellite Television Service (DSTV) from South Africa, although the cost associated with this are high.

There is a history of print journalism in Sierra Leone dating back more than 200 years, with the Sierra Leonean Gazette initially founded in 1801.

Despite this, newspapers have not gained a mass audience. Readership is also mostly male - 71% of those who access newspaper are men and urban - 82% of readers live in urban areas. This can partly be attributed to traditionally low levels of literacy among the population; in this survey 38% of respondents were literate. Newspapers are also not broadly distributed throughout the country and most of the roughly 40 newspapers that are in print only have relatively small print runs, no higher than the thousands.

Of the three traditional media platforms, radio has the largest reach and also the greatest potential to reach an equal number of women and people living in rural areas. TV reaches a smaller proportion of each of these groups than radio, and newspapers an even smaller proportion.

The remainder of this section looks in more detail at how the different traditional media platforms are accessed and used by different audiences.

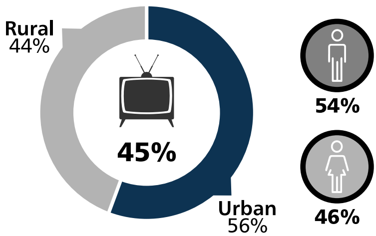
TELEVISION

In all, a total of 45% of Sierra Leoneans can access TV inside or outside their home. In Sierra Leone, watching TV may also include watching non-live content such as DVDs or videos, and the figures shown here refer to the proportion of Sierra Leoneans who use all TV and video platforms – both live and non-live.

Households might have TVs and DVD players at home, but might not necessarily have access to terrestrial TV or a satellite dish. Additionally, watching TV and non-live content in Sierra Leone is often a communal activity. In 2015, more than a quarter of Sierra Leonean households own a TV set or a device to play DVD content. The 2013 BBC Media Action survey found that 18% of households owned a TV, and the 2008 Fondation Hirondelle survey found that 16% said that they watched TV. These figures, however, do not account for households that potentially have screens that allow them to watch DVD content. It is therefore unclear exactly to what extent TV access has changed.

Sierra Leoneans with access to terrestrial TV can receive five local channels: the state provider SLBC, AYV, Star TV, Kedar Faith TV and Destiny Television. International channels are available via satellite TV. People access satellite TV in two ways; via 'freeview' boxes, which require a one-off set-up cost of about US$150, and carry around 20 mostly Ghanaian and Nigerian channels, and through the DSTV monthly subscription service, which is more expensive and offers access to hundreds of channels.

ACCESS TO TV AND/OR DVD AND AUDIENCE PROFILE BY GENDER AND LOCATION

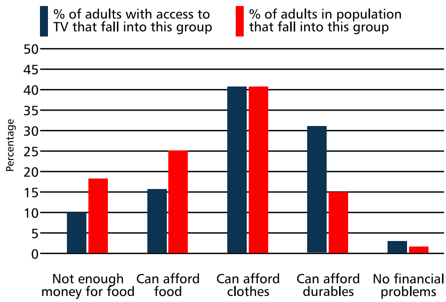


Nationally, the proportion of adults aged 15 and over who live in urban areas is 35%, and 65% for rural areas. The proportion of males is 49% and the proportion of females is 51%.

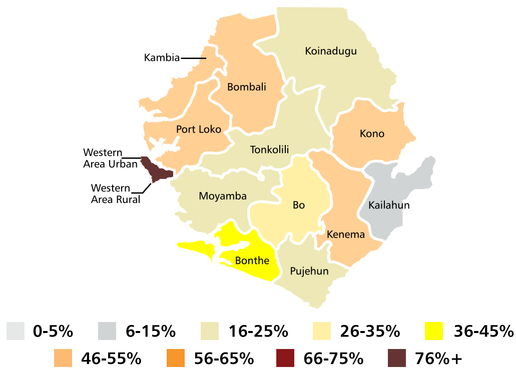
TV broadcasting began in Sierra Leone in 1963 with the state broadcaster SLBC – then known as the Sierra Leone Broadcasting Service (SLBS) – launching its first channel. The satellite TV provider DSTV started its operations across Africa in 1995. SLBC and DSTV have dominated the Sierra Leonean TV market since then. In 2011 Kedar Faith TV joined the market and more recently, in 2015, AYV and Star TV began broadcasting.

In 2013, BBC Media Action found that only 9% of people in Sierra Leone owned a satellite dish. Subscription packages with DSTV cost between US$12 and US$88 per month. With a per capita income of US$58 per month,19 subscription services are too expensive for the vast majority of Sierra Leoneans. It is therefore likely that only a minority of those with access to TV can afford to subscribe to DSTV. However, cheaper 'freeview' boxes open up satellite TV to a wider demographic.

Given the cost of TV sets and DVD players, it is not surprising that TV access differs among income groups. Access to TV and DVDs is particularly widespread in Western Area, where the capital Freetown is located.



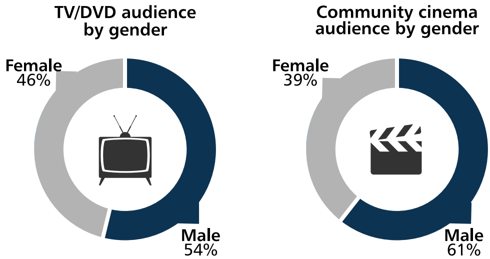
TV is also only broadcast currently in urban centres, such as Freetown, Makeni and Bo. This further explains why residents of urban centres (74%) are more likely to have TV access than those living in rural areas (31%). In addition, men are slightly more likely to have access than women to TV and DVD content – 50% of men compared to 42% of women.



Community cinemas – places where individuals can watch content with others in exchange for a small fee – are another common way for Sierra Leoneans to access TV broadcasts or DVD and other nonlive content. Community cinemas are often still used by those who have TV or DVD access at home; 39% of those who can access TV in their own homes still use community cinemas.

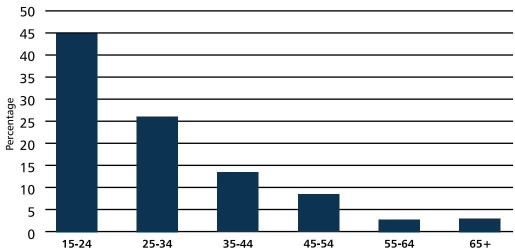
Community cinema access is even more weighted towards young men than TV and DVD access: 61% of those who use community cinemas are male, while only 39% of those who use community cinemas are female. Generally, those aged 15–34 are more likely to access and use community cinemas than older Sierra Leoneans. It is plausible that this age and gender profile is partly due to community cinemas commonly showing football matches, which are widely popular among young men.

TV/DVD AND COMMUNITY CINEMA ACCESS BY GENDER



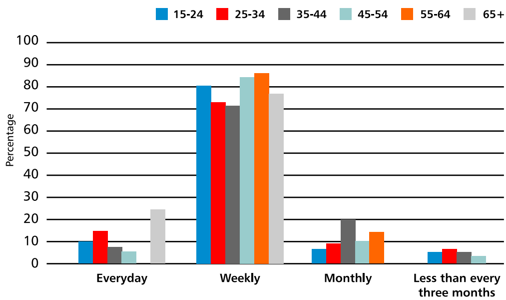
Nationally, the proportion of adults aged 15 and over who live in urban areas is 35%, and 65% for rural areas. The proportion of males is 49% and the proportion of females is 51%.

COMMUNITY CINEMA USE BY AGE



In terms of frequency, those who use community cinemas have relatively similar habits; most visit them on a weekly basis.

FREQUENCY OF COMMUNITY CINEMA VISITS BY AGE



Source: *http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf*

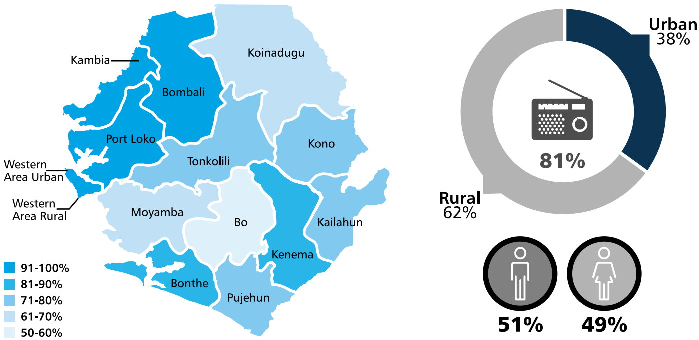
OVERVIEW OF ACCESS AND OWNERSHIP FIGURES FOR TRADITIONAL AND NEW MEDIA

RADIO

Radio continues to reach a wide audience while the popularity of radio has been maintained, the radio landscape has changed notably. In 2000, only eight radio stations existed; this has since grown to about 90 radio stations registered with the Independent Media Commission in 2015, of which it is thought that over 50 operate on a regular basis. Compared to 2000, when six of the eight stations were state-owned, of the 50 radio stations operating in 2015 some are associated with tertiary or religious institutions, some are commercially owned, some supported by non-governmental organisations and others are locally owned and led. The growth of radio stations in Sierra Leone has been supported partly by international non-governmental organisations that invested in community-based radio as part of the reconciliation and peace-building process. The majority of stations operate with low-level transmitters, which limits them to broadcasting over a relatively small area.

In 2015, radio is still the most accessible broadcast platform in the country. Counting those who can listen to the radio outside their homes, eight out of 10 (81%) adult Sierra Leoneans have access to radio. Access rates vary, but are higher than 50% in all districts in the country. More than two-thirds of households (69%) also own their own radio.

PROPORTION OF ADULTS THAT CAN ACCESS RADIO BY DISTRICT; RADIO AUDIENCE PROFILE, SHOWING ACCESS BY GENDER AND LOCATION



Nationally, the proportion of adults aged 15 and over who live in urban areas is 25% and 65% in rural areas. The proportion of males is 49% and proportion of females is 51%.

Source: *http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf*

In 2008, a survey commissioned by Foundation Hirondelle and UNICEF found that 77%of the adult population in Sierra Leone listened to the radio. A survey conducted by BBC Media Action in 2013 found that 81% of respondents could access the radio. In 2015, little has changed; radio remains a reliable platform on which to reach audiences. In 2008, about 49% of adult Sierra Leoneans reported having listened to the radio on the previous day and in 2015, 47% report that they usually listen each day.

Radio is accessed by a diverse audience. A trend was observed in 2008 that older people listen to the radio more frequently, and this seems to hold true 2015. Younger people are more likely to listen less frequently or not listen to radio at all than their older counterparts. In 2008, among the 18-25 years olds interviewed across eight districts, two-thirds (66%) listened to the radio daily. Looking at the entire country in 2015, only 42% of 18-25-years-olds listen every day. By comparison, in 2015, 56% of adults aged over 65 listens to the radio each day.

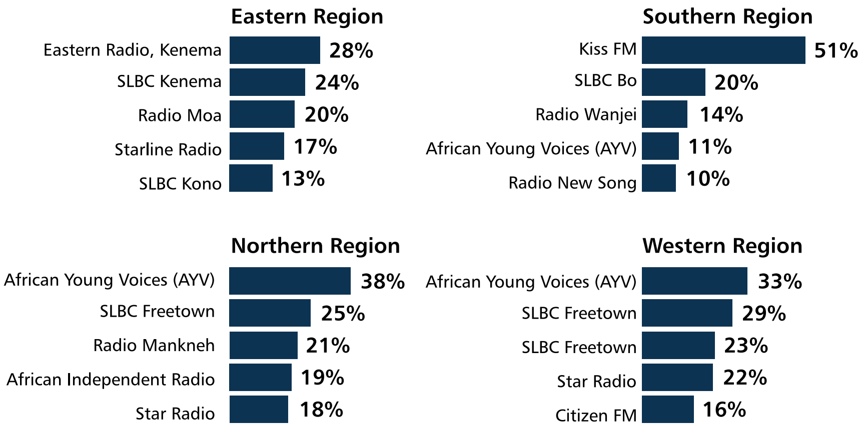
Radio is the only traditional media platform that almost achieves gender equity in access (51% of those with radio access are men, and 49% are women). For all other media, more men have access than women. In 10 out of 13 districts more than two-thirds of women have access to radio. In the remaining three, Kailahun (65%), Koinadugu (56%) and Bo (56%), still more than half of women have access to radio.

Radio is also the only effective media platform to reach audiences. Overall, of those who can access radio, 62% are in rural locations, which is comparable to the overall proportion of people in the sample who live in rural areas (65%). In practice, this means that almost four in five rural dwellers (77%) can access radio. In contrast, only 31% of rural audiences can access TV or DVD content.

There is greater diversification of radio stations and listenership. The radio landscape has diversified and become more localized throughout the last decade. Correspondingly, the listenership has become much more fractured: nationally, no single station reaches more than one-third of adult Sierra Leoneans. Even among stations operating at a regional level, only a few are followed by more than a third of adults in their region. The national broadcaster, Sierra Leone Broadcasting Corporation (SLBC), and African Young Voices (AYV) radio are the stations that are most popular cross-regionally, although stations such as Star Radio and Africa Independent Radio were also mentioned by participants in many districts. Sierra Leoneans follow two radio stations on average.

As a result, to reach a national audience in contemporary Sierra Leone, it is necessary to broadcast on several radio stations. Language differences further complicate this task: 18% of adult Sierra Leoneans speak one of 15 local languages, but neither Krio- the lingua franca of Sierra Leone- nor English.

MOST POPULAR RADIO STATIONS IN EACH REGION



Source: *http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf*

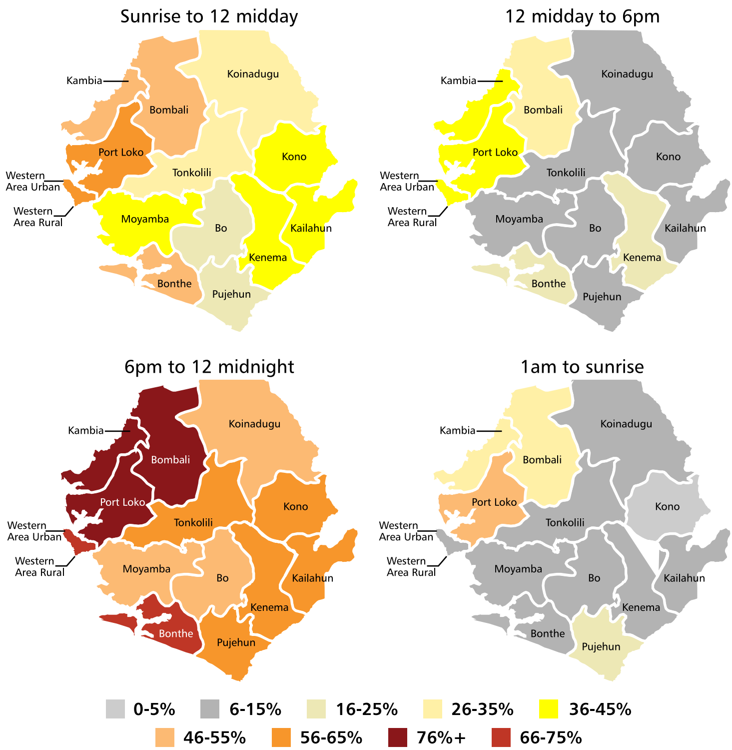
Percentages refer to the proportion of respondents within each region who report that they listen to this station, so percentages add up to more than 100.

There is not a uniform picture as to whether local and district-level radio is typically more popular than the national broadcaster or bigger commercial stations. In some areas – for example Port Loko, Kambia, Western Area and districts in the Southern Province – the bigger, cross district stations like AYV and Kiss FM, or even Star Radio and Radio Mankneh, are among the most listened to. In other parts of the country, such as Koinadugu and districts in the Eastern Province, district-based stations have higher reported listenership. The popularity of local and district-level stations demonstrates their importance to audiences, alongside the national broadcaster and larger commercial stations.

Most adults are frequent radio listeners, especially in the evening. Across the country, among all location, gender and age groups, most Sierra Leoneans listen to the radio at least once a week – only 6% of listeners listen less frequently than this. While Sierra Leoneans listen frequently, they listen more during certain hours. Evenings are particularly popular times to listen to the radio.

Depending on the district, from 50% to 89% of the population listen to the radio between 6pm and midnight. All age groups, and both men and women, listen to radio mostly in the evening and the morning.

POPULAR RADIO LISTENING TIMES



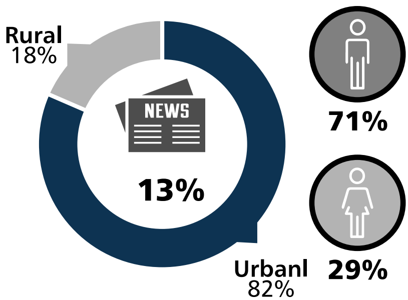
Source: *http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf*

The Ebola outbreak of 2014–16 highlighted the importance of radio as a key source of information for Sierra Leoneans. Radio – including both national and local broadcasts – was an important medium to support community-led efforts to contain the spread of Ebola. Four Knowledge, Attitude and Practice (KAP) surveys conducted between August 2014 and July 2015 by Focus 1000 and partners suggested that radio was by a distance the leading source through which Sierra Leoneans received information on the Ebola virus. More than 90% of respondents in the second, third and fourth surveys said that they received Ebola information in this way. Findings from the second KAP survey also showed that audiences overwhelmingly rated radio as their preferred method for receiving information about Ebola.

PRINT MEDIA

Newspapers remain niche: mostly men, urban, wealthier and more educated people access them The first ever newspaper in West Africa, the Sierra Leone Gazette, was established in Sierra Leone in 1801. The number of available newspapers has grown steadily. In 2000 there were 10 newspapers in Sierra Leone, by 2005 this had grown to around 40 and by 2010 there were 58 registered papers, of which it is estimated that 40 or so are still in print. However, low circulation, high costs and low literacy levels are the likely reasons why, despite their long history, newspapers have never gained mass readership.20 Only 13% of Sierra Leoneans have access to newspapers in 2015.

ACCESS TO NEWSPAPERS AND AUDIENCE PROFILE BY GENDER AND LOCATION



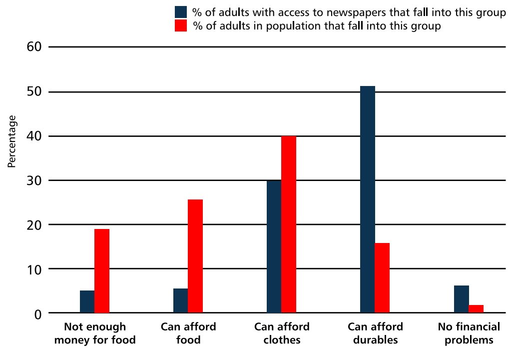
Source: *http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf*

Nationally, the proportion of adults aged 15 and over who live in urban areas is 35%, and 65% for rural areas. The proportion of males is 49% and the proportion of females is 51%.

Literacy is a big barrier; only 38% of adult Sierra Leoneans reported that they can read. The proportion of women who reported this is even lower – 25%, compared to 51% of men. Another limiting factor is that all newspapers are printed in English, which only about a quarter of adult Sierra Leoneans speak. Also, some newspapers are only on sale occasionally, when funds for printing are available. Print runs of newspapers tend to stay within the thousands. Further, newspapers are expensive by local standards: on average they cost US$0.35, which, for a population that mostly lives on less than US$1.25 per day, is a substantial amount.

Access to newspapers is higher among men compared to women (71% versus 29%) and those living in urban areas compared to rural areas (82% versus 18%) (see Figure 11). They are accessed by people with higher educational attainments and incomes (see Figure 12); 44% of newspaper readers completed secondary school, while only 3% of Sierra Leoneans have attained an equivalent level of education. About half (52%) of newspaper readers can afford durables such as TVs or refrigerators; BBC Media Action's 2015 survey indicates that only 15% of households nationally can afford to make similar purchases.

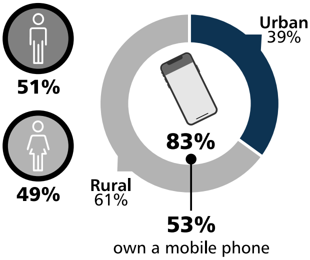
ACCESS TO NEWSPAPERS BY INCOME STATUS



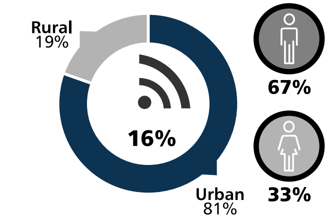
Source: *http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf*

OVERVIEW OF ACCESS TO NEW MEDIA

The majority of adults have access to mobile phones and radio



Social media and internet users are younger and mostly urban



THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE IN SIERRA LEONE

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.90 Million	6.90 Million	1..99 Million	700.0 Thousand
URBANISATION 42%	POPULATION 87%	PENETRATION 25%	PENETRATION 8.9%

DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+2.1%	+7.6%	+8.1%	+15%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019
+163 Thousand	+486 Thousand	+149 Thousand	+92 Thousand

INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY

TOTAL NUMBER OF INTERNET USERS ON ANY DEVICE	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	ANNUAL GROWTH IN THE NUMBER OF INTERNET USERS	MOBILE INTERNET REFERENCE SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONE
1.99 Million	25%	+8.1% +149 Thousand	98%

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	PERCENTAGE OF ADULTS AGED 18+THAT CAN BE REACHED WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE
680.0 Thousand	13%	-3.2% +30 Thousand	40.3%	59.7%

MARKET 16

Information About

GUINEA

"Work, Justice, Solidarity"

Capital **Conakry**

BACKGROUND

Guinea is at a turning point after decades of authoritarian rule since gaining its independence from France in 1958. Sekou Toure ruled the country as president from independence to his death in 1984. Lansana Conte came to power in 1984 when the military seized the government after Toure's death. Gen. Conte organized and won presidential elections in 1993, 1998, and 2003, though there were claims that the polls were rigged. Upon Conte's death in December 2008, Capt. Moussa Dadis Camara led a military coup, seizing power and suspending the constitution. His unwillingness to yield to domestic

Population
12.53 Million

and international pressure to step down led to heightened political tensions that peaked in September 2009 when presidential guards opened fire on an opposition rally killing more than 150 people. In early December 2009, Camara was wounded in an assassination attempt and exiled to Burkina Faso. A traditional government led by Gen. Sekouba Konate paved the way for Guinea's transition to a fledgling democracy.

The country held its first free and competitive democratic presidential and legislative elections in 2010 and 2013 respectively, and in October 2015 held a second consecutive presidential election. Alpha Conde, who is still the current president, was reelected to a second five-year term as president in 2015, and the National Assembly was seated in January 2014. Conde's first cabinet is the first all-civilian government in Guinea. The country held a successful political dialogue in August and September 2016 that brought together the government and opposition to address long-standing tensions. Local elections were held in February 2018 and disputed results in five of the races resulted in a protest.

POLITICAL CONTEXT

Alpha Conde became president in 2010 after a lifelong battle against a series of despotic and military regimes which sent him into exile and prison. It was Guinea's first democratic election since gaining independence from France in 1958.

However, the vote kindled ethnic tensions, as Mr. Conde hails from the Malinke ethnic group, which makes up 35% of the population. The defeated, Cellou Dalein Diallo, is a member of the Peul ethnic group, to which 40% of Guineans belong.

Mr. Diallo has repeatedly accused the president of sidelining his constituents, including many Peul. Both allies and critics alike acknowledge his charisma and intelligence, but some also describe him as authoritarian and impulsive, someone who rarely listens to others and often acts alone.

His supporters however consider him untainted, a "new man" who has never had the opportunity to "participate in the looting of the country." He was elected for a second term in 2015, but faced protests four years later when he tried to change the constitution and run for a third term.

ECONOMIC INDICATORS

CURRENCY

In the territory of the Republic of Guinea, the currency since 1960 is the Guinean franc, except between 1972 and 1986, during which the currency was the sily. The Guinean franc is not traded in any other country, but is exchangeable with money changers operating near borders with currencies in riparian countries (the CFA franc, the Liberian Dollar, the Sierra Leonean Leone and also the Euro and the Dollar). The Central Bank of

Guinea also allows the exchange, but at unattractive rates and only in Conakry.

AGRICULTURE
The majority of Guineans work in the agricultural sector, which employs more than 75% of the country's able-bodied population (24% of GDP).

Millet and fonio are the main crops in Upper Guinea, while peanuts are produced in the Koundara region. Rice is grown in flooded areas along the river and rivers, but local production is insufficient and the country imports Asian rice. Traditional food crop farming (crops such as cassava) remain widely practiced in Guinea.

Coffee, pineapple, peaches, nectarines, mangoes, citrus fruit, tapioca, oranges, bananas, potatoes, tomatoes, cucumbers, peppers, and other vegetables are grown. Guinea is one of the emerging regional producers of apples and pears. There are many plantations based on the vertical hydroponic system.

INDUSTRIAL AND MINING SECTOR
Guinea has significant mineral resources, the main ones being bauxite (1/3 of the world's reserves), gold, diamonds (exploited since 1936), iron, oil and uranium, phosphates and manganese. In the late 1990s, Canadian 'junior companies" invested in more than 8,000 mining properties in more than 100 countries, most of them still in the project stage, are increasing contracts with African countries. Canada's investment in Guinea represent approximately $250 million invested in the mining sector and on June 8, 2012, Canada's former Ambassador to Guinea, Perry Calderwood, accompanied a large delegation of Canadian investors to the Sékhoutouréya Palace to see how these Canadian businessmen plan to intervene in the development of the mining sector.

The Simandou (Mount Nimba) mining project, in the Bayla-Nzérékoré axis, in Guinée Forestiére (south-east, Liberia border), which is one of the largest mining infrastructure projects in Africa launched in 2012, led by Rio Tinto, Chinalco and IFC, and assumed to be capable of initiating regional and national development, seems to freeze in the first half of 2016. The revival of the giant iron ore mining project at Mount Simandou was formalized in Beijing on October 28, 2016. Rio Tinto and Chinalco of China signed an agreement in principle on the conditions fir the transfer of all the shares from the first to the second in the development of the southern part Simandou which will require about 20 billion dollars of investment. A protocol establishing the framework for cooperation was concluded on 31st October 2016.

ENERGY
Guinea is energy dependent and imports all of its hydrocarbon consumption. Exploitation of offshore deposits is under study.

The potential for hydropower production is considerable because of the relief and the rainfall, it is estimated at more than 6,000 MW54. The first dams are not enough to feed Conakry in full.

The Kaleta dam, built and financed by China, inaugurated in September 2015, with a capacity of 240 MW, makes it possible to absorb a good part of the energy deficit of the country, estimated at 400 Mw55.

The Souapiti Dam is under construction, also by Chinese, on the Konkouré River, upstream of the Kaleta Dam; its capacity will reach 550MW and its commissioning is planned for the end of 2019. The construction of the Amaria dam, launched in early 2018 for a four year period with a capacity of 300 MW, will be carried out by the Chinese company TBEA to meet its needs of energy for its aluminum project and this dam will also be used for the national electricity grid.

TOURISM

The country hosts very few foreign tourists, despite the great diversity and beauty of the landscape, the friendly attitude of Guineans in relation to foreigners and the various potential interests of art, be it art carved, music, dance or traditional culture.

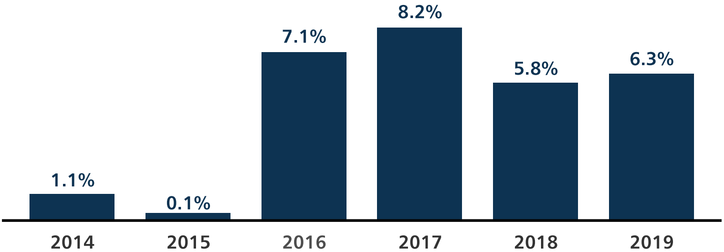
KEY FACTS

GEOGRAPHY	
Climate:	Generally hot and humid; monsoonal-type rainy season (June to November) with south westerly winds; dry season (December to May) with north easterly harmattan winds
Area:	Total: 245,857 sq km Land: 245,717 sq km Water: 140 sq km
Natural resources:	Bauxite, iron ore, diamonds, gold, uranium, hydropower, Fish, salt
Land use:	Agricultural land: 58.1% (2011 est.) Arable land: 11.8% (2011 est.) / permanent crops: 2.8% (2011 est.) / permanent pasture: 43.5% (2011 est.) Forest: 26.5% (2011 est.) Other: 15.4% (2011 est.)
PEOPLE	
Population:	12,527,440 (July 2020 est.)
2014 census:	11,628,972
Age structure:	0-14 years: 41.2% (male 2,601,221/female 2,559,918) 15-24 years: 19.32% (male 1,215,654/female 1,204,366) 25-54 years: 30.85% (male 1,933,141/female 1,930,977) 55-64 years: 4.73% (male 287,448/female 305,420) 65 years and over: 3.91% (male 218,803/female 270,492) (2020 est.)
Population growth rate:	2.76% (2020 est.)
Urbanization:	36.5% of total population (2020)

Infant mortality rate:	Total: 52.4 deaths/1,000 live births Male: 57.3 deaths/1,000 live births Female: 47.3 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	Total population: 63.2 years Male: 61.3 years Female: 65 years (2020 est.)
Total fertility rate:	4.92 children born/woman (2020 est.)
Languages:	French (official), Pular, Maninka, Susu, other native languages
ECONOMY	
GDP (purchasing power parity):	$27.97 billion (2017 est.)
GDP - per capita (PPP):	$2,200 (2017 est.)
GDP (nominal):	$9.183 billion (2017 est)
GDP per capita:	$707
GDP - composition by sector:	Agriculture: 19.8% (2017 est.) Industry: 32.1% (2017 est.) Services: 48.1% (2017 est.)
Exports:	$3.514 billion (2017 est.)
Imports:	$4.799 billion (2017 est.)
Imports commodities:	Petroleum products, metals, machinery, transport equipment, textiles, grain and other foodstuffs
Currency (code):	Guinean franc (GNF)
Time Zone	UTC (GMT)
Driving side:	Right
Calling code:	+224
ISO 3166 code:	GN
Internet TLD:	.gn
COMMUNICATIONS	
Internet users:	Total: 1,185,148 Percent of population: 9.8% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's doing Business report*
http://www.en.wikipedia.org/wiki/guinea

GDP YEARLY GROWTH RATE



Source: *http://tradingeconomics.com/Guinea/gdp-growth-annual*

The Gross Domestic Product (GDP) in Guinea expanded 6.30% in 2019 from the previous year

MONTHLY INFLATION RATE (IN %) 2019

MONTH	2019
January	9.7
February	9.7
March	9.7
April	9.8
May	9.9
June	9.9
July	9.4
August	9.4
September	9.4
October	9.3
November	9.3
December	9.1

Source: *http://tradingeconomics.com/guinea/inflation-cpi*

The inflation rate in Guinea was recorded at 9.10 percent in December of 2019

EXCHANGE RATE OF GUINEA FRANC (GNF) TO USD MONTHLY AVERAGE

MONTH	2019
January	9,200.3
February	9,220.2
March	9,226.4
April	9,228.6
May	9,224.3
June	9,223.9
July	9,198.9
August	9,194.8
September	9,223.1
October	9,252.2
November	9,312.8
December	9,515.4

Source: *: http://knoema.com/atlas/Congo/topics/Economy/Short-term-indicators/Exchange-rate*

December 2109, exchange rate for Guinea was 9,515.4 GNF per US dollars.

DEMOGRAPHIC PROFILE

Guinea's strong population growth Is a result of declining mortality rates and sustained elevated fertility. The population growth rate is somewhat tampered in the 2000s because of a period of net out-migration. Although life expectancy and mortality rates have improved over the last two decades, the nearly universal practice of female genital cutting continues to contribute to high infant and maternal mortality rates. Guinea's total fertility remains high at about 5 children per woman because of the ongoing preference for larger families, low contraceptive usage and availability, a lack of educational attainment and empowerment among women, and poverty. A lack of n literacy and vocational trainings programs limit job prospects for youths, but even those with university degrees often have no option but to work in the informal sector. About 60% of the country's large youth population is unemployed.

Tensions and refugees have spilled over Guinea's borders with Sierra Leone, Liberia and Cote d'Ivoire. During the 1990s Guinea harbored as many as half a million refugees from Sierra Leone and Liberia, more refugees than any other African country for much of that decade. About half sought refuge in the volatile "Parrot's Beak" region of southwest Guinea, a wedge Guinea in the early 2000s because the area suffered repeated cross border attacks from various government and rebel forces, as well as anti-refugees' violence.

POPULATION BY REGION

REGION	CAPITAL	Population (2014 Census)
Conakry Region	Conakry	1,667,864
Nzerekore Region	Zerekore	1,663,582
Kankan Region	Kankan	1,986,329
Kindia Region	Kindia	1,559,185
Boke Region	Boke	1,081,445
Labe Region	Labe	995,717
Faranah Region	Faranah	942,733
Mamou Region	Momou	732,117
Total		**10,628,972**

MEDIA TRENDS IN GUINEA

The daily newspaper, Fonike, is state- owned. Horoya (Liberty) is published in French and the local languages. Journal Official de Guinée is fortnightly government organ. A federation of Guineaan workers has published Le Travailleur de Guinée, a monthly L'Indépendent is an independent weekly.

The official news agency since 1986 has been the Agence Guinéenne de Presse (AGP), an offshoot of the UNESCO-supported West African News Agencies Development (WANAD) project. Xinhua, APN, and TASS have representations in Conakry.

The state- controlled Radiodiffusion Télévision Guinéenne broadcast over eight radio stations in French, English, Portuguese, Arabic, and native dialects.

TELEVISION

The state television, Guinean Television and Radio (RTG), offers a national radio service, which is called the Guinean National Radio. These national broadcasts are broadcast in frequency modulation; RTG thus has about 29 transmitters across the country. Satellite TV is available, but is not widely available.

RADIO

Generalized poverty and high illiteracy rate (According to UNESCO. In 2008, only 38% of Guineans over the age of 15 could read and write) make radio the most popular means of access to the world information in Guinea.

- The government began licensing private radio stations in 2005, ending a monopoly of the Guinean Radio and Television (GTR) RTG operates two stations
- Guinean Radio, also known as National Radio, which broadcast national entertainment programs on Conakry FM Radio Kauloum Stereo (RKS)
- Guinea's Rural Radio, a network of 23 local Fm stations within Guinea managed by the government, of which RTG provides most of the programming

All the rural radio relay stations “Radio Rural de Guinee” broadcast their programs (agriculture, health, education, culture) in local languages but keep the main newsletter of the evening in French.

GUINEAN RADIO / NATIONAL RADIO

Radio Kaloum Stereo (RKS) 94.9 FM (transmissions in French take place from 20 hours to 24 hours)

PRIVATE & COMMERCIAL RADIO STATIONS

Chérie FM Guinée
Continental 98.8 FM
Diingui 105.7/ 107.7 FM
Diversité 95.3 FM
Emergence 95.9 FM
Espace FM
Evasion FM
Futur Media 106.6 FM
Gangan 101.1 FM
Kora 92.2 FM
Lynx 91.0 FM
Mercure 88.9 FM
Nako 90.3 FM
Radio Liberté 101.7 FM
Radio Nostalgie FM
Sabari FM
Soleil FM
Sweet FM
Tamata FM
Tropic Avaria 90.6 FM
Wélo wélo 94.5 FM
Familia FM
Fotten Gollen FM
Horizon FM
Kaniazik 107.0 FM
La Voix de l'Afrique
Milo FM
Radio Rurale d'Haute Guinée 93.0 FM
Radio Rurale de Basse Guinée 103.1 FM
Radio Rurale de Beyla 94.4/ 98.2 FM
Radio Rurale de Bissikirima 91.0 FM
Radio Rurale de Boké 95.3 FM
Radio Rurale de Dinguiraye 98.6 FM
Radio Rurale de Gaoual 98.6 FM
Radio Rurale de Gueckedou 999.9 FM
Radio Rurale de Guinée Forestière 89 FM
Radio Rurale de Kissidougou 95.4/ 98.1 FM
Radio Rurale de Macenta 98.2/ 88.6 FM
Radio Rurale de Mali 101.6 FM
Radio Rurale de Moyenne Guinée 103.1 FM
Radio Rurale de Télémélé 97.7 FM
Radio Rurale de Toungué 98.3 FM
Radio Rurale Siguiri 94.4 FM
Renaissance 95.9 FM
Wassolon FM

COMMUNITY RADIO

Atlantic 96.50 FM
Avenir 91.3 FM
Bambou 89.3 FM
Batè 100.3 FM
Bembeya 102.5 FM
Bonheur FM
Djoliba 95.9 FM

FOREIGN RADIOS

BBC World Service
Radio France Internationale
Radio Télévision Guinéenne
Radio Télévision Guinéenne RTG2

PRESS

Private newspapers have been allowed since 1991. However, newspaper readership remains low and is mainly limited to educated and relatively well-off people in the capital. There is only one daily newspaper in Guinea: the official Horoya government newspaper. Several small weekly newspapers are published in Conakry. However, sales are low (no publication that sells more than a few thousand copies). Very few newspapers are distributed outside the capital.

3P+	L'Ceil	Le Lynx
Eco Vision	L'opinion	Le Matin Guinée
Guinée Lumière	La Lance	Le Nimba
Journal Horoya	La Logique	Le Patriarche
Kokolala	Le Défi	Les Amazones
L'économie guinéenne	Le Diplomate	Les Échos de Guinée
L'Enquêteur	Le Diplomate Guinée	Magazine Vision-jeunes
L'étudiant	Le Globe	
L'Indépendant	Le Jour Guinée	

INFORMATION PORTALS

There are several information sites in Guinea, the largest part of which is based abroad. They are intended for the large diaspora of Guineans living abroad as well as a limited number of people with Internet access in Guinea. Some of these sites also offer an Internet radio service. In 2007, a dozen news websites focusing on Guinea formed the Guinéenne Association of Online Press (AGUIPEL).

- À nous la Guinée
- Africaguinee.com
- Africatime
- Aminata
- Aujourd'hui en Guinée
- Barkere
- Conakry Planète
- Conakryinfos
- Conakrytime.com
- Focus Guinée
- Guinea Forum
- Guinée 7 sur 7@info
- Guinée Culture
- Guinée économie
- Guinée Économie
- Guinée LIVE
- Guinée Plurielle
- Guinée TV1
- Guinee58.Com
- Guinee7.com
- GuineeActu.info
- Guineeconakry.info
- Guineefoot.info
- Guineeinformation
- GuinéeInter
- Guineemining.info
- Guineenews
- Guineepresse.info
- Guineeverite
- GuinéeWebInfo
- Hafia News
- Kababachir
- Kaloum Presse
- La Guinée Nouvelle
- La Voix Peuhle
- Le cafard déchainé
- Le Factuel de Guinée
- Le Guepard.net
- Lejour.info
- Lejourguinee.com
- Maguinee
- Mediaguinee.com
- Neoleadership
- Guinée
- Nouvelle République
- de Guinée
- Nouvelle Tribune
- Sans Tabou
- Tamguinee.com
- Union des forces
- démocratique de
- Guinée
- VisionGuinee.info

MARKET 17

Information About

GUINEA BISSAU

"Unity, Struggle, Progress"

Capital **Bissau**

BACKGROUND

Guinea-Bissau was once part of the kingdom of Gabu (Kaabu), part of the Mali Empire; part of the kingdom persisted until the eighteenth century. Although the rivers and coast of the area were among the first places colonized by the Portuguese, who began slave trade in the seventeenth century, the interior was not explored until the nineteenth century.

An armed rebellion beginning in 1956 by the African Party for the Independence of Guinea and Cape Verde (PAIGC) under the leadership of Amilcar Cabral gradually consolidated its hold on the country. Unlike

Population
1.93 Million

guerilla movements in other Portuguese colonies, the PAIGC rapidly extended its military control over large portions of the country, aided by the jungle-like terrain and large quantities of arms from Cuba, China, the Soviet Union, and other African countries. Cuba also agreed to supply artillery experts, doctors and technicians. The PAIGC even managed to acquire a significant anti-aircraft capability in order to defend itself against aerial attack. By 1973, the PAIGC was in control of most of the country. Independence was unilaterally declared on September 24, 1973, and was recognized by a 93-7UN General Assembly vote in November 1973. Recognition became universal following the 1974 socialist-inspired military coup in Portugal.

Following independence massive crimes against humanity happened, with the extermination of the local soldiers that fought along the Portuguese army. Thousands were killed, only a few escaped to Portugal or other African nations. The most famous massacre occurred in Bissora. In 1980 PAIGC admitted in its newspaper" No Pintcha" (29/11/1980) that many were executed and buried in unmarked collective graves in the woods of Cumera, Portogole and Mansaba.

The country was controlled by a revolutionary council until 1984. The first multi-party elections were held in 1994, but an army uprising in 1998 led to the President's ousting and the Guinea-Bissau Civil War. Elections were held and Kumba Lala Embalo was elected president.

In June 2005, presidential elections were held for the first time since the coup the deposed Lala. Lala returned as the candidate for the PRS, claiming to be legitimate president of the country, but the election was won by former president Joao Bernardo Vieira, deposed in the 1998 coup. Vieira was a candidate for one of the factions for the PAIGC. Vieira beat Mallam Bacai Sanha in a run-off-election, but Sanha refused initially to concede, claiming that the elections have been fraudulent in two constituencies, including the capital Bissau.

Despite reports that there had been an influx of arms in the week leading up to the election and reports of some 'disturbances during campaigning' including attacks on the presidential palace and the interior Ministry by as-yet-unidentified gunmen, European monitors labelled the election as "calm and organized".

GEOGRAPHY

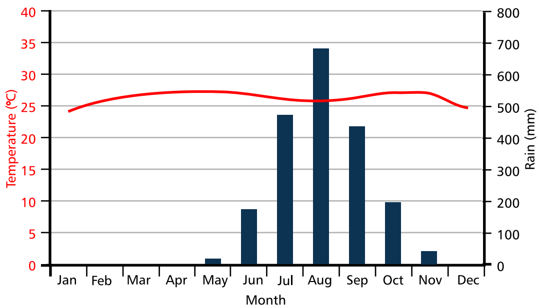
Guinea-Bissau is bordered by Senegal to the north and Guinea to the south and east, with the Atlantic Ocean to its west. It lies mostly between latitudes 11° and 13° N (a small area is south of 11), and the longitudes 13° and 17°W.

At 36, 125 square kilometers (13,948 sq. mi), the country is larger in size than Taiwan or Belgium. It lies at a low altitude; its higher point is 200metres (984 ft). The terrain is mostly low capital plain with swamps of Guinean mangroves rising to Guinean forest-savanna mosaic in the east. Its monsoon-like rainy season alternatives with periods of hot, dry harmattan winds blowing from the Sahara. The Bijagos Archipelago lies off of the mainland.

CLIMATE

Guinea-Bissau is warm all year around and there is little temperature fluctuation; a yearly average of 33*C after fluctuation; the average rainfall for Bissau is 2,024 millimeters (79.7 in) although this is almost entirely accounted for during the rainy season which falls between June and September /October. From December through April, the country experiences drought.

BISSAU, GUINEA-BISSAU (11°52'N, 15°36'W)
ELEVATION: 20 METERS



Month	Temp. (°C)	Rain (mm)
Jan	24.4	1
Feb	25.7	1
Mar	26.6	0
Apr	27	1
May	27.4	17
Jun	27.4	175
Jul	26.3	473
Aug	25.8	682
Sep	26.4	435
Oct	27.1	195
Nov	26.9	42
Dec	24.8	2

Average Temperature	**25.3**
Total Rain	**2024**

POLITICAL CONTEXT

A former finance minister, Jose Mario Vaz won the presidential election run-off of May 2014 by a big margin. He is the first elected leader since the army mutinied in 2012 and plunged the country - already plagued by corruption and cocaine trafficking - into chaos, and the first to complete his term without being overthrown.

But stability continued to remain an elusive goal. A year after coming to power, Mr. Vaz sacked his prime minister and PAIGC party colleague, Domingos Simoes Pereira, and the power struggle with the PAIGC dominated the remainder of his term.

The 2019 presidential election was won by former prime minister Umaro Sissoco Embalo, who defeated the PAIGC's Mr. Pereira by a healthy margin. This is the first time a non-PAIGC politician has been elected president, although the party is contesting the result.

OVERVIEW OF THE ECONOMY

Guinea-Bissau is highly dependent on subsistence agriculture, cashew nut exports, and foreign assistance. Two out of three Bissau-Guineans remain below the absolute poverty line. The legal economy is based on cashews and fishing. Illegal logging and trafficking in narcotics also play significant roles. The combination of limited economic prospects, weak institutions, and favorable geography have made this West African country a way station for drugs bound for Europe.

Guinea-Bissau has substantial potential for development of mineral resources, including phosphates, bauxite, and mineral sands. Offshore oil and gas exploration have begun. The country's climate and soil make it feasible to grow a wide range of cash crops, fruit, vegetables, and tubers; however, cashews generate more than 80% of export receipts and are the main source of income for many rural communities.

The government was deposed in August 2015, and since then, a political stalemate has resulted in weak governance and reduced donor support.

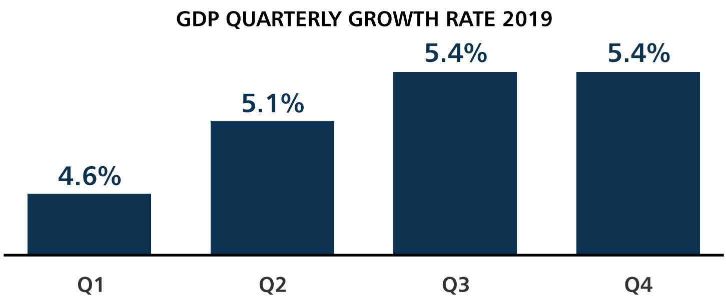
The country is participating in a three-year, IMF extended credit facility program that was suspended because of a planned bank bailout. The program was renewed in 2017, but the major donors of direct budget support (the EU, World Bank, and African Development Bank) have halted their programs indefinitely. Diversification of the economy remains a key policy goal, but Guinea-Bissau's poor infrastructure and business climate will constrain this effort.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical; generally hot and humid; monsoonal-type rainy season (June to November) with south-westerly winds; dry season (December to May) with north-easterly harmattan winds
Area:	Total: 36,125 sq km Land: 28,120 sq km Water: 8,005 sq km
Natural resources:	Fish, timber, phosphates, bauxite, clay, granite, limestone, unexploited deposits of petroleum
Land use:	Agricultural land: 44.8% (2011 est.) arable land: 8.2% (2011 est.) / permanent crops: 6.9% (2011 est.) / permanent pasture: 29.7% (2011 est.) Forest: 55.2% (2011 est.) other: 0% (2011 est.)
PEOPLE	
Population:	1,927,104 (July 2020 est.)
Age structure:	0-14 years: 43.17% (male 417,810/female 414,105) 15-24 years: 20.38% (male 192,451/female 200,370) 25-54 years: 30.24% (male 275,416/female 307,387) 55-64 years: 3.12% (male 29,549/female 30,661) 65 years and over: 3.08% (male 25,291/female 34,064) (2020 est.)
Population growth rate:	2.51% (2020 est.)
Urbanization:	Urban population: 44.2% of total population (2020) Rate of urbanization: 3.41% annual rate of change (2015-20 est.)
Infant mortality rate:	Total: 51.9 deaths/1,000 live births Male: 57.9 deaths/1,000 live births Female: 45.7 deaths/1,000 live births (2020 est.) Country comparison to the world: 22
Life expectancy at birth:	Total population: 62.8 years Male: 60.6 years Female: 65.1 years (2020 est.)
Total fertility rate:	4.75 children born/woman (2020 est.)
Languages:	Crioulo (lingua franca), Portuguese (official; largely used as a second or third language), Pular (a Fula language), Mandingo.
ECONOMY	
GDP (purchasing power parity):	$3.391 billion (2018 est)
GDP - per capita (PPP):	$1,951 (2018 est)
GDP real growth rate:	5.9% (2017 est.)
GDP - composition by sector:	Agriculture: 50% (2017 est.) Industry: 13.1% (2017 est.) Services: 36.9% (2017 est.)
Exports:	$328.1 million (2017 est.)
Imports:	$283.5 million (2017 est.)

Imports commodities:	Foodstuffs, machinery and transport equipment, petroleum products.
Currency (code):	West African CFA franc (XOF)
Driving side:	Right
ISO 3166 code:	GW
COMMUNICATIONS	
Calling code:	+245
Internet TLD:	.gw
Internet users:	Total: 66,169 Percent of population: 3.8% (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Guinea-Bissau



Source: *http://www.tradingeconomics.com/guinea-bissau/gdp-growth-annual*

The Gross Domestic Product (GDP) in Guinea Bissau expanded 5.40% in the fourth quarter of 2019 over the same quarter of the previous year.

MONTHLY INFLATION RATE: 2019

MONTH	2019
January	2.4
February	2.3
March	2.5
April	2.5
May	1
June	-1.1
July	-1.5
August	0.1
September	0.4
October	0.7
November	-0.6
December	-0.5

Source: *https://tradingeconomics.com/guinea-bissau/inflation-cpi*

The inflation rate in Guinea Bissau was recorded at -0.50% in December of 2019.

EXCHANGE RATE OF CFA FRANC (XOF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

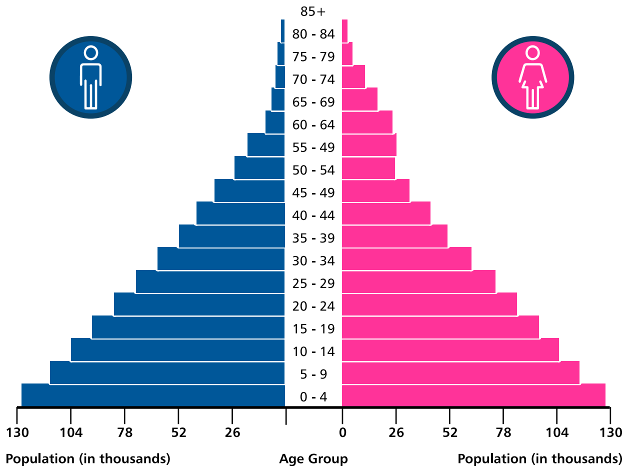
Source: *http://knoema.com/atlas/Guinea-Bissau/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Guinea Bissau was 590.2 XOF per US dollars.

DEMOGRAPHICS

According to the 2017 revision of the World Population Prospects, Guinea-Bissau's population was 1,815,698 in 2016, compared to 518,000 in 1950. The proportion of the population below the age of 15 in 2010 was 41.3%, 55.4% were aged between 15 and 65 years of age, while 3.3% were aged 65 years or older.

AGE PYRAMID GUINEA-BISSAU



Source: *United Nations (World Population Prospects. The 2006 Revision)*

ETHNICS GROUPS

The population of Guinea-Bissau is ethnically diverse and has many distinct languages, customs, and social structures.

Bissau-Guineans can be divided into the following ethnic groups:

- Fula and the Mandinka-speaking people, who compromise the largest portion of the population and are concentrated in the north and northeast.
- Balanta and Papel people, who live in the southern coastal regions.
- Manjaco and Mancanha, who occupy the central and northern coastal arears.

Most of the remainder are Mesticos of mixed Portuguese and African descent, including a Cape Verdean minority.

Portuguese natives comprise of a very small perce4ntage of Bissau- Guineans. After Guinea Bissau gained independence, most of the Portuguese nationals left the country. The country has a tiny Chinese population. These includes traders and merchants of mixed Portuguese and Chinese ancestry from Macau, a former Asian Portuguese colony.

LANGUAGES

Despite being a small country Guinea-Bissau has several ethnic groups which are very distinct from each other, with their own cultures and languages. This is due to the fact that Guinea-Bissau was a refugee territory due to migrations within Africa. Colonization and miscegenation brought Portuguese and the Portuguese creole, the Kriol or Crioulo.

Although perceived as one of the national languages of Guinea-Bissau since independence, Standard Portuguese is spoken mostly as a second language, with few native speakers and often confined to the intellectual and political elites. It is the language of government and national communication as a legacy of colonial rule. Portuguese is the only language with official status; schooling from primary to university levels is conducted in Portuguese although only 67% of children have access to any formal education. Data suggested the number of Portuguese speakers ranges from 11 to 15%. The Portuguese creole is spoken by 44% which is effectively the national language of communication among distinct groups for most of the population. The Creole is still expanding, and it is understood by the vast majority of the population. However, decreolization processes are occurring, due to undergoing interference from standard Portuguese and the creole forms a continuum of varieties with the standard language, the most distant are basilects and the closer ones, acrolects. A Post-creole continuum exists in Guinea-Bissau and creole 'leve' (soft creole) variety being closer to the Portuguese-language norm.

The remaining rural population speaks a variety of native African languages unique to each ethnicity:

- Fula (16%)
- Balanta (14%)
- Mandinga (7%)
- Manjaco (5%)
- Papel (3%)
- Felupe (1%)
- Beafada (0.7%)
- Bijago (0.3%)
- Nalu (0.1%)

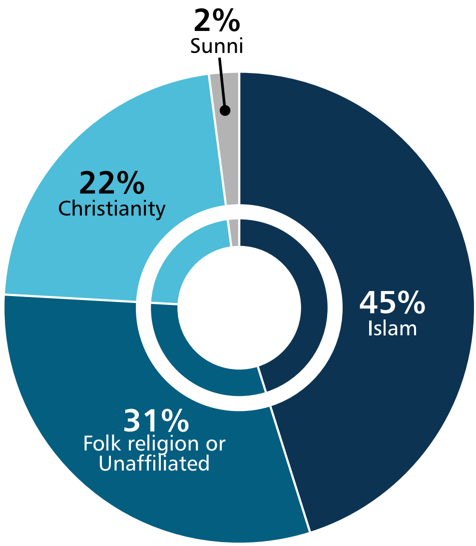
Ethnic African languages are not discouraged, in any situation, despite their lower prestige. These languages are the link between individuals of the same ethnic background and daily used in villages, between neighbors or friends, traditional and religious ceremonies, and also used in contact between the urban and the rural populations. However, none of these languages are dominant in Guinea-Bissau. French is taught as a foreign language in schools because Guinea-Bissau is surrounded by French. French is taught as a foreign language in schools because Guinea-Bissau is surrounded by fresh-speaking nations. Guinea-Bissau is a full member of the Francophonie.

RELIGION

As of 2017, Islam is practiced by 45% of the country's population. Most of Guinea-Bissau's Muslims are of the Sunni denomination with approximately 2% belonging to the Ahmadiyya sect.

Approximately 22% of the country's population belong to the Christian community and 31% continue to hold indigenous beliefs. However, many residents practice syncretic forms of Islamic and Christian faiths, combining their practices with traditional African beliefs. Muslims dominate the north and east, while Christians while dominate the south and coastal regions. The Roman Catholic Church claims most of the Christian community.

RELIGION IN GUINEA-BISSAU



OVERVIEW: POPULATION & ECONOMY
ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	ANNUAL CHANGE IN POPULATION SIZE	MEDIAN AGE
1.93 Million	50.8%	49.2%	+2.5%	19.4

URBAN POPULATION	GDP PER CAPITA (PPP) (CURRENT INTERNATIONAL $)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
44%	$1,700	46%	31%	62%

MONTHLY HOUSEHOLD INCOME

Average monthly income per capita in Guinea-Bissau is $50, or $600 per capita per year.

2016 data	Gambia
Gross monthly income/inhabitant	$50
Gross annual income/inhabitant	$600

Source: *http://www.journaldunet.com/business/salaire/gambie/pays-gmb*

MEDIA TRENDS
MEDIA LANDSCAPE

The country's media sector is still dominated by government media. The written press is notably dominated by the government newspaper even if smaller private publications exist. However, it remains dependent on economic and financial problems. The state has the only high-capacity printing press in the country. As in many African countries, radio is the dominant medium. The country has several private radio stations which compete with the public service broadcasting.

The state-run Rádio Televisão de Guinea-Bissau (RTGB) and the Africa service of Portugal's public broadcaster operate the country's two main television networks. Guinea-Bissau's first community television station, TV Klélé, has managed to sustain itself since launching in 2013.

Internet remains underdeveloped in the country due to problems linked to infrastructures. Nevertheless, this media is developing and the country has online media like Bissau Digital.

REGULATORY BODIES IN THE COUNTRY

The Media Foundation for West Africa (MFWA) monitors and reports on press freedom and freedom of expression in Guinea-Bissau through its correspondents and the national partner organization, the Sindicato de Jornalistas and Técnicos de Comunicação Social (SINJOTECS). SINJOTECS is a press union in Guinea-Bissau which defends press freedom, media professionalism and the safety of journalists. Guinea Bissau also has a media regulatory authority with the ARN (Autoridade Reguladora Nacional).

TELEVISION, RADIO and PRINT

1 public television station, Televisao da Guine-Bissau (TGB) and a second station, Radio e Televisao de Portugal (RTP) Africa, are operated by the Portuguese public broadcaster (RTP); 1 public radio station, several private radio stations and some community radio stations; several international broadcasters are available.

TELEVISION

- Radio Televisao de Guinea-Bissau (RTGB)
- RTP África
- TV Klélé (est. 2013)

RADIO

- Radio Bafata
- Rádio Bombolom
- Rádio Jovem
- Radio Mavegro
- Radio Nacional
- Radio Pindjiguiti
- Radio Sintcha Oco
- Rádio Sol Mans

PRINT AND ONLINE PUBLICATIONS

- Banobero
- Bissau Digital
- Boletim Oficial da Guiné-Bissau (pt)
- Comdev Negocios
- Correio-Bissau
- Diario de Bissau
- Expresso de Bissau
- Fraskera
- Gazeta de Noticias
- Kansare
- Nô Pintcha
- Ultima Hora
- Voz de Bissau
- Wandan

SPECIFIC TRENDS IN GUINEA BISSAU IN THE MEDIA AREA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
1.93 Million	1.49 Million	150.0 Thousand	150.0 Thousand	140.0 Thousand
URBANISATION 44%	POPULATION 77%	PENETRATION 7.8%	PENETRATION 7.8%	PENETRATION 7.3%

ANNUAL DIGITAL GROWTH

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
+2.5%	+7.2%	+25%	+25%	+27%
JAN 2018 - JAN 2019	JAN 2018 - JAN 2019	JAN 2018 - JAN 2019	JAN 2018 - JAN 2019	JAN 2018 - JAN 2019
+47 THOUSAND	+100 THOUSAND	+30 THOUSAND	+30 THOUSAND	+30 THOUSAND

INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS

INTERNET WORLD STATS	ITU (INTERNATIONAL TELECOMMUNICATION UNION)	WORLD BANK	CIA WORLD FACEBOOK
120.0 Thousand	72.6 Thousand	72.6 Thousand	66.2 Thousand

Source: *atareportal.com/reports/digital-2019-guinea-bissau*

MARKET 18

Information About

EQUATORIAL GUINEA

"Unity, Peace, Justice"

Capital **MALABO**

BACKGROUND

Equatorial Guinea officially the Republic of Equatorial Guinea is a country located in Central Africa, with an area of 28,000 square kilometers (11,000 sq. Mi).

GEOGRAPHY AND CLIMATE

Equatorial Guinea is in West Central Africa. The country consists of a mainland territory, Rio Muni, which is bordered by Cameroon to the north and Gabon to the east and south, and five small islands, Bioko, Corisco, Annobon, Elobey Chico (Small Elobey) and Elobey Grande (Great Elobey). Bioko, the site of the capital, Malabo, lies about 40 kilometers (25mi)

Population

1.31 Million

off the coast of Cameroon. Annobon Island is about 350 kilometers (220mi) southwest of continental Equatorial Guinea. . Corisco and the two Elobey islands are in Corisco Bay, on the border of Rio Muni and Gabon.

Equatorial Guinea lies between latitudes 40N and 20S, and longitudes 50 and 120E. Despite its name, no part of the country's territory lies on the equator, it is in the northern hemisphere, except for the insular Annobon Province, which is about 155 km (96mi) south of equator.

POLITICAL CONTEXT

Mr. Obiang Nguema is Africa's longest serving leader and has been in power for three decades. In 1979 he seized power from President Francisco Macias Nguema, who was the leader at independence and whose rule prompted a mass exodus and thousands of deaths. The former leader was tried and executed.

The new president relaxed some of the restrictions of his predecessor - such as a ban on the Catholic Church - but kept the absolute control he inherited. Officials said Mr. Obiang won more than 97% of the vote in presidential elections in December 2002. Opposition candidates had withdrawn from the poll, citing fraud and irregularities. Officials reported similar results following the November 2009 presidential elections.

Proposed changes to the constitution were put to a referendum in November 2011, and according to the government, accepted by voters. Critics allege that while the changes were presented as democratic reforms, they were aimed at entrenching the president's position even further.

OVERVIEW OF THE ECONOMY

Exploitation of oil and gas deposits, beginning in the 1990s, has driven economic growth in Equatorial Guinea; a recent rebasing of GDP resulted in an upward revision of the size of the economy by approximately 30%. Forestry and farming are minor components of GDP. Although pre-independence Equatorial Guinea counted on cocoa production for hard currency earnings, the neglect of the rural economy since independence has diminished the potential for agriculture-led growth. Subsistence farming is the dominant form of livelihood. Declining revenue from hydrocarbon production, high levels of infrastructure expenditures, lack of economic diversification, and corruption have pushed the economy into decline in recent years and limited improvements in the general population's living conditions. Equatorial Guinea's real GDP growth has been weak in recent years, averaging -0.5% per year from 2010 to 2014, because of a declining hydrocarbon sector. Inflation remained very low in 2016, down from an average of 4% in 2014.

As a middle-income country, Equatorial Guinea is now ineligible for most low-income World Bank and the IMF funding. The government has been widely criticized for its lack of transparency and misuse of oil revenues and has attempted to address this issue by working toward compliance with the Extractive Industries Transparency Initiative. US foreign assistance to Equatorial Guinea is limited in part because of US restrictions pursuant to the Trafficking Victims Protection Act.

Equatorial Guinea hosted two economic diversification symposia in 2014 that focused on attracting investment in five sectors: agriculture and animal ranching, fishing, mining and petrochemicals, tourism, and financial services. Undeveloped mineral resources include gold, zinc, diamonds, columbite-tantalite, and other base metals. In 2017, Equatorial Guinea signed a preliminary agreement with Ghana to sell liquefied natural gas (LNG); as oil production wanes, the government believes LNG could provide a boost to revenues, but it will require large investments and long lead times to develop.

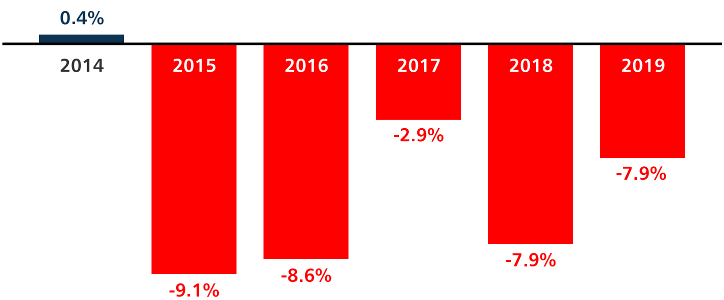
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; always hot, humid
Area:	Total: 28,051 sq km Land: 28,051 sq km Water: 0 sq km
Natural resources:	Petroleum, natural gas, timber, gold, bauxite, diamonds, tantalum, sand and gravel, clay
Land use:	Agricultural land: 10.1% (2011 est.) Forest: 57.5% (2011 est.) Others: 32.4% (2011 est.)
PEOPLE	
Population:	1,308,975 (2018 est.)
2015 census:	1,222,442
Age structure:	0-14 years: 38.73% (male 164,417/female 159,400) 15-24 years: 19.94% (male 84,820/female 81,880) 25-54 years: 32.72% (male 137,632/female 135,973) 55-64 years: 4.69% (male 17,252/female 22,006) 65 years and over: 3.92% (male 13,464/female 19,334) (2020 est.)
Population growth rate:	2.35% (2020 est.)
Urbanization:	Urban population: 73.1% of total population (2020)
Infant mortality rate:	59.7 deaths/1,000 live births
Life expectancy at birth:	65.7 years (2020 est.)
Total fertility rate:	4.11 children born/woman (2020 est.)
Languages:	Spanish (official) 67.6%, other (includes Fang, Bubi, Portuguese (official), French (official)) 32.4% (1994 census)

ECONOMY	
GDP (purchasing power parity):	$29.162 billion (2019 est.)
GDP - per capita (PPP):	$21,442 (2019 est.)
GDP real growth rate:	3.2% (2017 est.) -8.6% (2016 est.)
GDP - composition by sector:	Agriculture: 2.5% (2017 est.) Industry: 54.6% (2017 est.) Services: 42.9% (2017 est.)
Exports:	$6.118 billion (2017 est.)
Export- commodities:	Petroleum products, timber
Export- partners:	China 28%, India 11.8%, South Korea 10.3%, Portugal 8.7%, US 6.9%, Spain 4.9% (2017)
Imports:	$2.577 billion (2017 est.)
Imports - commodities:	Petroleum sector equipment, other equipment, construction materials, vehicles
Import- partners:	Spain 20.5%, China 19.4%, US 13%, Cote dIvoire 6.2%, Netherlands 4.7% (2017)
Currency (code):	Central African CFA franc (XAF)
COMMUNICATIONS	
Internet users:	Total: 180,597 23.8% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Equatorial_Guinea

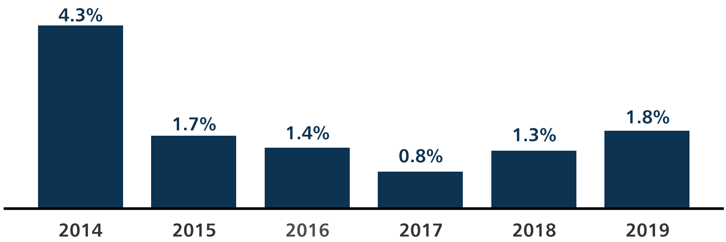
YEARLY GDP GROWTH RATE



Source: *http://www.tradingeconomics.coM/ Equatorial-Guinea/gdp-growth-annual*

The Gross Domestic Product (GDP) in Equatorial Guinea contracted 4.10% in 2019 from the previous year.

YEARLY INFLATION GROWTH RATE



Source: *http://www.tradingeconomics.com/equatorial-guinea/ inflation-cpi*

The inflation rate in Equatorial Guinea was recorded at 1.80% in 2019.

EXCHANGE RATE OF CFA FRANC (XAF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *http://knoema.com/atlas/equatorial-guinea/topics/ Economy/Short-term-indicators/Exchange-rate*

In Equatorial Guinea, the annual exchange rate of XAF to USD averaged 586 in 2019.

POPULATION BY REGION

Provinces	Capital	Area Sq. Km	Population (census) 1994	(census) 2001	(census) 2015
Annobon	San Antonio de Pale	17	2,820	5,008	5,314
Bioko Norte	Malabo	776	75,137	231,428	300,374
Bioko Sur	Luba	1,241	12,569	29,034	34,674
Centro Sur	Evinayong	9,931	60,341	125,856	141,986
Kie-Ntem	Ebebiyin	3,943	92,779	167,279	183,664
Litoral	Bata	6,665	100,047	298,414	367,348
Wele-Nzas	Mongomo	5,478	62,458	157,980	192,017
Total		**28,051**	**406,151**	**1,014,999**	**1,225,377**

Source: *http://www.citypopulation.de/EquatorialGuinea.html*

LANGUAGES BY REGION

Equatorial Guinea has a dozen ethnic groups, each speaking their own language. The Fangs are the dominant ethnic group in the country with at least 80% of the population. They are in the majority in the continental zone and perhaps now on the island of Bioko and are distinguished in two groups: the Fangs Ntumu north of Mbini and the Fangs Okak south of Mbini. The Fangs speak two mutually intelligible Bantu languages: Fang Ntumu and Fang Okak.

In the continental zone, there are also small coastal tribes such as the Batangas, the Bengas, the Ngoumas, the Sekés and the Yassas (all are Bantu languages: Batanga, Benga, Ngouma, Seké, Yassa). The Bengas also occupy the island of Corisco (400 speakers out of a population of 1,140 inhabitants).

After the Fangs, follow the Bubis (approx. 40,000 or 10% of the population), another Bantu ethnic group (bubi-speaking) who originally inhabited the majority of Bioko Island. Given that the population of Bioko was estimated in 1995 at 90,000 inhabitants, it is likely that the Bubis have become a minority and that they have been outnumbered by the Fangs, who have immigrated en masse for two decades.

Crioulo is a Portuguese-based creole language spoken by descendants of slaves. Also known as Amb Amb, it is found on the island of Annobón. The krio spoken by descendants of freed slaves installed by the British. This English-based Creole has the same name as that spoken in Sierra Leone.

The Fernandino: Spanish-based Creole spoken by several thousand people, especially on the island of Bioko.

Le Pichi: English-based Creole, spoken mainly on the island of Bioko.

Source: *http://www.axl.cefan.ulaval.ca/afrique/guinee_equatoriale.htm*

POPULATION PROFILE

The Republic of Equatorial Guinea is located in Central Africa, divided into 2 major regions: the Continental Region and the Insular Region with the island of Annobón in the Atlantic Ocean and the island of Bioko where the capital is located, Malabo. The area of the country is 28,051 Kms ^{2}.

The country is subdivided into seven provinces with 18 districts. The district represents the political and administrative unit of health management. The country has above 1,000,000 inhabitants unequally distributed; 75% of the population lives in the Río Muni region, with a density of 40 to 50 inhabitants per km^{2}.

The population growth rate is 2.35%, with life expectancy estimated at 65 years. Equatorial Guinea has been independent since 1968. The country is a member of CEMAC with Cameroon, Congo, Gabon, the Central African Republic, Chad and Sao Tome and Principe. He is also a member of the International Organization of La Francophonie.

Source: *http://www.afro.who.int/publications/un-apercu-de-la-strategie-de-cooperation-guinee-equatoriale*

MONTHLY HOUSEHOLD INCOME

Average monthly income per capita in Equatorial Guinea is $598, or $7,180 per capita per year.

2016 data	Equatorial Guinea %
Gross monthly income/inhabitant	$598
Gross annual income/inhabitant	$7,180

Source: *http://www.journaldunet.com/business/salaire/guinee-equatoriale/pays-gnq#:~:text=Le%20revenu%20mensuel%20moyen%20par,par%20habitant%20et%20par%20an.*

MEDIA OVERVIEW

The print media is made up of only a few newspapers published irregularly and unavailable in rural areas. The country has little infrastructure for the existence of an independent press. Only the State, through the Ministry of Information, has significant printing facilities, which allows government pre-publication censorship.

As in many countries on the continent, radio is the most influential medium. All national radio and television stations are owned by the government or members of the president's family.

The state radio is facing competition for the first time, with the arrival of the private radio and television group Asonga, owned by the president's eldest son, Teodoro Nguema Obiang Mangue. All means of communication and broadcasting are still under the monopoly of the state.

The Internet has become the main medium of expression for the opposition, especially the community in exile.

TELEVISION
The top TV channels of Equatorial Guinea are:
- TVGE/Malabo
- TVGE/Bata
- Television Asonga

RADIO
The top radio stations are:
- Radio Malabo
- Radio Bata
- Voie de kie Ntem
- Radio Asonga
- Camerican
- Multisa
- RNGE
- RTVGE
- Sodiscom
- Ge
- RFI
- BBC News

PRESS
The top press are:
- El Tiempo
- La Opinion
- La Gaceta
- El Ebano
- La Verdad

OOH
The urban display is mostly used by the advertisers.

INTERNET
In Equatorial Guinea, the internet is a big deal. Along Paseo Maritimo de Malabo, a landscaped seaside in the capital of Equatorial Guinea, young people are in a hurry to take advantage of the free public internet network. Because, in this small oil country among the richest on the African continent, the population, the majority of whom remain poor, cannot afford private Internet subscriptions.
- 180,597 users, 171st in the world
- 23.8% of the population use internet.

MARKET 19

Information About

DEMOCRATIC REPUBLIC OF CONGO

"Unity, Work, Patriotism"

Capital **Kinshasha**

BACKGROUND

The Democratic Republic of Congo, also known as Zaire, DR Congo, DRC, DROC, Congo Kinshasha, East Congo or simply the Congo, is a country located in Central Africa. The DRC borders the Central African Republic and South Sudan to the North; Uganda, Rwanda, Burundi and Tanzania to the East; Zambia to the South; Angola to the South-West, and the Republic of Congo and the Atlantic Ocean to the West. It is the second largest country in Africa (largest in sub-Saharan Africa) by area and 11th largest in the world. With a population of over 78 million, the Democratic Republic of the Congo is the most populated nation in

Population

101.78 Million

Africa and the 17th most populated country in the world.

GEOGRAPHY AND CLIMATE

The Democratic Republic of the Congo (DRC) is located in central sub-Saharan Africa, bordered by (clockwise from the southwest) Angola, the South Atlantic Ocean, the Republic of Congo, the Central African Republic, South Sudan, Uganda, Rwanda, Burundi, Tanzania across Lake Tanganyika, and Zambia. The country lies between latitudes 6N and 14S, and longitudes 12 and 32E. It straddles the Equator, with one-third to the North and two-thirds to the South. The size of Congo, 2,345,408 square kilometers (905, 567 sq mi), is slightly greater than the combined areas of Spain, France, Germany, Sweden, and Norway. It is the second largest country in Africa by area, after Algeria.

As a result of its equatorial location, the DRC experiences high precipitation and has the highest frequency of thunderstorms in the world. The annual rainfall upwards of 2,00 millimeters (80 in) in some places, and the area sustains the Congo Rainforest, the second-largest rain forest in the world after the Amazon. This massive expanse of lush jungle covers most of the vast, low-lying central basin of the river, which slopes toward the Atlantic Ocean in the west. This area is surrounded by plateaus merging into savannas in the south and southwest, by mountainous terraces in the west, and dense grasslands extending beyond the Congo River in the north. High, glaciated mountains (Rwenzori Mountains) are found in the extreme eastern region.

The tropical climate also produced the Congo River system which dominates the region topographically along with the rainforest it flows through, though they are not mutually exclusive. The name for the Congo state is derived in part from the river. The river basin (meaning the Congo River and all of its myriad tributaries) occupies nearly the entire country and an area of nearly 1,000,000 km 2 (390, 000 sq mi). the river and its tributaries form the backbone of Congolese economics and transportation. Major tributaries include the Kasai, Sangha, Ubangi, Ruzzizi, Aruwimi, and Lulonga.

The sources of the Congo are in the Albertine Rift Mountains that flank the western branch of the East African Rift, as well as Lake Tanganyika and Lake Mweru. The river flows generally west from Kisangani just below Boyoma Falls, then gradually bends southwest, passing by Mbandaka, joining with the Ubangi River, and running into the Pool Malebo (Stanley Pool). Kinshasa and Brazzaville are on opposite sides of the river at the Pool. Then the river narrows and falls through a number of cataracts in deep canyons, collectively known as the Livingstone Falls, and runs past Boma into the Atlantic Ocean. The river also has the second-largest flow and the second-largest watershed of any river in the world (trailing the Amazon in both respects). The river and a 37 kilometres (23 mi) wide strip of coastline on its north bank provide the country's only outlet to the Atlantic.

The Albertine Rift plays a key role in shaping the Congo's geography. Not only is the northeastern section of the country much more mountainous, but due to the rift's tectonic activity, this area also experiences volcanic activity, occasionally with loss of life. The geologic activity in this area also created the famous African Great lakes, three of which lie on the Congo's eastern frontier: Lake Albert (known during the Mobutu era as Lake Mobutu Sese Seko), Lake Kivu (unknown until 1712), Lake Edward (known during the Amin era as Lake Idi Amin Dada), and Lake Tanganyika. Lake Edward and Lake Albert are connected by the Semliki River.

The Rift valley has exposed an enormous amount of mineral wealth throughout the south and east of the Congo, making it accessible to mining. Cobalt, copper, cadmium, industrial and gem-quality diamonds, gold, silver, zinc, manganese, tin, germanium, uranium, radium, bauxite, iron ore, and coal ore all found in plentiful supply, especially in the Congo's southeastern Katanga region.

World Wide Fund for Nature eco-regions located in the Congo include:

- Central Congolian lowland forests home to the rare Bonobo primate
- The Eastern Congolian swamp forests along the Congo River
- The North-Eastern Congolian lowlands forests, with one of the richest concentrations of primates in the world
- Southern Congolian forest-savanna mosaic
- A large section of the Central Zambezian Miombo woodlands
- The Albertine Rift montane forests region of high forest runs along the Eastern borders of the country

World Heritage Sites located in Democratic Republic of Congo are: Virunga National Park (1979), Garamba National Park (1980), Kahuzi-Biega National Park (1980), Salonga National Park (1984) and Okapi Wildlife Reserve (1996).

POLITICAL CONTEXT

The DRC is still recovering from a series of conflicts that broke out in the 1990s, creating a protracted economic and social slump. Joseph Kabila served as head of state between 2001 and 2019.

Presidential and parliamentary elections, initially slated for November 2016, were postponed until December 30, 2018 to facilitate an overhaul of the electoral register. Felix Antoine Tshisekedi, the son of Etienne Tshisekedi, the country's longstanding opposition leader, secured 38.5% of the vote and was declared the winner by the national independent electoral commission.

This victory was contested, including by the National Episcopal Conference of Congo (CENCO), which had deployed 40,000 election observers. CENCO's data had predicted that Martin Fayulu would win 62.8% of the vote, defeating the ruling party's candidate, Emmanuel Ramazani Shadary (17.99%) and Felix Tshisekedi (15%).

OVERVIEW OF THE ECONOMY

MACROECONOMIC PERFORMANCE

Real GDP growth dropped to 4.3% in 2019 from 5.8% in 2018 due to a slowdown in extractives, the economy's main driver despite a fall in the price of some raw materials (copper and cobalt). Agriculture has suffered from low productivity while energy shortages have hindered industrialization efforts. Growth has been driven by domestic demand, particularly private investment and public consumption.

Thanks to good coordination in monetary and budget policies, the inflation rate, which reached 29.3% in 2018, fell to 4.5% in 2019.

Despite considerable rationalization in public expenditure, the fiscal deficit for 2019 was 0.4% of GDP due to the implementation of the presidential emergency plan (the fiscal surplus was 0.4% in 2018). Fiscal pressure averaged 10.2% from 2016 to 2019 (the continental standard being at least 20%). The current account deficit was 2.6% of GDP, financed primarily by direct foreign investment. Low currency reserves (equivalent to 3.7 weeks of imports in 2019) pose a threat to external stability. The country faces a moderate risk of debt distress. Poverty remains a concern with 77% of the population living on less than $1.90 a day. Other concerns include inequality and underemployment, which affects 86% of workers according to the 1.2.3 Survey in 2012. Young people have limited access to jobs and socio-professional insertion programs.

TAILWINDS AND HEADWINDS

The expected adoption of the 2019 - 23 Strategic Development Plan will give national priorities more visibility. Thanks to the country's low debt (13.7% of GDP for external debt and 6.5% for domestic debt in 2018), new external concessional loans can be secured. Moreover, normalization of the political situation and a new determination to reform and fight corruption instill a climate of confidence, which promotes new private investment in sectors that drive the economy. Average inflation in 2020 and 2021 is expected to stay around 5%.

A medium-term economic and financial program supported by the IMF would pave the way for additional economic stimulus. Forecasts suggest a slowdown in GDP growth in 2020 (3.9%) and 2021 (3.4%) due to reduced mining production. The current account deficit will likely worsen in 2020 (to 4.6% of GDP) and 2021 (4.3% of GDP), and the fiscal balance will remain in the red (0.2% of GDP in 2020 and 0.3% in 2021), partly from financing the free education policy.

The economy remains dependent on mining products, which makes it vulnerable to global price fluctuations. The dollarization of the economy reduces the efficiency of monetary policy. Structural weaknesses in internal revenue systems make it difficult to fund priority programs. Infrastructure shortages in most sectors continue to dampen economic development significantly.

DRC was ranked 184 of 190 countries in the World Bank's 2019 Doing Business report. The Ebola epidemic in the provinces of Ituri, Nord-Kivu, and Sud-Kivu, where insecurity remains a concern, continues to hinder economic development in these areas.

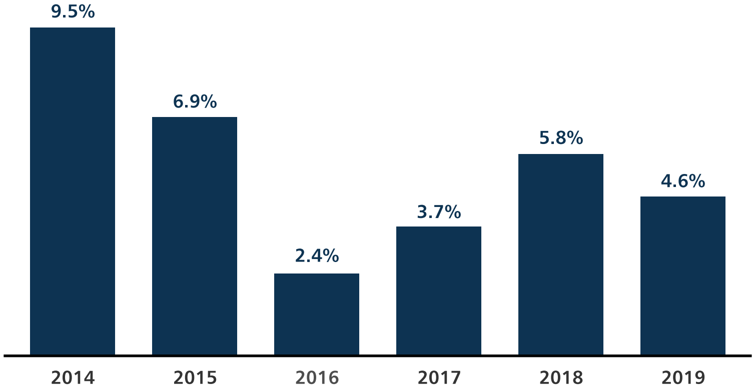
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot and humid in equatorial river basin; cooler and drier in southern highlands; cooler and wetter in eastern highlands; north of Equator - wet season (April to October), dry season (December to February); south of Equator - wet season (November to March), dry season (April to October)
Area:	Total: 2,344,858 sq km Land: 2,267,048 sq km Water: 77,810 sq km
Natural resources:	Cobalt, copper, niobium, tantalum, petroleum, industrial and gem diamonds, gold, silver, zinc, manganese, tin, uranium, coal, hydropower, timber
Land use:	Agricultural land: 11.4% (2011 est.) Forest: 67.9% (2011 est.) Others: 20.7% (2011 est.)
PEOPLE	
Population:	101,780,263 (July 2020 est.)
1984 census:	29,648,833
Age structure:	0-14years: 46.38% (male 23,757,297/female 23,449,057) 15-24 years: 19.42% (male 9,908,686/female 9,856,841) 25-54years: 28.38% (male 14,459,453/female 14,422,912) 55-64 years: 3.36% (male 1,647,267/female 1,769,429) 65 years and over: 2.47% (male 1,085,539/female 1,423,782) (2020 est.)
Population growth rate:	3.18 (2020 est.)
Urbanization:	Urban population: 45.6% of total population (2020)
Infant Mortality rate:	64.5 deaths/1,000 live births
Life expectancy at birth:	61 years (2020 est.)
Total fertility rate:	5.77 children born/woman (2020 est.)
Languages:	French (official), Lingala (a lingua franca trade language), Kingwana (a dialect of Kiswahili or Swahili), Kikongo, Tshiluba
Religions:	Roman Catholic 29.9%, Protestant 26.7%, Kimbanguist 2.8%, other Christian 36.5%, Muslim 1.3%, other (includes syncretic sects and indigenous beliefs) 1.2%, None 1.3%, unspecified .2% (2014 est.)

ECONOMY	
GDP (purchasing power parity):	$156.886 billion (2019 est.)
GDP - per capita (PPP):	$843 (2019 est.)
GDP real growth rate:	3.4% (2017 est.)
GDP - composition by sector:	Agriculture: 19.7% (2017 est.) Industry: 43.6% (2017 est.) Services: 36.7% (2017 est.)
Exports:	$10.98 billion (2017 est.)
Export- commodities:	Diamonds, copper, gold, cobalt, wood products, crude oil, coffee
Export- partners:	China 41.4%, Zambia 22.7%, South Korea 7.2%, Finland 6.2% (2017)
Imports:	$10.82 billion (2017 est.)
Imports commodities:	Foodstuffs, mining and other machinery, transport equipment, fuels
Import- partners:	China 19.9%, South Africa 18%, Zambia 10.4%, Belgium 9.1%, India 4.3%, Tanzania 4.2% (2017)
Currency (code):	Congolese franc (CDF)
COMMUNICATIONS	
Calling code:	+243
Internet users:	Total: 3.016 million 3.8% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Democratic_Republic_of_the_Congo

YEARLY GDP GROWTH RATE



Source: *http://www.tradingeconomics.com/congo/gdp-growth-annual*

The Gross Domestic Product (GDP) in Congo expanded 4.63% in 2019 from the previous year.

MONTHLY INFLATION RATE: 2019

MONTH	2019
January	7.4%
February	6.3%
March	5.6%
April	6.0%
May	3.8%
June	3.4%
July	4.6%
August	3.8%
September	3.7%
October	3.6%
November	3.7%
December	3.9%

Source: *https://www.tradingeconomics.com/congo/ inflation-cpi*

The inflation rate in Congo was recorded at 3.70% in November of 2019.

EXCHANGE RATE OF CONGOLESE FRANC (CDF) TO USD MONTHLY AVERAGE

MONTH	2019
January	1,632.50
February	1,637.30
March	1,638.80
April	1,639.30
May	1,640.80
June	1,643.30
July	1,645.70
August	1,651.30
September	1,653.90
October	1,654.10
November	1,658.20
December	1,667.30

Source: *http://knoema.com/atlas/Democratic-Republic-of-the-Congo/topics/Economy/Short-term-indicators/Exchange-rate*

Democratic Republic of the Congo exchange rate was at level of 1,678.6 CDF per US dollars in January, up from 1,667.3 CDF per US dollars previous month, this is a change of 0.68%.

DEMOGRAPHIC PROFILE

Despite a wealth of fertile soil, hydroelectric power potential, and mineral resources, the Democratic Republic of the Congo (DRC) struggles with many socioeconomic problems, including high infant and maternal mortality rates, malnutrition, poor vaccination coverage, lack of access to improved water sources and sanitation, and frequent and early fertility. Ongoing conflict, mismanagement of resources, and a lack of investment have resulted in food insecurity; almost 30 percent of children under the age of 5 are malnourished. The overall coverage of basic public services education, health, sanitation, and potable water is very limited and piecemeal, with substantial regional and rural/urban disparities. Fertility remains high at almost 5 children per woman and is likely to remain high because of the low use of contraception and the cultural preference for larger families.

The DRC is a source and host country for refugees. Between 2012 and 2014, more than 119,000 Congolese refugees returned from the Republic of Congo to the relative stability of northwest DRC, but more than 540,000 Congolese refugees remained abroad as of year-end 2015. In addition, an estimated 3.9 million Congolese were internally displaced as of October 2017, the vast majority fleeing violence between rebel group and Congolese armed forces. Thousands of refugees have come to the DRC from neighboring countries, including Rwanda, the Central African Republic, and Burundi.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population (census) 1984	Population Projection '10	Population Projection '15
Bas-Uele	Buta	148,331	545,458	1,004,000	1,138,000
Équateur	Mbandaka	103,902	635,298	1,315,000	1,528,000
Haut-Katanga	Lubumbashi	132,425	1,391,617	3,788,000	4,617,000
Haut-Lomami	Kamina	108,204	891,021	2,426,000	2,957,000
Haut-Uele	Isiro	89,683	893,111	1,643,000	1,864,000
Ituri	Bunia	65,658	1,749,256	3,219,000	3,650,000
Kasaï	Tshikapa	95,631	1,096,783	2,388,000	2,801,000
Kasaï-Central	Kananga	59,500	1,298,463	2,827,000	3,317,000
Kasaï-Oriental	Mbuji-Mayi	9,545	1,080,610	2,634,000	3,145,000
Kinshasa	Kinshasa	9,965	2,664,309	8,683,000	11,575,000
Kongo Central (Bas-Congo)	Matadi	53,920	1,994,573	4,684,000	5,575,000
Kwango	Kenge	89,974	854,325	1,844,000	2,152,000
Kwilu	Bandundu	78,533	2,180,023	4,704,000	5,490,000
Lomami	Kabinda	56,426	839,424	2,046,000	2,443,000
Lualaba	Kolwezi	121,308	774,221	2,108,000	2,570,000
Maï-Ndombe	Inongo	127,243	735,393	1,587,000	1,852,000
Maniema	Kindu	132,250	849,675	1,970,000	2,333,000
Mongala	Lisala	58,141	723,499	1,498,000	1,740,000
Nord-Kivu [North Kivu]	Goma	59,483	2,434,275	5,621,000	6,655,000
Nord-Ubangi	Gbadolite	56,644	527,874	1,093,000	1,269,000
Sankuru	Lusambo	104,331	725,191	1,768,000	2,110,000
Sud-Kivu [South Kivu]	Bukavu	64,791	2,107,988	4,874,000	5,772,000
Sud-Ubangi	Gemena	51,648	1,022,243	2,145,000	2,458,000
Tanganyika	Kalemie	134,940	922,495	2,512,000	3,062,000
Tshopo	Kisangani	199,567	1,126,847	2,074,000	2,352,000
Tshuapa	Boende	132,957	665,471	1,378,000	1,600,000
Congo (Dem. Rep.)	**Kinshasa**	**2,345,000**	**29,648,833**	**71,884,000**	**86,026,00**

Source: *http://www.citypopulation.de/CongoDemRep-Cities.html*

Family in Rutshuru, North Kivu, Democratic Republic of the Congo

Over 200 ethnic groups populate the Democratic Republic of the Congo, of which the majority are Bantu peoples. Together, Mongo, Luba and Kongo peoples (Bantu) and Mangbetu-Azande peoples constitute around 45% of the population. The Kongo people are the largest ethnic group in the Democratic Republic of the Congo. (150).

In 2016, the United Nations estimated the country's population to be 79 million people, a rapid increase from 39.1 million in 1992 despite the ongoing war. As many as 250 ethnic groups have been identified and named. The most numerous people are the Kongo, Luba, and Mongo. About 600,000 Pygmies are the aboriginal people of the DR Congo.

Although several hundred local languages and dialects are spoken, the linguistic variety is bridged both by widespread use of French and the national intermediary languages Kituba, Tshiluba, Swahili, and Lingala.

MEDIA OVERVIEW

TELEVISION

In the Democratic Republic of Congo, there are more than 19 TV Channels, the most important are: Molière TV, Mirador, Anteanne A, Digital Congo, TV5 Monde, RTNC, B-ONE,DIREK TV, RTGA, TELE 50, CNTV, Mwangaza, Nyota, Jua, Watanshi, Mishapi TV, RTNC Goma, RTCT, Emmanuel.

PAY TV

- Offers a variety of international and also national channels.
- Canal+ more than 200 channels
- Startime about 150 channels
- PSTV about 100 channels

RADIO

- In the Democratic Republic of Congo, there are more than 14 radio stations. The most important are:Okapi, Rfi, JDFM, SSM, Top Congo, B-ONE, Mirador FM, RTGA, Central FM, Raga, BBC, Elikya, RTNC1.

SPECIFIC TRENDS IN DEMOCRATIC REPUBLIC OF CONGO IN THE MEDIA AREA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
85.37 Million	40.13 Million	5.30 Million	2.70 Million	2.40 Million
URBANISATION 45%	POPULATION 47%	PENETRATION 6.2%	PENETRATION 3.2%	PENETRATION 2.8%

MARKET 20

Information About

REPUBLIC OF CHAD

"Unity, Work, Progress"

Capital **N'Djamena**

Population
16.88 Million

BACKGROUND

The state of Chad in its current borders is a creation of European colonization, its borders resulting from negotiations between French and Germans in the 1880s. but the Chadian space has a rich history and relatively well known. It is undoubtedly one of the cradles of Humanity (recent discovery of "Toumai"). It was the seat of three great Sahelian kingdoms: Kanem-Bornou, Baguirmi, and Ouaddai.

Considered a French protectorate from 1900, Chad was erected as a colony in 1920 as part of the AEF (French Equatorial Africa). Under the leadership of

Governor Felix Eboue, Chad was the first French colony to join Free France in 1940.

Autonomous Republic in 1958, Chad became independent on August 11, 1960 under the presidency of Francois Tombalbaye.

POLITICAL CONTEXT

Idriss Deby came to power in 1990 after toppling Chadian President Hissene Habre - with the help of the French secret service. A shrewd tactician, Mr. Deby had been President Habre's chief-of-staff, leading a series of victories over rebel forces in the 1980s and earning a reputation for courage and military prowess.

After six years in office, he set up Chad's first multi-party-political system and won elections that year. But Mr. Deby appeared to have little genuine domestic support. Critics say his single biggest failure was putting his clan before his country.

He gained a fifth term in elections in April 2016. In 2018, parliament passed a controversial change to the constitution that bolsters President Deby's powers despite opposition warnings that it would undermine democracy.

OVERVIEW OF THE ECONOMY

Chad's landlocked location results in high transportation costs for imported goods and dependence on neighbouring countries. Oil and agriculture are mainstays of Chad's economy. Oil provides about 60% of export revenues, while cotton, cattle, livestock, and gum Arabic provide the bulk of Chad's non-oil export earnings. The services sector contributes about one-third of GDP and has attracted foreign investment mostly through telecommunications and banking.

Nearly all of Chad's fuel is provided by one domestic refinery, and unanticipated shutdowns occasionally result in shortages. The country regulates the price of domestic fuel, providing an incentive for black market sales.

Chad's fiscal position is encumbered by declining oil prices, though high oil prices and strong local harvest supported the economy in recent years. Chad relies on foreign assistance and foreign capital for much public and private sector investment. Chad's investment climate remains challenging due to limited infrastructure, a lack of trained workers, extensive government bureaucracy, and corruption. Chad obtained a three-year extended credit facility from the IMF in 2014 and was granted debt relief under the Heavily Indebted Poor Countries Initiative in April 2015.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical in south, desert in north
Area:	Total: 1.284 million sq km Land: 1,259,200 sq km Water: 24,800 sq km
Natural resources:	Petroleum, uranium, natron, kaolin, fish (Lake Chad), gold, limestone, sand and gravel, salt
Land use:	Agricultural land: 39.6% (2011 est.) Forest: 9.1% (2011 est.) Others: 51.3% (2011 est.)
PEOPLE	
Population:	16,877,357 (July 2020 est.)
2009 census:	11,039,873
Age structure:	0-14 years: 47.43% (male 4,050,505/female 3,954,413) 15-24 years: 19.77% (male 1,676,495/female 1,660,417) 25-54 years: 27.14% (male 2,208,181/female 2,371,490) 55-64 years: 3.24% (male 239,634/female 306,477) 65 years and over: 2.43% (male 176,658/female 233,087) (2020 est.)
Population growth rate:	3.18% (2020 est.)
Urbanization:	Urban population: 23.5% of total population (2020)
Infant mortality rate:	68.6 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	58.3 years (2020 est.)
Total fertility rate:	5.68 children born/woman (2020 est.)
Languages:	French (official), Arabic (official), Sara (in south), more than 120 different languages and dialects
Religions:	Muslim 52.1%, Protestant 23.9%, Roman Catholic 20%, animist 0.3%, other Christian 0.2%, none 2.8%, unspecified 0.7% (2014-15 est.)
ECONOMY	
GDP (purchasing power parity):	$30 billion (2018 est.)
GDP - per capita (PPP):	$2,428 (20189 est.)
GDP real growth rate:	-3.1% (2017 est.) -6.4% (2016 est.)
GDP - composition by sector:	Agriculture: 52.3% (2017 est.) Industry: 14.7% (2017 est.) Services: 33.1% (2017 est.)
Exports:	$2.464 billion (2017 est.) $2.187 billion (2016 est.)
Exports - commodities:	Oil, livestock, cotton, sesame, gum arabic, shea butter
Exports - partners:	US 38.7%, China 16.6%, Netherlands 15.7%, UAE 12.2%, India 6.3% (2017)
Imports:	$2.16 billion (2017 est.) $1.997 billion (2016 est.)
Imports commodities:	Machinery and transportation equipment, industrial goods, foodstuffs, textiles

Import partners:	China 19.9%, Cameroon 17.2%, France 17%, US 5.4%, India 4.9%, Senegal 4.5% (2017)
Currency:	Central African CFA franc (XAF)
COMMUNICATIONS	
Internet users:	Total: 592,623 5.0% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Chad

ETHNIC AFFILIATION

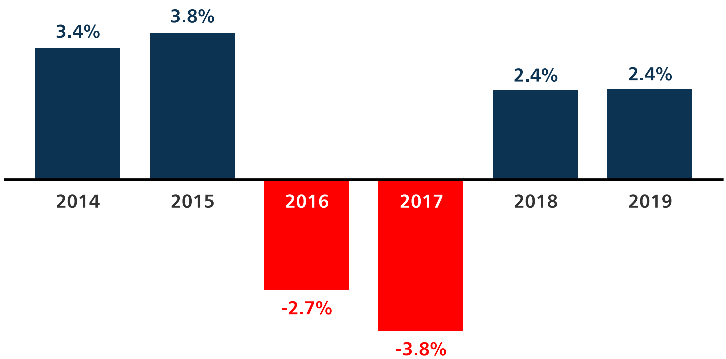
ETHNIC AFFILIATION	% IN THE TOTAL POPULATION
Sara (Ngambaye/Sara/Madjingaye/Mbaye)	30.5%
Kanembu/Bornu/Buduma	9.8%
Arab	9.7%
Wadai/Maba/Masalit/Mimi	7.0%
Gorane	5.8%
Masa/Musseye/Musgum	4.9%
Bulala/Medogo/Kuka	3.7%
Marba/Lele/Mesme	3.5%
Mundang	2.7%
Bidiyo/Migaama/Kenga/Dangleat	2.5%
Dadjo/Kibet/Muro	2.4%
Tupuri/Kera	2.0%
Gabri/Kabalaye/Nanchere/Somrai	2.0%
Fulani/Fulbe/Bodore	1.8%
Karo/Zime/Peve	1.3%
Baguirmi/Barma	1.2%
Zaghawa/Bideyat/Kobe	1.1%
Tama/Assongori/Mararit	1.1%
Mesmedje/Massalat/Kadjakse	0.8%
Other Chadian ethnicities	3.4%
Chadians of foreign ethnicities	0.9%
Foreign nationals	0.3%
Unspecified	1.7%

INFORMATION AND COMMUNICATION TECHNOLOGY

The characteristics of the telecom market in Chad are tantamount to a situation of duopoly between Airtel, owned by the Indian group Bharti and Millicom Chad with the brand name Tigo. Since 2010, Tigo has become the market leader ahead of Airtel with 56% of the market share compared to 43% of the shares for Airtel.

The public operator that manages fixed telephony (Tawali) and mobile telephony (Salam) weighs only 1.3% of the market share to which Internet Service Providers (ISPs) should be added with 0.003%. Given the relatively high proportion of users using the networks of the two operators, the number of single users of mobile telephony has been reduced to 3.1 million, corresponding to a net penetration rate of 26.5%.

YEARLY GGDP GROWTH RATE



Source: *http://www.tradingeconomics.com/chad/gdp-growth-annual*

The Gross Domestic Product (GDP) in Chad expanded 2.40% in 2019 from the previous year.

MONTHLY INFLATION RATE: 2019

MONTH	2019
January	2.5%
February	3.2%
March	2.7%
April	-2.7%
May	-3.3%
June	-1.4%
July	-2.8%
August	-2.1%
September	2.8%
October	-3.3%
November	-2.8%
December	-1.7%

***Source**: https://www.tradingeconomics.com/chad/ inflation-cpi*

The inflation rate in Chad was recorded at -1.70% in December of 2019.

EXCHANGE RATE OF CFA FRANC (XAF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	574.6
March	577.9
April	580.4
May	583.7
June	586.5
July	580.8
August	584.7
September	589.6
October	596.1
November	593.5
December	593.6

***Source:** http://knoema.com/atlas/Chad/topics/Economy/Short -term-indicators/Exchange-rate*

In Chad, the annual exchange rate of XAF to USD averaged 593.6 in December 2019.

Population by Region

Region	Capital	Area Sq. Km	Population (census) 1993	Population (census) 2009	Population (Projection) 2019
Barh el Gazel	Moussoro	51,000	71,505	257,267	361,100
Batha	Ati	91,500	288,458	488,458	667,600
Borkou	Faya-Largeau	150,000	36,394	93,584	133,600
Chari-Baguirmi	Massenya	47,000	323,066	578,425	816,300
Ennedi-Est	Amdjarass	85,000	11,085	107,302	152,900
Ennedi-Ouest	Fada	125,000	16,627	60,617	86,400
Guéra	Mongo	61,000	306,259	538,359	622,200
Hadjer-Lamis	Massakory	30,000	365,666	566,858	794,300
Kanem	Mao	72,000	208,422	333,387	481,100
Lac	Bol	21,500	252,932	433,790	617,000
Logone Occidental	Moundou	8,915	455,489	689,044	996,400
Logone Oriental	Doba	23,800	441,064	779,339	1,121,000
Mandoul	Koumra	17,450	397,230	628,065	897,100
Mayo-Kebbi Est	Bongor	18,350	500,293	774,782	1,106,500
Mayo-Kebbi Ouest	Pala	12,950	324,865	564,470	815,100
Moyen-Chari	Sarh	40,300	341,365	588,008	847,500
Ndjamena	Ndjamena	500	563,168	951,418	1,521,900
Ouaddaï	Abéché	30,000	351,065	721,166	1,032,500
Salamat	Am Timan	69,000	184,403	302,301	434,900
Sila	Goz Beïda	36,000	192,116	387,461	544,200
Tandjilé	Laï	17,650	453,854	661,906	960,900
Tibesti	Bardaï	217,000	9,079	25,483	36,500
Wadi Fira (Biltine)	Biltine	52,000	184,807	508,383	728,20
Chad	**Ndjamena**	**1,284,000**	**6,279,931**	**11,039,873**	**15,775,400**

Source: *http://www.citypopulation.de/en/chad/*

MEDIA TRENDS

The country's regulatory body

The High Media and Audiovisual Authority (HAMA) is a Chadian public body whose mission is to ensure compliance with ethical rules and legislation on information technology and communication, as well as to regulate access and practice of the journalism profession.

MEDIA OVERVIEW

TOP 3 TELEVISION STATIONS	
ONTR	Satellite & website
Electron TV	Satellite & website
Alnassar TV	Satellite & website

TOP 10 RADIO STATIONS	
Radio Diffusion Nationale Tchadienne	N'Djamena
Dja FM	N'Djamena
Radio FM Liberté	N'Djamena
Radio Arc-en-Ciel	N'Djamena
Radio Brakoss	Moïssala
La Voix du Paysan	Doba
Radio Duji Lokar	Moundou
Radio Terre Nouvelle	Bongor
Radio Effata	Laï
Radio Lotiko	Sarh

TOP 10 NEWSPAPERS	
Info-Tchad Le Progrès	Daily
N'Djamena Bi-Hebdo	Bi-weekly
L'Observateur	Weekly
Alwihda	Weekly
Le Temps	Weekly
Sud Echos	Weekly
Notre Temps	Weekly
Da'kouna	Monthly
Le Miroir	Monthly
RAFIGUI	Monthly

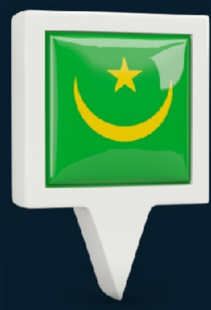
MARKET 21

Information About

MAURITANIA

"Honor, Fraternity, Justice"

Capital **Nouakchott**



BACKGROUND

Independent from France in 1960, Mauritania annexed the Southern third of the former Spanish Sahara (now Western Sahara) in 1976, but relinquished it after three years of raids by the Polisario guerrilla front seeking independence for the territory. Maaouya Ould Sid Ahmed TAYA seized power in a coup in 1984 and ruled Mauritania with a heavy hand for over two decades. A series of presidential elections that he held were widely seen as flawed. A bloodless coup in August 2005 deposed President TAYA and ushered in a military council that oversaw a transition to democratic rule. Independent

Population
4.40 Million

candidate Sid Ould Cheikh ABDALLAHI was inaugurated in April 2007 as Mauritania's first freely and fairly elected president. His term ended prematurely in August 2008 when a coup deposed him and ushered in a military government.

POLITICAL CONTEXT

Mohamed Ould Abdel Aziz took power in a coup in 2008, and was elected president the following year. He gained another five-year term in June 2014 with almost 82% of the vote in an election boycotted by most of the opposition.

He is a key ally of the West and neighbouring states in countering Islamist extremist groups.

Voters in a constitutional referendum in August 2017 endorsed the president's proposals to scrap the Senate and to change the flag. The opposition boycotted the vote, accusing Mr. Abdel Aziz of planning to change the constitution so he can stand for a third term.

OVERVIEW OF THE ECONOMY

Mauritania's economy is dominated by extractive industries (oil and mines), fisheries, livestock, agriculture, and services. Half the population still depends on farming and raising livestock, even though many nomads and subsistence farmers were forced into the cities by recurrent droughts in the 1970s, 1980s, 2000s, and 2017. Recently, GDP growth has been driven largely by foreign investment in the mining and oil sectors.

Mauritania's extensive mineral resources include iron ore, gold, copper, gypsum, and phosphate rock, and exploration is ongoing for tantalum, uranium, crude oil, and natural gas. Extractive commodities make up about three-quarters of Mauritania's total exports, subjecting the economy to price swings in world commodity markets. Mining is also a growing source of government revenue, rising from 13% to 30% of total revenue from 2006 to 2014. The nation's coastal waters are among the richest fishing areas in the world, and fishing accounts for about 15% of budget revenues, 45% of foreign currency earnings. Mauritania processes a total of 1,800,000 tons of fish per year, but overexploitation by foreign and national fleets threaten the sustainability of this key source of revenue.

The economy is highly sensitive to international food and extractive commodity prices. Other risks to Mauritania's economy include its recurring droughts, dependence on foreign aid and investment, and insecurity in neighboring Mali, as well as significant shortages of infrastructure, institutional capacity, and human capital. In December 2017, Mauritania and the IMF agreed to a three-year agreement under the Extended Credit Facility to foster economic growth, maintain macroeconomic stability, and reduce poverty. Investment in agriculture and infrastructure are the largest components of the country's public expenditures.

KEY FACTS

GEOGRAPHY	
Climate:	Desert; constantly hot, dry, dusty
Area:	Total: 1,030,700 sq km Land: 1,030,700 sq km Water: 0 sq km
Natural resources:	Iron ore, gypsum, copper, phosphate, diamonds, gold, oil, fish
Land use:	Agricultural land: 38.5% (2011 est.) Forest: 0.2% (2011 est.) Others: 61.3% (2011 est.)
PEOPLE	
Population:	4,403,313 (2018 est.)
2013 census:	3,537,368
Age structure:	0-14 years: 37.56% (male 755,788/female 748,671) 15-24 years: 19.71% (male 387,140/female 402,462) 25-54 years: 33.91% (male 630,693/female 727,518) 55-64 years: 4.9% (male 88,888/female 107,201) 65 years and over: 3.92% (male 66,407/female 90,707) (2020 est.)
Population growth rate:	2.09% (2020 est.)
Urbanization:	Urban population: 55.3% of total population (2020)
Infant mortality rate:	47.9 deaths/1,000 live births (2020 est.)
Life expectancy at birth:	64.5 years (2020 est.)
Total fertility rate:	3.65 children born/woman (2020 est.)
Languages:	Arabic (official and national), Pular, Soninke, Wolof (all National languages), French
ECONOMY	
GDP (purchasing power parity):	$18.117 billion (2018 est.)
GDP - per capita (PPP):	$4,563 (20189 est.)
GDP real growth rate:	3.5% (2017 est.) 1.8% (2016 est.) 0.4% (2015 est.)
GDP - composition by sector:	Agriculture: 27.8% (2017 est.) Industry: 29.3% (2017 est.) Services: 42.9% (2017 est.)
Exports:	$1.722 billion (2017 est.) $1.401 billion (2016 est.)
Exports - commodities:	Iron ore, fish and fish products, livestock, gold, copper, crude oil
Exports - partners:	China 31.2%, Switzerland 14.4%, Spain 10.1%, Germany 8.2%, Japan 8.1% (2017)
Imports:	$2.094 billion (2017 est.) $1.9 billion (2016 est.)
Imports commodities:	Machinery and equipment, petroleum products, capital goods, foodstuffs, consumer goods

Import partners:	Belgium 11.5%, UAE 11.3%, US 9.2%, China 7.5%, France 7.4%, Netherlands 6.1%, Morocco 6%, Slovenia 4.8%, Vanuatu 4.7%, Spain 4.7% (2017)
Currency:	Ouguiyas (MRO)
COMMUNICATIONS	
Internet users:	Total: 661,913 18.0% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Mauritania

REGULATORY BODIES

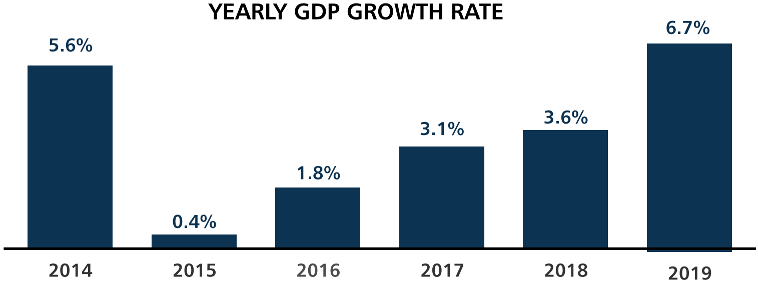
Article 4 of Law 026-2008 defines the main tasks of HAPA as follows:

- Ensure the enforcement of legislation and regulations relating to the press and audiovisual communication under objective, transparent and non-discriminatory conditions;
- To contribute to the respect of professional ethics by public and private sound and television broadcasting companies and services, by newspapers and periodical publications, public or private;
- Television broadcasting companies and services, by newspapers and periodical publications, public or private;

  Guarantee, in accordance with the law, the independence and freedom of information and communication;
- Instruct, in accordance with the provisions of Article 23 of the Law on Audiovisual Communication, applications for the exploitation of broadcasting stations and audiovisual companies and issue a favorable or unfavorable opinion on the granting, refusal, renewal or withdrawal of licenses and operating licenses for these stations and companies.
- To guarantee the respect of the specifications and the expenses of the radios and televisions, public and private;
- To contribute to the observance of the standards for broadcast and reception equipment for radio and television programs;
- Contribute to the establishment and monitoring of public support mechanisms for the press;
- To ensure respect for the fundamental principles governing advertising through the media;
- To ensure respect for the law and the preservation of cultural identity, respect for the principles and foundation of national unity, public security and order, objectivity and balance in the processing of information conveyed by the press and the audiovisual media;
- Ensure respect for the equitable access of political parties, trade unions and recognized civil society organizations to the public media under the conditions set by laws and regulations;
- To ensure the respect, in audiovisual programs, of the laws and regulations, the freedom and property of others, the values of Islam, the dignity of the human person, the pluralistic character of the expression of the currents of thought and opinion, cultural identity and the protection of childhood and adolescence;

- Set the rules concerning the conditions of production, programming and broadcasting of programs during election campaigns;
- Promote free and healthy competition between the public and private, written and audiovisual media.

YEARLY GDP GROWTH RATE



Source: *http://www.tradingeconomics.com/mauritania/gdp-growth-annual*

The Gross Domestic Product (GDP) in Mauritania expanded 6.70% in 2019 from the previous year.

MONTHLY INFLATION RATE: 2019

MONTH	2019
January	2.5%
February	2.3%
March	1.8%
April	1.7%
May	1.8%
June	1.8%
July	2.2%
August	2.4%
September	2.4%
October	2.9%
November	3.1%
December	2.7%

Source: *https://www.tradingeconomics.com/mauritania/inflation-cpi*

The inflation rate in Mauritania was recorded at 2.7% in December of 2019.

EXCHANGE RATE OF OUGUIYAS (MRO) TO USD MONTHLY AVERAGE

MONTH	2019
January	357.0
February	357.0
March	357.0
April	357.0
May	357.0
June	357.0
July	357.0
August	357.0
September	357.0
October	357.0
November	357.0
December	357.0

Source: *http://knoema.com/atlas/Mauritania/topics/Economy/Short-term-indicators/Exchange-rate*

Throughout 2019, exchange rate for Mauritania was constant at the rate of 357 MRO per US dollars

POPULATION BY REGION

NAME	REGION	POPULATION		
		(Census) 1988	(Census) 2000	(Census) 2013
Nouakchott	Nouakchott	393,325	558,195	958,399
Nouadhibou	Dakhlet Nouadhibou	59,198	72,337	118,167
Kiffa	Assaba	29,292	25,679	50,206
Mbera Refugee Camp	Hodh Ech Chargui	-	-	47,725
Kaédi	Gorgol	30,515	31,310	45,539
Zouérat	Tiris Zemmour	25,892	33,929	44,649
Rosso	Brakna	12,557	29,882	33,581
Sélibabi	Guidimaka	29,292	32,716	40,281
Zouérat	Tiris Zemmour	25,892	33,929	37,977
Kaédi	Gorgol	30,515	34,227	37,616
Boû Gâdoûm	Hodh Ech Chargui	N/A	29,045	32,749
Boutilimit	Trarza	14,545	22,257	27,170
Atar	Adrar	21,366	24,021	25,728
Bareina	Trarza	N/A	22,041	24,852
Ghabou	Guidimaka	N/A	21,700	24,467
Hamoud	Assaba	N/A	20,867	23,528
Mâl	Brakna	N/A	20,488	23,101
Nbeika	Tagant	N/A	18,310	20,645
Gouraye	Guidimaka	N/A	18,073	20,378
Timbedra	Hodh Ech Chargui	N/A	N/A	23,762
Magta-Lahjar	Brakna	N/A	12,117	22,521
Guerou	Assaba	9,665	15,589	20,167
Soudoud	Tagant	N/A	16,392	18,482
Sélibaby	Guidimaka	11,530	15,289	18,424
Foum Gleita	Gorgol	N/A	15.7	17.702
Legceïba	Gorgol	N/A	14,908	16,809
Bousteila	Hodh Ech Chargui	N/A	14,904	16,804
Sangrave	Brakna	N/A	14,303	16,127
Tintane	Hodh El Gharbi	N/A	N/A	16,067
Néma	Hodh Ech Chargui	15,747	13,759	15,310
Aleg	Brakna	9,635	12,898	15,211
Tidjikdja	Tagant	10,904	13,532	14,751
Oualata	Hodh Ech Chargui	N/A	11,779	12,777
Ayoûn el-Atroûs	Hodh El Gharbi	12,445	11,867	12,635
Bababé	Brakna	N/A	N/A	11,507
Akjoujt	Inchiri	N/A	N/A	11,235
Cheggar	Brakna	N/A	N/A	10,437

Source: *http://en.wikipedia.org/wiki/List_of_cities_in_Mauritania*

MEDIA TRENDS IN MAURITANIA

The media in Mauritania is undergoing a shift into a freer journalistic environment, while becoming increasingly open to private sector.

Journalists are experiencing a period of relative freedom following the coup of 2005, which ended a military dictatorship. The laws governing media are the most liberal in the Sub-Saharan Africa region. As of 2010, Reporters Without Borders ranked Mauritania 99 out of 178 in its worldwide index of press freedom.

A setback for press freedom occurred in 2009, when Hanevy Ould Dehah, editor of website Taqadoumy, was imprisoned for several months, with an arbitrarily extended prison sentence, on the grounds of offending morals. Journalists may be banned in Mauritania for publishing work that undermines Islam.

After coup of 2008, the new regime clamped down on some radio and television journalists, while other media enjoyed freedom of speech, notably "Le Calame" and "La Tribune". Poorly paid journalists often edit work on demand by politicians or business interests. Self-censoring and lack of source for articles are other problems marring balanced reporting in Mauritania.

TELEVISION

10 TV stations: 5 government-owned and 5 private; in October 2017, the government suspended all private TV stations due to non-payment of broadcasting fees; as of April 2018, only one private TV station was broadcasting, Al Mourabitoune, the official TV of the Mauritanian Islamist party, Tewassoul; the other stations are negotiating payment options with the government and hope to be back on the air soon.

NEWS AGENCIES

- Mauritanian News Agency (AMI), public agency
- Maurinews, privately-owned

RADIO

Mauritania's radio stations are state-owned. In 2010, however, the government passed legislation to open broadcasting to the private sector.

- Radio Mauritanie, in Arabic and French
- Radio France Internationale
- BBC World Service, FM 106.9 in Nouakchott and 102.4 in Nouadhibou

Independent information agency Alakhbar is the first independent news agency in Mauritania, publishing in Arabic and French.

PRINT

Print media are enjoying a period of freedom under the current government, and freedom of speech is, for the most part, flourishing. The most popular print publications in Mauritania today are sensationalist newspapers called "Peshmergas".

- Akhbar Nouakchott, daily, in Arabic
- Le Calame (Al-Qalam), weekly, in Arabic and French OCLC 887897109

- Chaab, daily, in Arabic
- L'Eveil-Hebdo, weekly
- Horizons, daily, in French
- Journal Officiel, government journal of record OCLC 45951100
- Al Morabit
- Nouakchott info, daily, in French
- Le Quotidien de Nouakchott
- Rajoul Echaree

TELECOMMUNICATIONS

Mauritel, which was privatized in 2001, maintains a monopoly over fixed-line service. Mobile phone service is mostly restricted to urban areas, where 70 out of 100 people have mobile phones. Moroccan-owned Maroc Telecom operates in Mauritania, as well as Burkina Faso, and Gabon and Mali.

MAURITANIA - INTERNET NEWS MEDIA				
National	L'Authentique	IN	GI	FRA
Foreign	Cridem	IN	GI	FRA
MAURITANIA - NEWSPAPER NEWS MEDIA - NATIONAL				
National	Chaab	NP	GI	FRA
National	Horizons	NP	GI	FRA
National	Le Calame	NP	GI	FRA
MAURITANIA - PRESS AGENCY NEWS MEDIA				
National	Agence Mauritanienne d'Information	PA	GI	FRA
National	Agence Mauritanienne	PA	GI	FRA
National	Alakhbar	PA	GI	FRA
National	Alakhbar	PA	GI	FRA
MAURITANIA NEWSPAPERS AND NEWS MEDIA - LOCAL				
NOUAKCHOTT				
Nouakchott	**Chaab**	**PA**	**GI**	**FRA**
Nouakchott	**Horizons**	**PA**	**GI**	**FRA**
Nouakchott	**Le Calame**	**PA**	**GI**	**FRA**
Nouakchott	**Le Quotidien de Nouakchott**	**PA**	**GI**	**FRA**

MARKET 22

Information About

CENTRAL AFRICAN REPUBLIC

"Unity, Dignity, Work"

Capital **BANGUI**

BACKGROUND

The Central African Republic is a landlocked country in central Africa. It is bordered by Chad to the North, Sudan to the North-East, South Sudan to the East, the Democratic Republic of the Congo to the South, the Republic of the Congo to the South-West and Cameroon to the West.

POLITICAL CONTEXT

Faustin-Archange Touadera, a former prime minister and maths professor, was declared the winner of a presidential election in February 2016 seen as crucial to turning the page on years of sectarian violence. Mr.

Population
5.99 Million

Touadera won 62.71% of the hotly contested run-off vote compared with 37.29 for Anicet-Georges Dologuele, who won the first round of the vote in December and conceded defeat in the second.

He campaigned as a peacemaker who could bridge the religious divide. The well-respected former mathematics professor served as the last premier of ex-president Francois Bozize who was deposed in a coup in 2013.

The ouster of Bozize, a Christian, by the mostly Muslim Seleka rebels unleashed a spiral of violence between Muslim and Christian militias that left thousands of people dead, and many voters expressed a strong desire for peace when they cast their ballots.

OVERVIEW OF THE ECONOMY

The currency of Central African Republic is the CFA franc, which is accepted across the former countries of French West Africa and trades at a fixed rate to the Euro. Diamonds constitute the country's most important export, accounting for 40.55% of export revenues, but it is estimated that between 30% and 50% of those produced each year leave the country clandestinely.

The Republic's primary import partner is the Netherlands (19.5%). Other imports come from Cameroon (9.7%), France (9.3%), and South Korea (8.7%). Its largest export partner is Belgium (31.5%), followed by China (27.7%), the Democratic Republic of Congo (8.6%), Indonesia (5.2%), and France (4.5%).

The CAR is a member of the Organization for the Harmonization of Business Law in Africa (OHADA). In the 2009 World Bank Group's Report Doing Business, it was ranked 183rd of 183 as regards 'ease of doing business', a composite index which takes into account regulations that enhance business activity and those that restrict it.

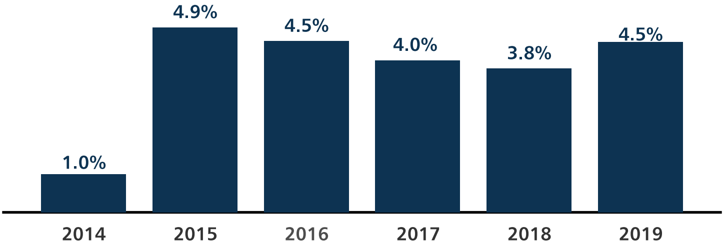
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, dry winters; mild to hot, wet summers
Area:	Total: 622,984 sq km Land: 622,984 sq km Water: 0 sq km
Natural resources:	Diamonds, uranium, timber, gold, oil, hydropower
Land use:	Agricultural land: 8.1% (2011 est.) Forest: 36.2% (2011 est.) Others: 55.7% (2011 est.)
PEOPLE	
Population:	5,990,855 (July 2020 est.)
2003 Census:	4,987,640

Age structure:	0-14 years: 39.49% (male 1,188,682/female 1,176,958) 15-24 years: 19.89% (male 598,567/female 593,075) 25-54 years: 432.95% (male 988,077/female 986,019) 55-64 years: 4.32% (male 123,895/female 134,829) 65 years and over: 3.35% (male 78,017/female 122,736) (2020 est.)
Population growth rate:	2.09% (2020 est.)
Urbanization:	Urban population: 42.2% of total population (2020)
Infant mortality rate:	80.6 deaths/1,000 live births
Life expectancy at birth:	54.2 years (2020 est.)
Total fertility rate:	4.14 children born/woman (2020 est.)
Ethnic groups:	Baya 33%, Banda 27%, Mandjia 13%, Sara 10%, Mboum 7%, M'Baka 4%, Yakoma 4%, other 2%
Languages:	French (official), Sangho (lingua franca and national language), tribal languages
Literacy rate:	Definition: age 15 and over can read and write Total population: 37.4% Male: 49.5% Female: 25.8% (2018)
ECONOMY	
GDP (purchasing power parity):	$3.39 billion (2017 est.) $3.249 billion (2016 est.) $3.108 billion (2015 est.)
GDP - per capita (PPP):	$700 (2017 est.) $700 (2016 est.) $600 (2015 est.)
GDP real growth rate:	4.3% (2017 est.) 4.5% (2016 est.) 4.8% (2015 est.)
GDP - composition by sector:	Agriculture: 43.2% (2017 est.) Industry: 16.0% (2017 est.) Services: 40.8% (2017 est.)
GNI (2008):	56.3 High : 28th
HDI (2018):	0.381 Low : 188th
Currency (code):	Central African CFA franc (XAF)
COMMUNICATIONS	
Calling code:	+236
Internet users:	Total: 246,000 4.6% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's Doing Business report*
http://www.en.wikipedia.org/wiki/Central_African_Republic

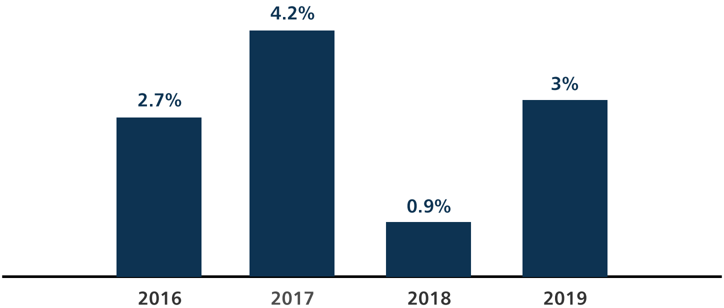
YEARLY GDP GROWTH RATE



Source: *https://www.tradingeconomics.com/central-african-republic/gdp-growth-annual*

The Gross Domestic Product (GDP) in Central African Republic expanded 4.50% in 2019 from the previous year.

YEARLY INFLATION GROWTH RATE



Source: *http://www.tradingeconomics.com/central-african-republic/ inflation-cpi*

The inflation rate in Central African Republic was recorded at 3 percent in 2019

EXCHANGE RATE OF CFA FRANC (XAF) TO USD MONTHLY AVERAGE

MONTH	2019
January	574.6
February	577.9
March	580.4
April	583.7
May	586.5
June	580.8
July	584.7
August	589.6
September	596.1
October	593.5
November	593.6
December	590.2

Source: *http://knoema.com/atlas/central-african-republic/topics/Economy/Short-term-indicators/Exchange-rate*

In December 2019, exchange rate for Central African Republic was 590.2 XAF per US dollars.

POPULATION BY REGION

PREFECTURE	ISO CODE	CAPITAL	POPULATION (CENSUS) 2003	AREA (KM²)
Bangui (AC)	CF-BGF	Bangui	622,771	67
Mbomou	CF-MB	Bangassou	164,008	61,150
Basse-Kotto	CF-BK	Mobaye	249,150	17,604
Kémo	CF-KG	Sibut	118,420	17,204
Nana-Mambéré	CF-NM	Bouar	233,666	26,600
Ouham	CF-AC	Bossangoa	369,220	50,250
Sangha-Mbaéré	CF-SE	Nola	101,074	19,412
Lobaye	CF-LB	Mbaïki	246,875	19,235
Ombella-M'Poko	CF-MP	Bimbo	356,725	31,835
Ouham-Pendé	CF-OP	Bozoum	430,506	32,100
Haut-Mbomou	CF-HM	Obo	57,602	55,530
Ouaka	CF-UK	Bambari	276,710	49,900
Haute-Kotto	CF-HK	Bria	90,316	86,650
Bamingui-Bangoran	CF-BB	Ndélé	43,229	58,200
Vakaga	CF-VK	Birao	52,255	46,500
Nana-Grébizi	CF-KB	Kaga Bandoro	117,816	19,996
Mambéré-Kadéï	CF-HS	Berbérati	364,795	30,203

Source: *http://en.wikipedia.org/wiki/Prefectures_of_the_Central_African_Republic*

MEDIA OVERVIEW

The Constitution guarantees freedom of speech and freedom of the press. However, government censorship is widely felt.

The print media in the CAR are less popular and less influential than the broadcast media, due to the high level of illiteracy in the country and the high costs of printed newspapers, which are out of reach for the average citizen. The CAR's principal languages are French and Sangho. Newspapers and television broadcasts do not typically reach the areas outside the capital or other urban areas. Radio broadcasts are the most widely used means of spreading news.

Although both government-run and private newspapers criticized public policies and alleged corruption prior to an increase in civil unrest during 2001, the government has increasingly restricted freedom of the press and of expression since 2001. Journalists have been fined, arrested, imprisoned, tortured, and threatened with death for covering news about political violence or for publishing reports viewed as unfavorable to the government.

MEDIA AND MARKET SNAPSHOT

POPULATION - DEMOGRAPHICS		
Country demography (Country / Capital)	5,990,855	
Reach of the media by region / Department		
OVERVIEW OF HOUSEHOLDS / CONSUMERS		
Languages by region:	**Régions/Départements**	**Langues**
	Ombelle-M'poko	
	Sangha Mbaré	
	Ouham-Pendé	
	Kéma	
	Ouaka	
	Basse-Kotto	
	Bangui	French / Sangho
Main purchaser of households by region:	Women	
Leading household income provider by region:	Primary sector activities	
Population profile:	Or: 49.3% Male population 50.7% Female population	
Monthly household income:	441 dollars	
Socio-economic profile:	:	

MEDIA TRENDS		
Regulatory bodies in the country:	HCC (High Communication Council)	
Numbers TV Stations:	02 - RCA TV (national coverage) - DTV	
Numbers Radio Stations:	11 - Radio Centrafrique (Couverture nationale RCA) - Radio Maria - Opération Géricho - Radio Voix de l'évangile - Radio Linga - Radio Voix de la grâce - Radio Ndeke Loka - Radio La Voix de la paix - Radio Notre Dame - Radio Néhémie - Radio Maingo	
Number of press releases (Journal) and magazine:	Press (02), Magazine (1)	
OOH media trends:	Almost non-existent	
Global trends in the media area:	113th place	
CATEGORY TRENDS		
Penetration of categories by region:	Community radios only cover the capital (BANGUI) and some surrounding areas	
INVESTMENTS AND MEDIA FORECASTS		
ATL Investment trends and forecasts in the media		
Review of the current year and forecasts for the next three years:	Review of the current year Either: Television: Radio: Hurry: OOH: Digital:	Forecast for the next three years Either: Television: Radio: Hurry: OOH: Digital:

TELEVISION
Although private television broadcasting is legally permitted, the government has effectively controlled television broadcasts. Its High Council of Communications has exercised authority over all television programming in the country.

In Central African Republic, there are more than two television stations. The most important are: DTV and Central African Republic Communications.

PAY TV
Offers a variety of international and also national channels
- Canal + more than 200 channels
- Startimes about 150 channels
- PSTV about 100 channels

RADIO
In Central African Republic, more than 24 radio stations. The most important ones are: Radio Central African Republic (National Station), Radio Centrafrique, Radio Maria, Opération Géricho, Radio Voix de l'évangile, Radio Linga, Radio Voix de la grâce, Radio Ndeke Loka, Radio La Voix de la paix, Radio Notre Dame, Radio Néhémie and Radio Maingo etc.

International: Africa Number One, a private radio station belonging to a French broadcasting network and broadcasting from Libreville, Gabon, reaches listeners in the CAR. Radio France International broadcasts in the CAR and includes local reporters among its staff.

NEWSPAPER
The government produces three newspapers that represent the perspectives of the MLPC, the president's party. They are Centrafrique Presse, the Agence Centrafricaine de Presse (ACAP) bulletin (an irregularly published news source), and Be African Sango (not published in 2001 due to financial constraints). Eight to twelve independent newspapers are also published, though not all on a regular basis. Echo de CentrAfrique presents views aligned with the president's party but is a private daily paper. Other independent papers are Le Citoyen, Le Novateur, L'Hirondelle, and Le Démocrate.

ELECTRONIC NEWS MEDIA
The government does not limit Internet access. Domestic Internet service and e-mail service are available through a private telecommunications company. A cyber café, Bangui 2000, offers citizens Internet access.

MARKET 23

Information About
CAPE VERDE

"Unity, Work & progress"

Capital **Praia**

BACKGROUND
The uninhabited islands were discovered and colonized by the Portuguese in the 15th century; Cabo Verde subsequently became a trading center for African slaves and later an important coaling and resupply stop for whaling and transatlantic shipping. The fusing of European and various African cultural traditions is reflected in Carbo Verde's Crioulo language, music, and pano textiles. Following independence in 1975, and a tentative interest in unification with Guinea-Bissau, a one-party system was established and maintained until multi-party elections were held in 1990. Carbo Verde continues to

Population
583,255

exhibit one of Africa's most stable democratic governments. Repeated droughts during the second half of the 20th century caused significant hardship and prompted heavy emigration. As a result, Carbo Verde's expatriate population is greater than its domestic one. Most Carbo Verdeans have both African and Portuguese antecedents. Carbo Verde's population descends from its first permanent inhabitants in the late 15th-century a preponderance of West African slaves, a small share of Portuguese colonists, and even fewer Italians, Spaniards, and Portuguese Jews. Among the nine inhabited islands, population distribution is variable. Islands in the east are very dry and are only sparsely settled to exploit their extensive salt deposits. The more western islands receive more precipitation and support larger populations, but agriculture and livestock grazing have damaged their soil fertility and vegetation.

Cape Verde, officially known as Carbo Verde since October 24, 2013, is made up of two groups of islands; the Sotavento Islands in the south and the Barlavento Islands in the south, situated in the Atlantic Ocean and 570 km off the coast of Mauritania, Senegal and the Gambia. It has a land area of 4000 km2 with an estimated population size of 583,255, majority of whom depend on agriculture and food aid. Its economy is based om tourism, the service sector and capital inflows from the diaspora.

POLITICAL CONTEXT

Jorge Carlos Almeida Fonseca was elected president in August 2011 and re-elected with 79% of the vote in October 2016. Cape Verde is a republic with a president, who is the head of state, and a prime minister who heads the government. The prime minister is appointed by parliament.

Ulisses Correia e Silva was sworn in as prime minister in April 2016 after leading his Movement for Democracy (MPD) to victory in a general election. His party ousted the ruling African Party for the Independence of Cape Verde (PAICV) for the first time in 15 years.

He was mayor of the capital Praia between 2008 and January 2016. He has a background in banking, and has served as secretary of state and minister for finance. The PAICV and the MPD have dominated politics since independence from Portugal in 1975. Both have run the country since multi-party democracy was introduced in 1991.

OVERVIEW OF THE ECONOMY

Cabo Verde's economy depends on development aid, foreign investment, remittances, and tourism. The economy is service-oriented with commerce, transport, tourism, and public services accounting for about three-fourths of GDP. Tourism is the mainstay of the economy and depends on conditions in the euro-zone countries. Cabo Verde annually runs a high trade deficit financed by foreign aid and remittances from its large pool of emigrants; remittances as a share of GDP are one of the highest in Sub-Saharan Africa.

Although about 40% of the population lives in rural areas, the share of food production in GDP is low. The island economy suffers from a poor natural resource base, including serious water shortages, exacerbated by cycles of long-term drought, and poor soil for growing food on several of the islands, requiring it to import most of what it consumes. The fishing potential, mostly lobster and tuna, is not fully exploited.

Economic reforms are aimed at developing the private sector and attracting foreign investment to diversify the economy and mitigate high unemployment. The government's elevated debt levels have limited its capacity to finance any shortfalls.

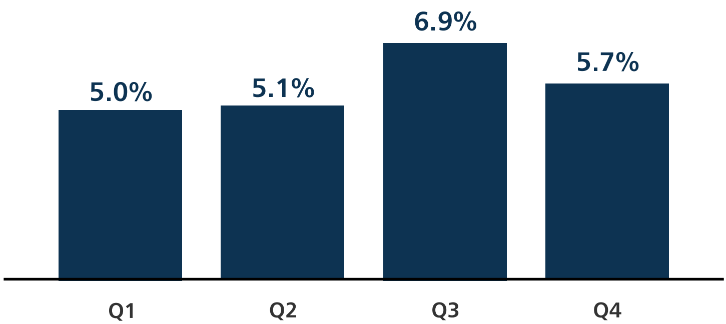
KEY FACTS

GEOGRAPHY	
Climate:	Temperate; warm, dry summer; precipitation meagre and Erratic
Area:	Total: 4,033 sq km Land: 4,033 sq km Water: 0 sq km
Natural resources:	Salt, basalt rock, limestone, kaolin, fish, clay, gypsum
Land use:	Agricultural land: 18.6% (2011 est.) Forest: 21.0% (2011 est.) Others: 60.4% (2011 est.)
PEOPLE	
Population:	583,255 (July 2020 est.)
Age structure:	0-14 years: 27.95% (male 82,010/female 81,012) 15-24 years: 18.69% (male 54,521/female 54,504) 25-54 years: 40.76% (male 115,811/female 121,923) 55-64 years: 7.12% (male 18,939/female 22,597) 65 years and over: 5.48% (male 12,037/female 19,901) (2020 est.)
Population growth rate:	1.28% (2020 est.)
Urbanization:	Urban population: 66.7% of total population (2020)
Infant mortality rate:	19.7 deaths/1,000 live births
Life expectancy at birth:	73.2 years (2020 est.)
Total fertility rate:	2.16 children born/woman (2020 est.)
Ethnic groups:	Creole (mulatto) 71%, African 28%, European 1%
Languages:	Portuguese (official), Krioulo (a blend of Portuguese and West African languages)
Literacy rate:	Definition: age 15 and over can read and write Total population: 86.8% Male: 91.7% Female: 82% (2015)

ECONOMY	
GDP (purchasing power parity):	$4.323 billion (2019 est.) $3.777 billion (2017 est.) $3.631 billion (2016 est.)
GDP - per capita (PPP):	$7,728 (2019 est.) $7,000 (2017 est.) $6,800 (2016 est.)
GDP real growth rate:	4% (2017 est.) 4.7% (2016 est.)
GDP - composition by sector:	Agriculture: 8.9% (2017 est.) Industry: 17.56% (2017 est.) Services: 73.7% (2017 est.)
Exports:	$189 million (2017 est.) $148.4 million (2016 est.)
Export- commodities:	Fuel (re-exports), shoes, garments, fish, hides
Export- partners:	Spain 45.3%, Portugal 40.3%, Netherlands 8.1% (2017)
Imports:	$836.1 million (2017 est.) $687.3 million (2016 est.)
Imports - commodities:	Foodstuffs, industrial products, transport equipment, fuels
Import- partners:	Portugal 43.9%, Spain 11.6%, Netherlands 6.1%, China 6.1% (2017)
Currency (code):	Cape Verdean Escudo (CVE)
COMMUNICATIONS	
Internet users:	Total: 266,562 48.2% of the population (July 2016 est.)

Source: *CIA World Facts Book & World Bank's **D**oing Business report*
http://www.en.wikipedia.org/wiki/Cape_Verde

GDP QUARTERLY GROWTH RATE 2019



Source: *https://www.tradingeconomics.com/cape-verde/gdp-growth-annual*

The Gross Domestic Product (GDP) of Cape Verde expanded by 5.7% year-on-year in the fourth quarter of 2019, below an upwardly revised 6.9% growth in the previous quarter.

MONTHLY INFLATION RATE: 2019

MONTH	2019
January	0.9%
February	0.7%
March	1.0%
April	1.1%
May	1.5%
June	1.5%
July	1.1%
August	1.5%
September	0.7%
October	0.7%
November	0.7%
December	1.9%

Source: *http://www.tradingeconomics.com/cape-verde/inflation-cpi*

The annual inflation rate in Cape Verde picked up to 1.9% in December 2019 from 0.7% in November 2019, reaching its highest level since July 2018.

EXCHANGE RATE OF CAPE VERDEAN ESCUDO (CVE) TO USD MONTHLY AVERAGE

MONTH	2019
January	96.6
February	97.1
March	97.5
April	98.1
May	98.6
June	97.8
July	98.2
August	99.1
September	100.1
October	99.9
November	99.8
December	99.3

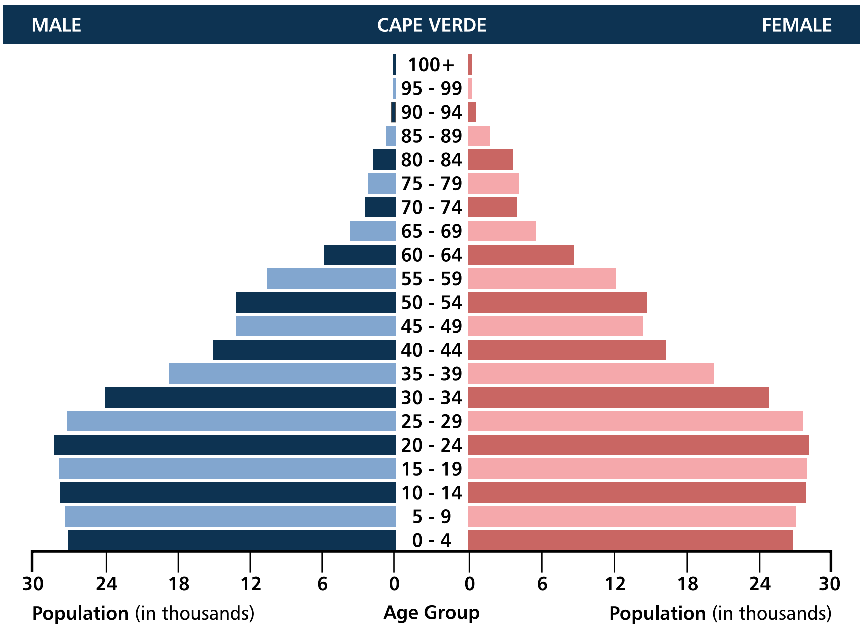
Source:*https://knoema.com/atlas/cape-verde/topics/Economy/Short-term-indicators/Exchange-rate*

In October 2019, exchange rate for Cabo Verde was 99.9 CVE per US dollars.

LARGEST CITIES OR TOWNS IN CAPE VERDE

Rank	Name	Municipality	Population
1	Praia	Praia	127,832
2	Mindelo	São Vicente	70,468
3	Santa Maria	Sal	23,839
4	Assomada	Santa Catarina	12,026
5	Porto Novo	Porto Novo	9,430
6	Pedra Badejo	Santa Cruz	9,345
7	São Filipe	São Filipe	8,125
8	Tarrafal	Tarrafal	6,177
9	Sal Rei	Boa Vista	5,407
10	Ribeira Grande	Ribeira Grande	4,625
Total			277,274

Source: *http://en.wikipedia.org/wiki/Cape_Verde*



MONTHLY HOUSEHOLD INCOME

Average monthly income per capita in Liberia is $31, or $370 per capita per year.

2016 Data	Liberia
Gross monthly income/inhabitant	$31
Gross annual income/inhabitant	$370

Source: *World Bank, 2016*

MEDIA SCENE

TV	4 National channels 2 Various parallel bouquet (Matrix and Boom TV)
Radio	+ 5 Main channels: Radio Frequency
Newspaper	+5 Dailies Various international publications
Internet	Several Internet sites: www.sapo.cv
OOH	Over 10 bidders governed various networks Road signs ($12m^2$, $18m^2$, $21m^2$) Screen LED Bus branding and taxi
Mobile & E-mailing	Mobile advertising should be further developed MMS / push SMS E-mailing

REGULATORY BODIES

- According to law, the Communication Regulatory Authority (ARC) guarantees the right to information, freedom of the press as well as cultural pluralism.

- The ARC has also been charged with the smooth functioning of the audiovisual and print media in terms of transparency and fairness.

- The High Authority for Social Communication replaces the Social Communication Council.

TOP 3 NATIONAL TV CHANNELS

Support	Blanket	Profile Viewers	Style
TCV (Public)	National	All CSP	Various programs; politics, telenovas, documentaries, sports, religious programs and entertainment.
Record (Private)	National	All CSP	Politics, documentaries, telenovas, sports, religious programs and entertainment.
Tiver (Private)	National	All CSP	Various programs, telenovas, entertainment, documentaries, sports, religious programs

TOP RADIO STATIONS

Support	Blanket	Profile Viewers	Style
RCV (Public)	National	All CSP	News, interactive, politics, various facts, local musical programs and religious program
PRAIA FM (Private)	Regional	All CSP	News, interactive, various facts, politics, musical programs, and religious program
Radio Criola (Private)	National	All CSP	News, politics, various facts, musical programs and religious programs
Radio Commercial	Regional	All CSP	News, interactive, various facts, politics, musical programs and religious programs
RCV +	Regional	All CSP	Entertainment, essentially interactive and musical programs

TOP 3 NATIONAL DAILIES

Support	Blanket	Profile Viewers	Style
Asemana	National	All CSP	All CSP - A, B, C+, mainly professionals and adults
Expresso Das Ilhas	National	All CSP	All CSP - mainly adults and youths
A Naçao	National	All CSP	All CSP - A, B, mainly adults and young adults

All these dailies and some other dailies are online, and many people read them on www.sapo.cv which is the first Internet portal of Cape Verde.

SPECIFIC TRENDS IN THE CAPE VERDE MEDIA AREA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE PHONE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
556.8 Thousand	655.1 Thousand	318.3 Thousand	270.0 Thousand	260.0 Thousand
URBANISATION 66%	vs POPULATION 118%	PENETRATION 57%	PENETRATION 48%	PENETRATION 47%

MOBILE CONNECTION BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTION (NOTE: NOT UNIQUE INDIVIDUALS)

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
655.1 Thousand	118%	97%	3%	64%

INTERNET USE: DEVICES PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA AND USE OF INTERNET POWERED MOBILE SERVICES

TOTAL NUMBER OF ACTIVE INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION
318.3 Thousand	57%	306.5% Thousand	55%

FACEBOOK AUDIENCE OVERVIEW

THE BASED ON FACEBOOK's TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	PERCENTAGE OF ADULTS AGED 18+THAT CAN BE REACHED WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE
260.0 Thousand	62%	0%	48%	52%

APPENDIX

This appendix serves as a useful source for updating contacts and other information on some organisations in Advertising, Marketing and Media in each West and Central African country so far covered.

USEFUL INFORMATION ABOUT BENIN

MEDIA ASSOCIATIONS

Union des Professionnels des Médias du Bénin
Contact Maison des Médias / 03 BP 4365 Cotonou
Tel : +229 21 32 61 99, 97 44 83 4094 03 45 65/ 97 64 37 24
Email: mediasbenin@yahoo.fr
Website : www.umpb.org

Conseil National du Patronat de la Presse du Bénin
Contact: 05 BP 436 Cotonou
Tel: +229 21 31 77 90
Fax: + 229 20 21 37 14
Email: contact@cnpbenin.com

REGULATORY ORGANISATIONS

Haute Autorité de l'Audiovisuelle et de la Communication (HAAC)
Contact: Avenue de la Marina face Hôtel du Port
01 BP 3567 COTONOU (R. BENIN)
Tél: (229) 21 31 17 43 / 21 31 17 44 / 21 32 15 00
Fax (229) 21 31 17 42 / 21 32 15V45
Email:infohaac@haacbenin.org
Web site: www.haac-benin.org

Maison des Médias
Contact: 02 BP 969 Cotonou
Tél: + 229 21 32 08 51 E-mail :
Maisondesmedias@journalist.com

L'Observatoire de la Déontologie et de l'Ethique dans les Médias (ODEM).
Tél: 00229 97646105
Secretariat : 00229 21 37 42 59
Email: ehoumig@yahoo.fr/
odemdubenin@gmail.org

USEFUL INFORMATION ABOUT BURKINA-FASO

MEDIA ASSOCIATIONS

Association des Journalistes du Burkina (AJB)
Contact: 04 BP 8424 Ouagadougou 04
Tél: + 226 50 34 55 88 / 50 34 49 81
Fax: + 226 50 34 37 45
Email: ajbso@hotmail.com
Web site: www.ajb.bf

Association des Professionnels Africaines de la Communication (APAC)
Contact: 03 BP 7029 Ouagadougou
Tél.: + 226 50 32 40 71 / 50 31 04 41
Fax: + 226 50 30 53 31/04/41
E-mail: mafarmas@hotmail.com

Maison de la Presse
Contact: 03 BP 7045 Ouagadougou 03
Tél: + 226 50 32 44 04 / 50 32 45 06 / 50 25 23 30

REGULATORY ORGANISATIONS

Conseil Supérieur de L'Information (CSI)
Contact: 290 Avenue Ho Chi Minh
Ouagadougou
01 BP 6618 Ouagadougou 01
Tél: + 226 50 30 11 24
Fax: + 226 50 30 11 33
E-mail: csi@fasonet.bf
Website: www.primature.gov.bf:republic/acc_sci.htm

Observation National de la Presse (ONAP)
Contact: Centre de Presse, Zongo
BP 4577 Ouagadougou 01
Tél: + 226 50 34 37 45
Fax: + 226 50 31 45 50
E-mail: ed.lepays@cenatrin.bf Site web: www.lepays.bf

USEFUL INFORMATION ABOUT CAMEROON

MEDIA ASSOCIATIONS

Syndicat National des Journalistes du Cameroun SNJC
12, rue Prince de Galles Akwa P.O. Box 5580 Akwa
Douala Tél: (237) 9996 90 37 /3343 22 27
Fax: (237) 3342 66 29 /3343 26 69
Email: cameroon.journalists@gmail.com

Syndicat des Journalistes employés au Cameroun (SJEC)
BP 5360
Tél: (237) 99 96 50 30
Email: info@sjec-cameroun. org
Web site:www.sjec-cameroun.org

REGULATORY ORGANISATIONS

Conseil National de la Publicité
Contact: Ministère de la communication
Mme Ndon Sylvie
Tél: (237) 99 54 72 24
Email:ronyndo1@yahoo.fr

USEFUL INFORMATION ABOUT COTE D' IVOIRE

MEDIA ASSOCIATIONS

Union des Journalistes de la Côte d'Ivoire (UNJCI)
Contact: 10 BP 2462 Abidjan 10 Maison de la Presse
Tél.: + 225 20 33 10 82
Fax: + 225 20 37 25 45
Email: mtraoreh@yahoo.fr
Web site: www.unjci.org

Association de la Presse Diplomatique de la Côte d'Ivoire (APDCI)
Contact: Siège : Fraternité Matin
01 BP 1807 Abidjan 07
Tél: + 225 20 37 06 66

REGULATORY ORGANISATIONS

Haute Autorité De La Communication Audiovisuelle (HACA)
2 Plateaux 7e tranche rue L100
BP V 56 Abidjan
tel: +225 22 44 96 60
fax: +225 22 52 21 25
Email: infos@haca.ci
Website: www.haca.ci

Observatoire de la Liberté de la Presse, de L'Ethique etde la Déontologie (OLPED)
Contact: Abidjan-Zone III
Adresse: Imm. la maison de la presse Plateau
Tel: +225 05 05 96 13/ 46 19 65 82

Cocody Les Deux Plateaux 7ème Tranche, Angle Feux Tricolores.
BP V 106 Abidjan
Tél: 00(225) 22 52 04 52
Fax : 00(225) 22 52 05 04
E-mail : conseilnationaldelapresse@yahoo.fr
Website: www.lecnp.com

Conseil National de la Presse
Contact: Abidjan-II Plateau
Tél: + 225 22 41 84 96

USEFUL INFORMATION ABOUT CONGO DEMOCRATIQUE

MEDIA ASSOCIATIONS

Journaliste en danger (JED)
Tél :(00243 99 99 29 32 3)
Secrétaire général: 00243 99 99 96 35 3)
Email: jedkin@ic.cd.

Union congolaise des femmes des médias (UCOFEM)
Tél: 00243 9999 13 746
Email: dorothee_swedi@yahoo.fr

Association nationale des entreprises audiovisuelles privées (ANEAP)
Tél: 00243 999972020)
Email: kibambishintwa@yahoo.fr

REGULATORY ORGANISATIONS

Observatoire des médias congolais (OMEC)
Tél. : 00243 9906352, 813330195

La Haute Autorité des Médias (HAM)
Boulevard Sendwe N°58
Commune de Kalamu
Tél. : (243) 810 38 59 10
Fax: (243) 812 61 00 47
Email: hautoritemedia@yahoo.fr (en voie de dissolution pour donner naissance au Conseil Superieur de l'Audiovisuel)

USEFUL INFORMATION ABOUT GABON

MEDIA ASSOCIATIONS

Syndicat Autonome des Personnels de la Presse Audiovisuel Privé (SAPPAP)
Contacts: Tél. : (214) 51 62 47
Email: sappap_gabon@yahoo.fr

REGULATORY ORGANISATIONS

Conseil National de la Communication
BP 66434, Libreville
Tél: (241) 72 82 59 / 72 82 60
Fax: (241) 728271

USEFUL INFORMATION ABOUT GHANA

MEDIA ASSOCIATIONS

ADVERTISING ASSOCIATION OF GHANA (AAG)
Contact: The Executive Director,
Advertising Association of Ghana
P.O.Box KD 265 Kanda, Accra
Tel. +233-21-249352/3
Fax: +233-21-249354
E-mail: aagsec@yahoo.com;
info@aagonline.org
Website: www.aagonline.org

GHANA ADVERTISERS BOARD (GAB)
Contact: Ghana Advertisers Board
c/o CIMG Ghana Secretariat
GIMPA, Greenhill, Accra
Tel. +233-21-417793
E-mail: cimgghana@ghana.com

Ghana Journalists Association (GJA)
Contact: The Ghana Journalists Association
International Press Centre, Ridge Accra
P.O. Box 4636 Accra
Tel: +233-21234692; +233-21-9103835
Fax: +233-21-234694
E-mail: gjaghana@hotmail.com

Women In Broadcasting (WIB)
Contact: Cantonments - Accra
Tel.: +233 21 23 00 71
Fax: + 233 21 22 11 49 /22 11 65
E-mail: goklen@ighmail.com
Web site: www.wibghana.com

Private Newspapers Association of Ghana (PRINPAG)
Contact: P.O Box 661 Accra
Tel.: +233 21 23 32 14
Fax: + 233 21 22 30 46

REGULATORY ORGANISATIONS

National Media Commission (NMC)
Contact: Former GIHOC Headquarters
Gamal Abdul Nasser Avenue
P.O. Box T 114 Accra
Tel.: +233 21 66 24 09
Fax: + 233 21 66 63 25
E-mail: ethel@ncs.com.gh

USEFUL INFORMATION ABOUT MALI
MEDIA ASSOCIATIONS

Union Nationale des Journalistes du Mali (UNAJOM)
Contact: BP 1300 Bamako
Tél: + 223 643 28 31 / 222 45 53 / 222 29 15
Fax: + 223 54 78

Association des Femmes de la Presse Privée
Contact: BP 2802 Bamako Maison de la Presse
Tél: + 223 672 16 14

REGULATORY ORGANISATIONS

Conseil Supérieur de la Communication (CSC)
Contact: BP E 1856 Bamako
Tél.: + 223 223 21 01 / 02
Fax: + 223 223 21 02
E-mail: csc.moussa@hotmail.com

Observatoire de la Déontologie et de l'Ethique de la Presse (OPED)
Contact: BP E 4020 Bamako
Tél.: + 223 222 27 99 / 223 82 09 / 675 08 71
Fax: + 223 223 82 27
E-mail: odepmali@yahoo.fr
Web site: www.info-matin.com

USEFUL INFORMATION ABOUT NIGER
MEDIA ASSOCIATIONS

Association des Journalistes du Niger (AJN)
Contact: BP 13182 Niamey
Tel.: +227 73 34 86
Fax: + 227 73 34 87 /73 30 90
E-mail: anpniger@intnet.net.ne & onep@intnet.ne

Union des Journalistes Privé Nigérien
Contact: BP 11776 Niamey
Tel.: +227 73 47 93

REGULATORY ORGANISATIONS

Conseil Supérieur de la Communication (CSC)
Contact: BP 11284 Niamey
Tel.: +227 72 23 56
Fax: + 227 72 26 67
E-mail: csc@intnet.ne

USEFUL INFORMATION ABOUT NIGERIA
MEDIA ASSOCIATIONS

Association of Advertising Agencies of Nigeria (AAAN)
ADVERTISING HOUSE, Plot 8 Otunba Jobi Fele Way
Behind MKO Gardens, Ikeja Central Business District
Alausa, Ikeja, Lagos.

Broadcasting Organisation of Nigeria (BON)
45 Martins Street, Lagos Island, Lagos.
Tel: +234 -1- 2669399

National Broadcasting Commission of Nigeria (NBC)
Plot 20, Ibrahim Taiwo Street,
(By Aso Villa), Asokoro, Abuja
P.M.B. 5747, Garki, Abuja,
Tel: 09-7804397
info@nbc.gov.ng
Website: www.nbc.gov.ng

Advertising Practitioners Council of Nigeria (APCON)
National Theatre Annex, Iganmu
P O Box 50648, Ikoyi, Lagos.
Tel: +234-8023066472, +234-08033201013,
+234-8033212290, +234-1-7733308
Email: apcon89@hotmail.com
Website: www.apcon.gov.ng

National Bureau of Statistics (NBS)
Plot 762, Independence Avenue
Central Business District
P.M.B. 127, Garki - Abuja
Tel: 234-09-2731085
Fax: 234-09-2731084
Email: feedback@nigerianstat.gov.ng

National Population Commission of Nigeria
Plot 2031 Olusegun Obasanjo Way,
Wuse Zone 7, Abuja, Nigeria.
Phone: +234-9 234 3173
Email: info@population.gov.ng
Web site: www.population.gov.ng

Nigerian Copyright Commission
Plot 423, AguiyiIronsi Street, Maitama,
Abuja,
Tel: 234-9-4617000
Fax: 234-9-4617514

Independent Television Producers Association of Nigeria (ITPAN)
5 Mabinuori Dawodu Crescent, Gbagada
Phase 1, Lagos.

Newspapers Proprietors Association of Nigeria
186 Ikorodu Road, Palmgrove, Lagos.

Nigerian Union of Journalists (NUJ)
Box 4350, Area 11,
Garki, Abuja.

Nigerian Press Council
No. 26, Bissau Street,
Wuse, Zone 6,
P. M. B. 377, Garki,
Abuja.
Tel:+234 -702 635 0024

Outdoor Advertising Association of Nigeria (OAAN)
11 Badagry Street, off Aba Johnson
Crescent,
bff Adeniyi Jones Avenue, Ikeja, Lagos.
Tel: +234 -1-8901316, +234 -1-4931916
Email: enquiries@oaan.org
Website: www.OAAN.org

Media Independent Practitioners Association of Nigeria
c/o 166B, Obafemi Awolowo Way, Ikeja,
Lagos.
Website: www.mipan-ng.com

Media Planning Services Limited (MPS)
1a Tafawa Balewa Crescent,
Off Adeniran Ogunsanya Street, Surulere,
Lagos.
Tel.:+234 -1-7923144, +234 -8037209947
Email: roafo11@yahoo.com
Website: www.mpsnigeria.com

Media Monitoring Services Limited (MMS)
12, Seriki Abass Crescent, off Osolo Way,
Ajao Estate, Lagos.
Tel.: +234 -1-4528259
Website: www.mediamonitoringservices.net

MediaTrak Nigeria Limited
6/7, MediaTrak Estate, Araepo,
Off Lagos –Ibadan expressway.

USEFUL INFORMATION ABOUT SENEGAL
MEDIA ASSOCIATIONS

Syndicat des Professionnels de l'information et de la Communication Sociale (SYNPICS)
Contact: 17, Boulevard de la République
BP 21722, Dakar-Ponty
Tel.: +221 33 842 01 41 /33 842 42 56
Fax: + 221 33 842 02 69
E-mail: synpics@sentoo.sn &
wajaujao@yahoo.fr

Agence de Presse Sénégalaise
Contact: 58, Boulevard de la République
BP 117, Dakar
Tel.: +221 33 821 14 27
Fax: + 221 33 822 07 67
E-mail: aps@aps.sn
Web site: www.aps.sn

REGULATORY ORGANISATIONS

Conseil National de Régulation de l'Audiovisuel (CNRA)
Immeuble TAMARO, Rue Mohamed V x Jules Ferry
BP: 50059 DAKAR
Téléphone : +221 33 849 52 52
Fax: +221 33 821 86 14

USEFUL INFORMATION ABOUT TOGO

MEDIA ASSOCIATIONS

Union des Journalistes IndÈpendants du Togo (UJIT)
Contact: BP 6035 Lomé
Tel.: +228 22 20 12 00 Fax: + 228 22 26 13 70 / 22 20 12 01
Email: ujit@mediatogo.org

Maison du Journalisme
Contact: BP 81213, Lomé
Tel.: +228 22 26 13 00
Fax: + 228 22 26 13 70
E-mail: maisondujournalisme@ids.tg Site web:
Web site:www.mediatogo.org

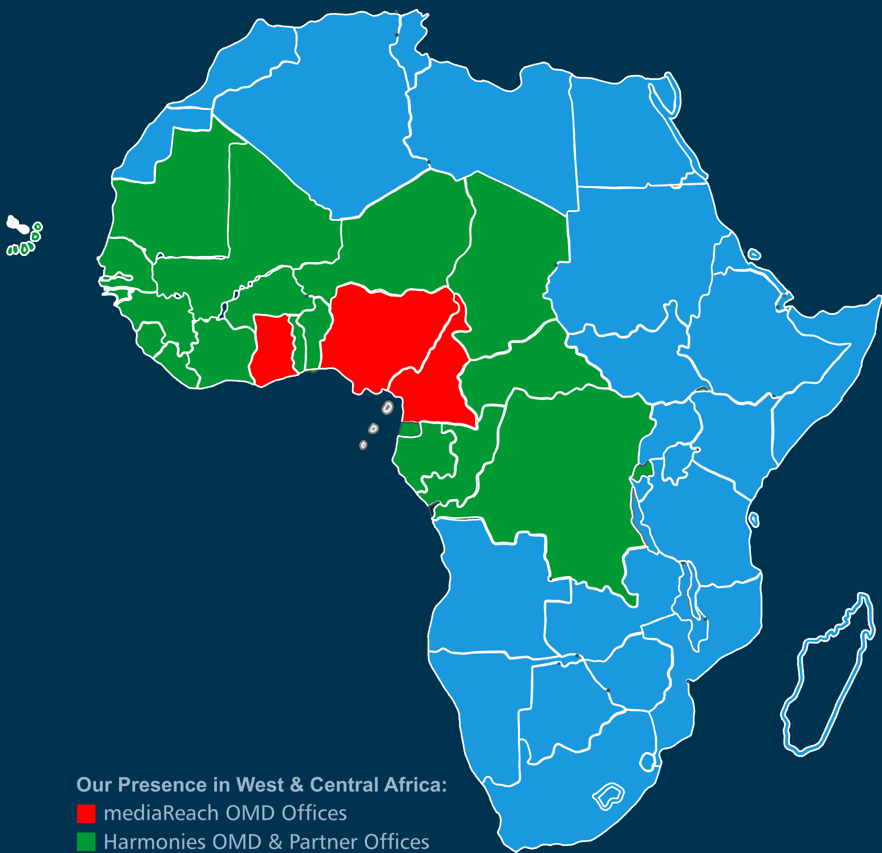
REGULATORY ORGANISATIONS

Haut Autorité de l'Audiovisuel et de la Communication
(HAAC)
Contact: BP 8697, Lomé
Tel.: +228 22 5016 78 / 79

Observatoire Togolais des Médias
Contact: BP 80714 Lomé
Siège: Maison du Journalisme
Tel.: +228 22 36 25 35
Mob.: + 228 90 03 18 24

rb

HARPIC JIK AIR WICK Mortein



mediaReach OMD

7, SHONNY HIGHWAY
SHONIBARE ESTATE
MARYLAND, LAGOS
NIGERIA
MAIN +234.802.181.0081

157, OBENESU CLOSE
EAST CANTONMENTS
EXTENSION, ACCRA
GHANA
MAIN +233.30.297.6211

FAIRWIND RESIDENCE
BESIDE ST JOHN'S PLAZA
BONAPRISO, DOUALA
CAMEROON
MAIN +237.69.800. 5732

WWW.MEDIAREACHOMD.COM

Harmonies OMD

Abidjan - Bamako - Brazzaville - Conakry - Dakar - Lomé - Niamey

Partner Offices:
(Cote d'Ivoire, Togo, Benin, Niger, Senegal, Gabon, Congo Brazzaville, Republic Of Congo, Chad, Burkina Faso, Mali, Mauritania, Guinea Bissau, Guinea, Cape Verde, Liberia, Sierra-Leone, Gambia, Central African Republic)