

2022

MediaFacts

WEST & CENTRAL AFRICA



mediaReach | 

Harmonies | 



INTRODUCTION

mediafacts

WEST & CENTRAL AFRICA

At **mediaReach OMD**, we provide media information that is accurate and reliable. All information is 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 deeply appreciate 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 Planning Service Limited (MPS) for the audience measurement data, MediaTrak for AdEx Data in Nigeria, The National Bureau of Statistics, the World Bank, the Central Bank of Nigeria (CBN), the Central Intelligence Agency (CIA), The Commercial Economy, the International Monetary Fund (IMF), OMD Consumer Intelligence for their valuable insights, and GeoPoll for their data contributions in Nigeria, Ghana, and Cote d'Ivoire









Website: www.mediafactsbook.com
Download our Mediafacts Book app from:



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THE MOST AWARDED MEDIA AGENCY IN WEST & CENTRAL AFRICA AND THE FIRST AFRICAN MEDIA AGENCY TO WIN KEY GLOBAL MEDIA AWARDS

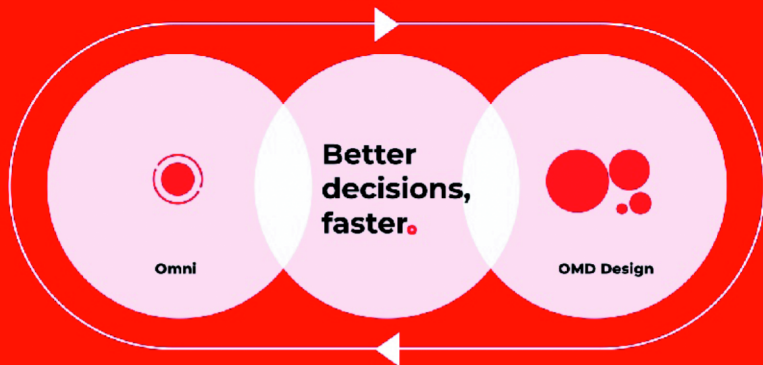
Award(s)	Year	Award Title	Comments
	2022	<ul style="list-style-type: none"> ● Media Agency of the Year (Nigeria) ● 1 Gold for Good For-Profit Organizations ● 1 Gold for Use of Influencers & Brand Ambassadors ● 1 Silver for Integrated Campaigns ● 1 Silver for Use of Influencers & Brand Ambassadors ● 1 Silver for Use of Insights and Strategy ● 1 Silver for Use of Media ● 1 Bronze for Integrated Campaigns ● 1 Bronze for Use of Influencers & Brand Ambassadors ● 3 Bronze for Use of Insights and Strategy ● 2 Bronze for Use of Media ● 1 Bronze for bespoke COVID Campaign 	<p>Pan African Agency of The Year 3rd Position</p> <p>(across both creative & media)</p>
	2022	<ul style="list-style-type: none"> ● Winner, Cannes Young Lions Media Competition, Nigeria ● Featured in the top at Cannes Young Lions Media global competition 	1st African media agency to be featured in the Top 6
	2021	<ul style="list-style-type: none"> ● Media Agency of the Year ● 1 Silver for Use of Insights & Strategy ● 1 Silver for Integrated Campaign ● 2 Silver for Use of Media ● 1 Bronze for Use of Insights & Strategy ● 1 Bronze for Integrated Campaign ● 6 Bronze for Use of Media ● 1 Bronze for PR & Reputation Management 	4 Silver + 10 Bronze + 2 Shortlist, resulted in Media Agency of the Year, a testament of innovative work done amidst COVID
	2021	<ul style="list-style-type: none"> ● Winner of Young Lions Media, Nigeria Competition 	The only media agency to represent Nigeria the 10th time at the Cannes Young Lions Media since 2008
	2021	<ul style="list-style-type: none"> ● Media Agency of The Decade 	
	2021	<ul style="list-style-type: none"> ● Most Pioneering Media Agency - West Africa 	
	2021	<ul style="list-style-type: none"> ● Best Local Execution of a Global Brand 	1st African country to win gold at the Global level
	2020	<ul style="list-style-type: none"> ● Case study featured in Top Global 100 Campaigns (a publication showcasing the world's most awarded work of 2020 for media excellence) 	The only African media agency to feature in Top 100 global campaigns

	2020	<ul style="list-style-type: none"> • Silver, Brand Bravery Award 	1st for any African media agency
	2020	<ul style="list-style-type: none"> • Highly Commended The Effectiveness Award 	1st for any African media agency
	2020	<ul style="list-style-type: none"> • Winner of Gold in Phase 1 (March '20) • Winner of Gold in Phase 2 (November '20) 	Internal awards celebrating outstanding work across all OMD offices in the EMEA region

Platform

Promise

Process



OMD DESIGN

Delivering better decisions faster.

OMD AWARDED

THE MOST CREATIVE, INNOVATIVE AND EFFECTIVE NETWORK IN THE WORLD

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157, OBENESU CLOSE
EAST CANTONMENTS
EXTENSION, ACCRA,
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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.mediaeachomd.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 into an organisation that is widely regarded as the most reputable player in the industry. As per RECMA, mediaReach OMD is the leading Media Agency in Nigeria with 25.3% industry share (has been consistently #1 since the RECMA audits started in Nigeria from 2011) In Ghana, mediaReach OMD ranks close No. 2 with 22.4% 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 called **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,
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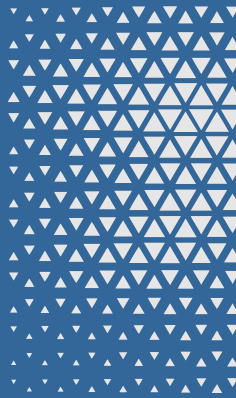
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WHO WE ARE

Harmonies | 

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, Senegal, Congo, Togo and Benin).

Harmonies ATL got affiliated to **mediaReach OMD** in December 2017, to form **Harmonies OMD** in Francophone West & Central Africa.

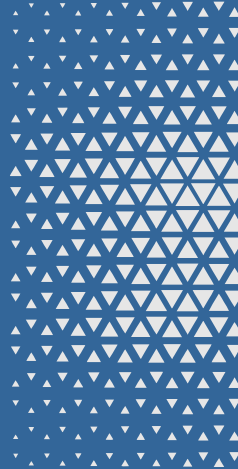
Harmonies OMD has added to the coverage of **OMD**, the world's largest media agency that uses its industry leading-operating scale, global tools & local proprietary tools to create and deliver quality media advertising campaigns, to highly discerning clients.

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
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MUSIC+

*Redefining
Entertainment*

MONDAY-FRIDAY

2:00PM - 2:30PM

AIT MUSIC PLUS IS A UNIQUE LUNCH-TIME MUSICAL SHOW ON AIT NETWORK .IT'S A FIRST OF IT KIND MUSICAL SHOW BROADCAST ON A TERESTAL CHANNEL IN NIGERIA. IT'S PRODUCTION AND PACKAGING IS DONE BY AN AWARD WINNING CONTENT PRODUCTION COMPANY EMROSE ADINOYI PRODUCTION.

TUESDAY & FRIDAY NITE

11:00PM - 11:30PM

  [aitmusicplus](https://www.instagram.com/aitmusicplus)

EMROS 
PRODUCTION





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Your Business needs Extra-ordinary, Your Business needs **THE HIVENGERS.**



digitXplus

Imagine your business exists in a super-natural world, dominated by uncertainties that are out of your control. Who would you turn to for extra-ordinary help? Who will you go to for innovative thinking?

At digitXplus, we are a Digital Marketing Agency, specialized across the digital verse with superpowers designed to help drive A.C.E (Acquisition, Conversion, and Engagement) for your business.

We all work as a team to get you to the honey at the **HIVE.**

Get to know us on www.digitxplus.com
contact us at info@digitxplus.com





Information About
NIGERIA

Capital **Abuja**

“Unity & Faith, Peace & Progress”

Population



218.54

Million

Nigeria is a country located in West Africa, bordered by Benin to the west, Niger to the north, Chad to the northeast, Cameroon to the east, and the Gulf of Guinea to the south. It is the most populous country in Africa and the seventh-most populous country in the world. It has a rich and diverse cultural heritage, with over 250 ethnic groups, each with their own unique languages, traditions, and customs. Nigeria gained independence from British colonial rule in 1960 and became a republic in 1963.

Currently, Nigeria is divided into 36 states and one federal capital territory, which is home to the capital city of Abuja. The states are further divided into local government areas, bringing the total number of local governments in Nigeria to 774.

The history of Nigeria has been marked by political instability, military coups, and ethnic tensions. Nigeria experienced a devastating civil war from 1967 to 1970, when the southeastern region of the country attempted to secede and form the independent state of Biafra. The war claimed the lives of an estimated 1-3 million people.

In recent years, Nigeria has emerged as a major economic power in Africa, thanks in large part to its abundant natural resources, including oil, natural gas, and minerals. However, the country still faces significant challenges, including poverty, corruption, and ongoing conflicts in certain regions.

POLITICAL CONTEXT

The current political context in Nigeria is centered around the presidential election which was held on 25 February 2023, to elect the president and vice president of Nigeria. Bola Tinubu—the former Governor of Lagos State and nominee of the All-Progressives Congress, won the disputed election with 36.61% of the vote, 8,794,726 total votes. Runners-up were former Vice President Atiku Abubakar, Peoples Democratic Party, and former Governor of Anambra State Peter Obi, Labor Party, who both immediately contested the result; Obi claimed he won.

The election was marked by allegations of vote rigging, voter suppression, and violence. There were also reports of irregularities in the conduct of the election, such as delays in the distribution of election materials, uploading of result to the server and malfunctioning of electronic voting machines.

Despite these challenges, President Bola Tinubu was declared the winner of the election, with a margin of victory of about 3.9 million votes. However, Atiku Abubakar of the People's Democratic Party (PDP) and the presidential candidate of the Labor party, Peter Obi, rejected the results and filed a legal challenge at the Supreme Court. The court ultimately upheld President Tinubu's victory, dismissing the claims of vote rigging and irregularities by PDP and Labour party.

Overall, the current political context in Nigeria is one of heightened tension and polarisation, with deep divisions along regional, ethnic, and religious lines. The challenges of corruption, economic inequality, and insecurity continue to pose significant obstacles to Nigeria's democratic consolidation and development.

OVERVIEW OF THE ECONOMY

The Nigerian economy is the largest economy in Africa and one of the fastest growing in the world. It is a mixed economy, with a variety of sectors, including agriculture, oil and gas, manufacturing, telecommunications, and services. Nigeria is also the largest oil producer in Africa and one of the top 10 oil-producing countries globally.

Nigeria's GDP is expected to reach 454.05 USD Billion by the end of 2023, making it the 26th largest economy in the world. However, despite its large GDP, Nigeria still faces significant economic challenges, including high unemployment rates, poverty, and income inequality.

The Nigerian economy has been heavily dependent on its oil sector, which accounts for a significant proportion of government revenue and export earnings. However, the country has been working to diversify its economy and reduce its dependence on oil. Agriculture, for example, is a significant sector in the Nigerian economy, accounting for about 22% of GDP and employing about 70% of the labor force.

The services sector is also a significant contributor to the Nigerian economy, accounting for about 53% of GDP. The sector includes financial services, telecommunications, transportation, and other service-related industries.

Despite its potential, Nigeria's economy faces many challenges, including poor infrastructure, corruption, and a lack of access to credit. The government has taken steps to address these issues, including implementing economic reforms, promoting private sector investment, and improving infrastructure.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Nigeria's economy grew by 3.6% in 2021 from a 1.8% contraction in 2020, underpinned on the supply side by 4.4% expansion in the non-oil sector against 8.3% contraction in the oil sector; non-oil growth was driven by agriculture (2.1%) and services (5.6%). On the demand side, public and private consumption were contributors to GDP growth. Per capita income grew by 1.0% in 2021. The fiscal deficit narrowed to 4.8% of GDP in 2021 from 5.4% in 2020, due to a modest uptick in revenues, and was financed by borrowing. Public debt stood at \$95.8 billion in 2021, or about 22.5% of GDP.

Annual average inflation stood at 17.0% in 2021 against 13.2% the previous year and above the central bank's 6–9% target. Inflation was fueled by food price rises at the start of the year and exchange rate pass-through. The central bank kept the policy rate unchanged at 11.5% in 2021 to support economic recovery. The current account deficit narrowed to 2.9% of GDP in 2021 from 4% the preceding year, supported by recovery in oil receipts. Improved oil exports and disbursement of the SDR allocation of \$3.4 billion (0.8% of GDP), pending decision on its use, helped to boost gross reserves to \$40.1 billion in 2021. The ratio of NPLs to gross loans was 4.9% in December 2021 (regulatory requirement 5%), while the capital-adequacy ratio was 14.5% (regulatory benchmark 10%). Poverty and unemployment remained high, broadly unchanged from 40% and 33.3%, respectively, in 2020.

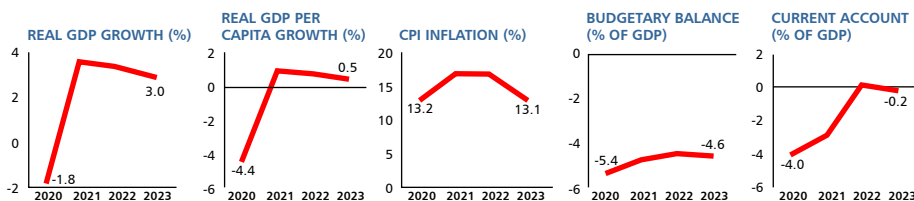
OUTLOOK AND RISKS

Growth will decelerate, averaging 3.2% during 2022-23, due to persistent low oil production and rising insecurity. Inflation is projected to remain elevated at 16.9% in 2022 and to stay above pre-pandemic levels in 2023, fueled mainly by rising food, diesel, and gas prices and persistent supply disruptions amplified by the Russia– Ukraine conflict. Capital inflows are projected to recovery, while oil exports are projected to increase slightly. The benefit of a forecast positive oil price shock on exports may, however, be partly offset by a weak output effect due to lower oil production, stoked by infrastructure deficiencies and rising insecurity. The projected marginal current account surplus of 0.1% of GDP in 2022 could turn into deficit of 0.2% in 2023. Improved revenue collection will help narrow the fiscal deficit to an average of 4.5% of GDP. Public debt targeted to reach 40% of GDP by 2024 on fresh borrowing. The headwinds to the outlook may be exacerbated by rising insecurity and policy uncertainty underpinned by reversal of initially planned removal of subsidies on premium motor spirit a year before the 2023 elections.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

The impact of climate change is seen in crop yields declining by 7% in the short term (2006–35) and by 25% in the long term (by 2050). Projected increases in annual maximum temperature of 3–4°C between 2050 and 2070 could further undermine agricultural productivity and cause greater water stress. Already, shortages of water and grazing land are generating communal conflicts. Nigeria is 73 on the 2021 GCRI.

Transition to low carbon highlights the plight facing Nigeria’s oil sector and energy infrastructure. Oil and gas account for more than 85% of exports and about half of revenues. Eliminating fossil fuels will act as a drag on the transition to higher income but provides a chance for inclusive and green development. The revised NDC 2021–30 and National Adaptation Plan 2021 set emission targets for 2030 at 453 MtCO₂eq, around half the level forecast in 2015. This is a 2.6% annual increase, with total financing estimated at \$177 billion. The Climate Change Act (2021), aligned with the Medium-term National Development Plan, provides the legal framework. Investing in clean energy, smart agriculture, and climate-proofing technology are vital for the economic transformation’s resilience and export-led diversification. Nigeria’s policy efforts bode well for meeting SDG 13 on climate action by 2030, but risks abound.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

KEY FACTS

GEOGRAPHY	
Climate:	Varies; equatorial in the South, tropical in the centre, arid in the 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% (2018 est.) Forest: 9.5% (2018 est.) Others: 12.5% (2018 est.)
PEOPLE	
Population:	218,541,212 (2022.)
2006 census:	140,431,691
Age structure:	0-14 years: 41.70% (male 45,571,738/female 43,674,769) 15-24 years: 20.27% (male 22,022,660/female 21,358,753) 25-54 years: 30.60% (male 32,808,913/female 32,686,474) 55-64 years: 4.13% (male 4,327,847/female 4,514,264) 65years and over: 3.30% (male 3,329,083/female 3,733,801) (2020 est.)
Population growth rate:	2.41% (2022)
Urbanisation:	Urban population: 54.3% of total population (2022)
Infant mortality rate:	55.17 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	61.79 years (2022 est.)
Total fertility rate:	4.72 children born/woman (2022 est.)
Ethnic groups:	Hausa 30%, Yoruba 15.5%, Igbo (Ibo) 15.2%, Fulani 6%, Tiv 2.4%, Kanuri/Beriberi 2.4%, Ibibio 1.8%, Ijaw/Izon 1.8%, Other 24.7% (2018 est.)
Languages:	English (official), Hausa, Yoruba, Igbo (Ibo), Fulani, over 500 Additional indigenous languages
ECONOMY	
GDP (purchasing power parity):	\$477.39 Billion (2022)
GDP - per capita (PPP):	\$2,184 (2022)
GDP real growth rate:	3.25% (2022)
GDP - composition by sector:	Agriculture: 23.36% (2021 est.) Industry: 31.41% (2021 est.) Services: 43.79% (2021 est.)
Exports:	\$50.856 billion (2021 est.)
Export - partners:	India 16%, Spain 12%, United States 6%, France 6%, China 5% (2021)
Imports:	\$66.107 billion (2021 est.)
Imports - partners:	China 30%, Netherlands 11%, United States 6%, Belgium 5% (2019)
Currency (Code):	Naira (NGN)

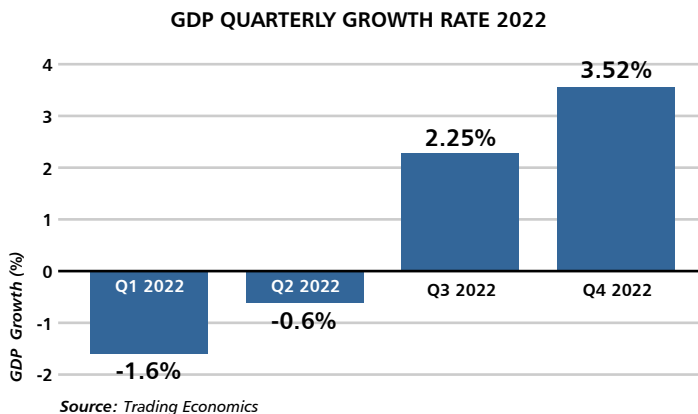
COMMUNICATIONS

Internet users:

Total: 109.2 million


51.0% of the total population (2022)

Sources: CIA World Facts Book & World Bank's Doing Business report



Nigeria's Gross Domestic Product (GDP) grew by 3.52% (year-on-year) in real terms in the fourth quarter of 2022, following a growth of 2.25% in the third quarter of 2022 and 3.98% in the fourth quarter of 2021. The performance of the GDP in the fourth quarter of 2022 was driven mainly by the Services sector, which recorded a growth of 5.69% and contributed 56.27% to the aggregate GDP.

MONTHLY INFLATION 2022




MONTH	2022
January	15.6
February	15.7
March	15.92
April	16.82
May	17.71
June	18.6
July	19.64
August	20.54
September	20.77
October	21.09
November	21.47
December	21.34

Source: Central Bank of Nigeria & National Bureau of Statistics

Nigeria's inflation rate in December 2022 was 21.34%. Nigeria's inflation rate dropped from 21.47% in November to 21.34% in December of that same year.

EXCHANGE RATE OF NAIRA TO USD MONTHLY AVERAGE

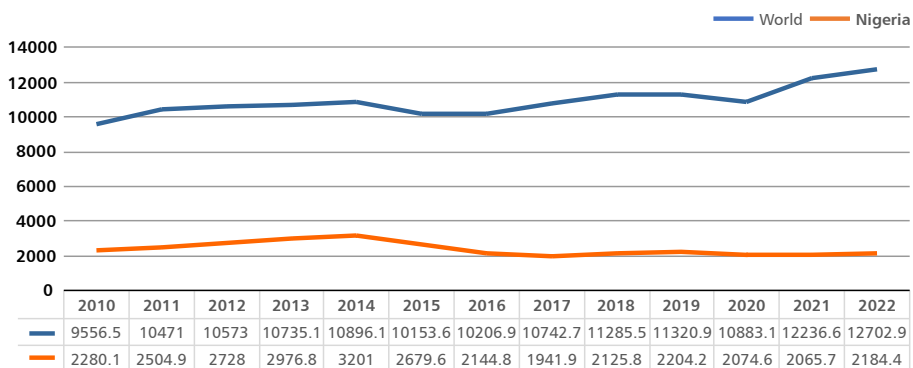


MONTH	2022
January	415.5
February	415.6
March	416.1
April	415.6
May	415.8
June	417.0
July	423.2
August	426.9
September	434.7
October	439.3
November	443.5
December	449.7

Source: knoema.com

Last year, the exchange rate for Nigeria was 449.7 LCU per US dollars in December. Over the last 12 months, exchange rate of Nigeria grew substantially from 415.5 to 449.7 LCU per US dollars rising at an increasing annual rate.

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Nigeria in 2022 is \$2,184.4.

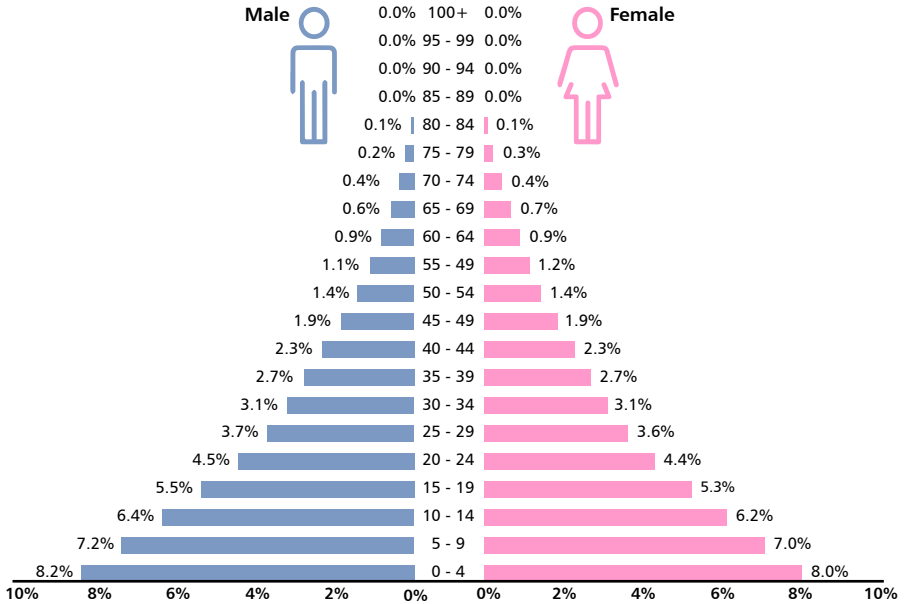
2022 data	Nigeria	World
Gross annual income / capita	\$2,184.4	\$12,702.9

POPULATION & DEMOGRAPHICS

State	Capital	Area Sq. Km	%	Population Projection 2023	%
Total		934,666	100%	4,660,759.66	100%
Abia	Umuahia	7,081	0.8%	3,485,700	2%
Adamawa	Yola	36,917	3.9%	3,903,685	2%
Akwa Ibom	Uyo	4,844	0.5%	4,818,038	3%
Anambra	Awka	4,320	0.5%	5,139,787	3%
Bauchi	Bauchi	34,605	3.7%	5,747,500	3%
Bayelsa	Yenagoa	11,920	1.3%	2,093,472	1%
Benue	Makurdi	70,898	7.6%	5,185,564	3%
Borno	Maiduguri	34,059	3.6%	5,101,927	3%
Cross River	Calabar	20,156	2.2%	3,550,606	2%
Delta	Asaba	17,698	1.9%	5,034,172	3%
Ebonyi	Abakaliki	17,400	1.9%	2,671,291	2%
Edo	Benin	17,802	1.9%	3,955,417	2%
Ekiti	Ado Ekiti	9,707	1.0%	2,930,261	2%
Enugu	Enugu	7,431	0.8%	4,003,306	2%
FCT	Abuja	7,315	0.8%	2,154,837	1%
Gombe	Gombe	30,000	3.2%	2,892,981	2%
Imo	Owerri	5,530	0.6%	4,836,100	3%
Jigawa	Dutse	23,152	2.5%	5,344,608	3%
Kaduna	Kaduna	46,853	5.0%	7,455,966	4%
Kano	Kano	20,131	2.2%	11,532,794	7%
Katsina	Katsina	36,800	3.9%	7,119,234	4%
Kebbi	Birnin Kebbi	24,192	2.6%	3,980,361	2%
Kogi	Lokoja	29,833	3.2%	4,029,349	2%
Kwara	Ilorin	36,825	3.9%	2,914,133	2%
Lagos	Ikeja	3,345	0.4%	13,822,123	8%
Nasarawa	Lafia	20,000	2.1%	2,290,015	1%
Niger	Minna	76,363	8.2%	4,866,024	3%
Ogun	Abeokuta	9,251	1.0%	4,581,932	3%
Ondo	Akure	16,762	1.8%	4,229,111	2%
Osun	Oshogbo	11,252	1.2%	4,207,616	2%
Oyo	Ibadan	28,454	3.0%	6,872,213	4%
Plateau	Jos	38,030	4.1%	3,906,722	2%
Rivers	Port Harcourt	9,930	1.1%	6,372,997	4%
Sokoto	Sokoto	45,435	4.9%	4,543,711	3%
Taraba	Jalingo	54,473	5.8%	2,827,666	2%
Yobe	Damaturu	45,502	4.9%	2,853,298	2%
Zamfara	Gusau	20,400	2.2%	4,006,438	2%

Source: National Bureau of Statistics

2022 NIGERIA AGE PYRAMID



Source: populationpyramid.net

Population: 219,879,949

MEDIA TRENDS IN NIGERIA

The media landscape in Nigeria has undergone significant changes over the past decade, with the emergence of new technologies and platforms. The number of radio and TV stations has increased, while the availability of cable and DTH satellite offerings has also grown.

According to the National Broadcasting Commission (NBC), there are over 900 licensed radio stations and 200 licensed television stations in Nigeria. This represents a significant increase from previous years, reflecting the growing demand for media content across the country.

In addition to traditional terrestrial broadcasting, there has been a surge in the availability of cable and DTH satellite offerings. Major players in the market include DSTv, GOtv, StarTimes, and MyTV, all of which offer a range of local and international channels. These platforms have become increasingly popular, particularly in urban areas where access to terrestrial TV signals may be limited.

However, the cost of subscription services remains a challenge for many Nigerians, particularly those living in rural areas. This has led to calls for greater investment in infrastructure to improve access to affordable media content across the country. The media landscape in Nigeria is diverse and evolving, with a range of platforms and technologies available to consumers. However, challenges such as regulatory issues, funding constraints, and infrastructure gaps continue to impact the industry, highlighting the need for continued investment and innovation in the years ahead.

NATIONAL BROADCASTING COMMISSION (NBC)

The National Broadcasting Commission (NBC) is an independent regulatory body in Nigeria responsible for regulating and controlling the broadcasting industry in the country. It was established by the National Broadcasting Commission Act 1992 and amended by the National Broadcasting Commission Act 1999 and the National Broadcasting Commission Act 2004.

The primary responsibility of the NBC is to regulate and monitor broadcasting in Nigeria, with the aim of promoting professionalism, quality, and diversity in the industry. Some of the specific functions and responsibilities of the NBC include:

1. **Licensing and regulating broadcast stations:** The NBC is responsible for issuing licenses to broadcast stations, ensuring compliance with broadcasting standards, and monitoring the operations of broadcast stations in the country.
2. **Setting and enforcing broadcasting standards:** The NBC is responsible for setting and enforcing broadcasting standards in Nigeria, including content standards, technical standards, and advertising standards.
3. **Promoting local content:** The NBC is also responsible for promoting local content in Nigerian broadcasting, with the aim of preserving and promoting Nigeria's cultural heritage and diversity.
4. **Protecting consumers:** The NBC is responsible for protecting consumers of broadcasting services in Nigeria, including ensuring that broadcasting services are affordable, accessible, and of high quality.
5. **Investigating complaints:** The NBC investigates complaints from consumers and other stakeholders in the broadcasting industry and takes appropriate action to address any violations of broadcasting standards or regulations.

ADVERTISING PRACTITIONERS' COUNCIL OF NIGERIA (APCON)

The Advertising Practitioners Council of Nigeria (APCON) has undergone significant changes and rebranded itself as the Advertising Regulatory Council of Nigeria (ARCON). This transformation is accompanied by a series of noteworthy developments in the regulation of the advertising industry within Nigeria.

Name Change and Legal Transformation:

ARCON's change in nomenclature reflects its newfound status as the apex regulatory authority in Nigeria's integrated marketing communications field. The renaming is a result of the successful enactment of the ARCON Bill into law, signaling a pivotal moment in the council's history.

Ban on Foreign Models and Voiceover Artists:

One of the most notable shifts in ARCON's regulations is the ban on foreign models and Voiceover artists in the country's advertising arena. This decisive move is rooted in the broader objective of promoting the inclusive growth of the sector and nurturing local talent. As of October 1, 2022, all new advertisements, advertising campaigns, and marketing communication materials are mandated to exclusively feature Nigerian models and Voiceover artists. While ongoing campaigns employing foreign talent will be allowed to complete their terms, the Advertising Standards Panel (ASP) will not grant revalidation for future exposure of such materials.

Enhanced Regulatory Authority:

The newly enacted ARCON Act empowers the regulatory body with an expanded set of regulatory tools and responsibilities. Importantly, this legislation addresses critical gaps that existed in the previous APCON Act. One of the key gaps pertains to the oversight of new media and online advertising, which the ARCON Act comprehensively covers. Despite these increased regulatory powers, ARCON has reaffirmed its commitment to not stifling the industry but rather ensuring the promotion of good corporate governance and facilitating inclusive growth within the advertising sector.

MEDIA INDEPENDENT PRACTITIONERS' ASSOCIATION OF NIGERIA (MIPAN)

The Media Independent Practitioners Association of Nigeria (MIPAN) is a dynamic and influential professional organization that has played a pivotal role in shaping the Nigerian media landscape. Established in 2007, MIPAN has since evolved into a highly respected institution that brings together a diverse array of media practitioners from print, broadcast, online, and digital media.

Professionalism and Ethical Journalism:

MIPAN places a strong emphasis on professionalism and ethical journalism. It provides continuous learning opportunities for its members through training, workshops, and seminars. These initiatives aim to sharpen the skills of journalists and encourage them to adhere to the highest ethical standards in their work. By promoting responsible reporting and accurate storytelling, MIPAN contributes to building trust between the media and the public.

Advocating for Press Freedom:

One of the cornerstone missions of MIPAN is the defense of press freedom and the rights of journalists. In a country where journalists often face challenges related to freedom of expression, MIPAN actively engages with government bodies and collaborates with other media organizations to protect and uphold these fundamental rights. The association's advocacy efforts are instrumental in maintaining a free and vibrant media environment in Nigeria.

Industry Collaboration:

MIPAN serves as a vital platform for fostering collaboration and partnership within the media industry. It brings together professionals from various sectors of the media, allowing for cross-pollination of ideas and expertise. Through networking events, forums, and knowledge-sharing sessions, MIPAN encourages media practitioners to work together on projects that benefit both the industry and society as a whole. These collaborations have led to innovative approaches to storytelling and reporting.

Public Engagement and Social Impact:

MIPAN recognizes that the media plays a pivotal role in shaping public opinion and influencing societal change. Therefore, it encourages its members to actively engage with important social and political issues. By providing a platform for informed and constructive discussions, MIPAN contributes to fostering a more informed and engaged citizenry.

Awards and Recognition:

To celebrate excellence in journalism and media-related fields, MIPAN organizes and sponsors various awards and recognition ceremonies. These awards not only motivate journalists to maintain high standards in their work but also serve as a means of acknowledging and rewarding outstanding contributions to the industry.

In its journey, MIPAN has made significant contributions to Nigerian journalism and the media industry. It has been instrumental in shaping media policy, advocating for the rights of journalists, and ensuring that the public has access to accurate and reliable information. Furthermore, MIPAN has served as a source of inspiration for aspiring journalists, providing them with a supportive network and access to valuable resources to excel in their careers.

The Media Independent Practitioners Association of Nigeria (MIPAN) stands as a beacon of professionalism and ethical journalism in Nigeria. Through its dedication to excellence, advocacy for press freedom, commitment to industry collaboration, and efforts to promote public engagement, MIPAN continues to be a driving force in advancing the quality and integrity of media practices in Nigeria.

TELEVISION	<p>Over 120+ operational terrestrial TV stations</p> <ul style="list-style-type: none"> - 1 Federal network service <ul style="list-style-type: none"> * Nigerian Television Authority (NTA) with a total of 101 stations (81 presently on air including community stations) - 4 privately-owned network services <ul style="list-style-type: none"> * Africa Independent Television (AIT) * Silverbird Television (STV) * Galaxy Television * Channels Television - 37 state-owned stations - 36+ private stations - 34 MMDs/wireless cable service providers - Over 137 Satellite TV stations (with key DTH providers GoTV, StarTimes and DSTV) - More than 42 private stations - Audience measurement: Monthly media diaries (TV Audience Measurement Survey - TAMS), covering 18 markets (10 monthly & 8 quarterly)
RADIO	<p>Over 100 licensed radio stations</p> <ul style="list-style-type: none"> - 1 Federal network <ul style="list-style-type: none"> * Federal Radio Corporation of Nigeria (FRCN) with 41 individual stations - Over 73 state-owned stations (on AM & FM bands) - Over 86 privately-owned stations - 27 campus radio stations - 9 community stations - Audience measurement: Monthly media diaries (Radio Audience Measurement Survey - RAMS), covering 18 markets (10 monthly & 8 quarterly)
NEWSPAPERS	<p>Over 130 titles</p> <ul style="list-style-type: none"> - Dailies - Midweek/weekends - Sports/business - Audience measurement: Annual All Media and Product Survey (AMPS)
MAGAZINES	<p>Over 70 titles</p> <ul style="list-style-type: none"> - 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
- Audience measurement: Annual 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

REACH OF MEDIA BY REGION

Media	Total	Lagos	South East	South South	South West	North Central	North East	North West
Tv	71%	88%	81%	76%	82%	66%	57%	61%
Cable	36%	61%	52%	40%	27%	38%	22%	29%
Radio	75%	84%	85%	77%	86%	68%	73%	65%
OOH	70%	86%	83%	73%	75%	65%	72%	56%
Newspaper	19%	20%	31%	19%	22%	12%	14%	16%
Magazine	30%	30%	61%	36%	29%	16%	22%	24%
Cinema	10%	7%	19%	10%	5%	6%	14%	9%
Internet	53%	73%	71%	67%	55%	56%	39%	36%
E-commerce	21%	15%	29%	31%	17%	16%	20%	20%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2022

HOME LANGUAGE (FULL) BY REGION

Media	Total	Lagos	South East	South South	South West	North Central	North East	North West
English	28%	54%	31%	41%	28%	26%	18%	16%
Hausa	27%	5%	0%	1%	0%	16%	43%	73%
Yoruba	14%	26%	1%	1%	66%	16%	1%	3%
Igbo	9%	2%	65%	4%	2%	3%	1%	1%
PidginEnglish	4%	7%	2%	10%	2%	5%	2%	2%
Ijaw	2%	1%	0%	15%	0%	0%	0%	0%
Kanuri	2%	0%	0%	0%	0%	0%	14%	0%
Tiv	2%	0%	0%	0%	0%	12%	0%	1%
Fulani	2%	0%	0%	0%	0%	0%	12%	1%
Edo	1%	1%	0%	7%	0%	1%	0%	0%
Efik	1%	0%	1%	8%	0%	0%	0%	0%
Ibibio	1%	0%	0%	8%	0%	0%	0%	0%
Igbira	1%	1%	0%	0%	1%	6%	0%	0%
Others	1%	0%	0%	0%	0%	5%	1%	0%
Nupe	1%	0%	0%	0%	0%	5%	0%	1%
Urhobo	1%	2%	0%	4%	0%	0%	0%	0%
Wurukum	0%	0%	0%	0%	0%	1%	1%	1%
Bachama	0%	0%	0%	0%	0%	0%	3%	0%
Gbagyi	0%	0%	0%	0%	0%	2%	0%	0%
Junkun	0%	0%	0%	0%	0%	0%	3%	0%
Gwari	0%	0%	0%	0%	0%	2%	0%	0%
Yakurr	0%	0%	0%	0%	0%	0%	0%	1%
French	0%	2%	0%	0%	0%	0%	0%	0%
Rom	0%	0%	0%	0%	0%	1%	0%	0%
Arabic	0%	0%	0%	0%	0%	0%	1%	0%
None	0%	0%	0%	0%	0%	0%	0%	0%
Idoma	0%	0%	0%	0%	0%	0%	0%	0%
Annang	0%	0%	0%	0%	0%	0%	0%	0%
Babur	0%	0%	0%	0%	0%	0%	0%	0%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2022

MAIN INCOME PROVIDER FOR HOUSEHOLD BY REGION

Income Provider	Total	Lagos	South East	South South	South West	North Central	North East	North West
Female Head of Household	17%	21%	16%	27%	17%	20%	15%	10%
Male Head of Household	80%	77%	83%	70%	81%	78%	78%	87%
Other Male Adult	3%	2%	1%	3%	1%	2%	7%	3%
Other Female Adult	0%	0%	0%	0%	0%	0%	0%	1%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: AMPS 2021

PRINCIPAL PURCHASER BY REGION

Principal Purchaser	Total	Lagos	South East	South South	South West	North Central	North East	North West
Female Head of Household	54%	83%	71%	51%	78%	70%	30%	31%
Male Head of Household	40%	12%	25%	41%	18%	26%	56%	65%
Other Male Adult	3%	3%	1%	5%	0%	1%	9%	2%
Other Female Adult	2%	1%	3%	2%	3%	2%	3%	2%
The Children	1%	0%	0%	0%	1%	1%	2%	0%
House Help	0%	0%	0%	0%	0%	0%	0%	0%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2021

POPULATION PROFILE

Financial Services Usage	Total	Lagos East	South South	South West	South Central	North East	North West	North
GENDER								
Male	51%	51%	50%	50%	52%	52%	52%	51%
Female	49%	49%	50%	50%	48%	48%	48%	49%
AGE GROUP								
07 - 14 years	17%	15%	14%	16%	18%	16%	19%	19%
15 - 17 years	4%	4%	4%	4%	5%	5%	5%	4%
18 - 24 years	20%	13%	31%	18%	17%	20%	17%	23%
25 - 34 years	33%	27%	30%	41%	19%	36%	35%	35%
35 - 44 years	15%	20%	9%	12%	22%	15%	17%	13%
45 - 54 years	7%	17%	7%	6%	13%	6%	6%	4%
55 years and above	3%	4%	4%	3%	6%	3%	2%	3%
EDUCATION LEVEL (FULL)								
No Schooling	24%	34%	31%	37%	30%	18%	16%	15%
Primary School	9%	7%	12%	8%	7%	9%	7%	12%
High/Secondary	9%	6%	12%	7%	5%	10%	11%	10%
A Levels	15%	22%	14%	12%	20%	19%	20%	9%
Diploma/Technical/NCE	30%	25%	25%	27%	31%	33%	31%	34%
Degree/HND	3%	1%	3%	5%	1%	3%	2%	3%
Professional	1%	1%	1%	0%	1%	1%	1%	1%
Post Graduate	2%	1%	2%	3%	1%	4%	2%	3%
Arabic School	1%	1%	0%	0%	2%	1%	1%	1%
Others	5%	1%	1%	1%	0%	2%	9%	12%
SOCIAL CLASS								
A	4%	7%	4%	4%	4%	4%	3%	3%
B	7%	4%	14%	10%	4%	9%	4%	7%
C1	16%	16%	19%	21%	13%	12%	6%	19%
C2	28%	28%	30%	36%	30%	36%	14%	24%
D	32%	44%	23%	22%	41%	30%	27%	37%
E	13%	1%	9%	8%	8%	10%	45%	10%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2021

Personal Income by Region

Media	Total	Lagos	South East	South South	South West	North Central	North East	North West
Less than N5,000	1%	0%	0%	0%	0%	2%	4%	1%
N5,000 but less than N10,000	3%	0%	0%	1%	0%	3%	12%	6%
N10,000 but less than N20,000	6%	0%	6%	4%	6%	8%	8%	8%
N20,000 but less than N30,000	9%	2%	8%	5%	10%	9%	17%	11%
N30,000 but less than N40,000	9%	30%	3%	5%	13%	6%	9%	5%
N40,000 but less than N50,000	7%	5%	6%	5%	7%	5%	14%	7%
N50,000 but less than N60,000	6%	5%	7%	7%	6%	7%	7%	6%
N60,000 but less than N70,000	5%	5%	7%	7%	6%	5%	1%	4%
N70,000 but less than N80,000	5%	4%	7%	5%	8%	6%	1%	6%
N80,000 but less than N90,000	4%	4%	3%	8%	3%	4%	1%	3%
N90,000 but less than N100,000	3%	4%	3%	2%	6%	5%	2%	2%
N100,000 but less than N120,000	3%	4%	5%	4%	3%	3%	2%	3%
N120,000 but less than N140,000	3%	4%	4%	4%	4%	2%	1%	3%
N140,000 but less than N160,000	2%	4%	2%	2%	4%	2%	1%	2%
N160,000 but less than N200,000	1%	2%	1%	2%	2%	1%	0%	1%
N200,000 but less than N250,000	1%	4%	2%	2%	1%	0%	0%	1%
N250,000 but less than N300,000	1%	2%	1%	1%	1%	1%	0%	1%
N300,000 but less than N350,000	1%	2%	2%	1%	0%	1%	0%	1%
N350,000 but less than N400,000	1%	1%	1%	1%	0%	1%	0%	1%
N400,000 but less than N450,000	1%	2%	0%	1%	0%	0%	0%	0%
N450,000 but less than N500,000	1%	1%	0%	1%	1%	1%	0%	0%
N500,000 but less than N750,000	0%	1%	1%	1%	0%	0%	0%	0%
N750,000 but less than N1 million	0%	1%	0%	0%	0%	0%	0%	0%
N1 million Naira and above	0%	1%	0%	1%	0%	0%	0%	0%
Don't Know/Refused	7%	2%	12%	9%	4%	8%	6%	6%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2021

SOCIO ECO PROFILE (LSM & SEC) REGION

Group 1	Total	Lagos	South East	South South	South West	North Central	North East	North West
LSM Group								
LSM 1	6%	1%	6%	5%	6%	5%	11%	5%
LSM 2	8%	0%	3%	3%	3%	5%	34%	5%
LSM 3	14%	20%	8%	8%	19%	13%	17%	15%
LSM 4	18%	23%	16%	14%	22%	17%	10%	22%
LSM 5	16%	16%	11%	17%	17%	22%	9%	15%
LSM 6	12%	12%	19%	18%	13%	14%	5%	9%
LSM 7	9%	11%	8%	12%	9%	8%	4%	10%
LSM 8	7%	6%	12%	9%	4%	4%	2%	9%
LSM 9	5%	2%	8%	6%	3%	6%	3%	4%
LSM 10	3%	2%	5%	4%	1%	3%	2%	3%
LSM 11	2%	3%	3%	2%	2%	2%	2%	2%
LSM 12	2%	3%	1%	2%	1%	2%	1%	1%
SOCIAL CLASS								
A	4%	7%	4%	4%	4%	4%	3%	3%
B	7%	4%	14%	10%	4%	9%	4%	7%
C1	16%	16%	19%	21%	13%	12%	6%	19%
C2	28%	28%	30%	36%	30%	36%	14%	24%
D	32%	44%	23%	22%	41%	30%	27%	37%
E	13%	1%	9%	8%	8%	10%	45%	10%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2022

FINANCIAL SERVICES USAGE BY REG

Financial Services Usage	Total	Lagos	South East	South South	South West	North Central	North East	North West
Banking	68%	62%	73%	74%	60%	70%	67%	67%
Cooperatives (Ajo,Susu,Thrift)	8%	6%	8%	8%	8%	7%	7%	8%
None	7%	8%	9%	9%	7%	6%	5%	8%
Investment	5%	4%	4%	5%	5%	4%	5%	6%
Property	3%	3%	4%	4%	3%	3%	2%	4%
Insurance	2%	2%	2%	3%	3%	2%	3%	2%
Microfinance	2%	2%	2%	2%	1%	3%	2%	2%
Stock	1%	1%	2%	2%	1%	1%	1%	1%
Mortgage	1%	0%	1%	1%	0%	1%	1%	1%
Bond	0%	0%	0%	1%	0%	0%	1%	1%
Others	0%	0%	0%	0%	0%	0%	0%	0%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2021

FREQUENCY USED THE INTERNET BY REGION

Frequency	Total	Lagos	South East	South South	South West	North Central	North East	North West
More Than Once A Day	20%	38%	19%	28%	17%	26%	9%	13%
Once A Day	9%	8%	11%	13%	12%	8%	5%	8%
More Than Once In A Week	12%	15%	15%	13%	17%	11%	13%	7%
Once In A Week	5%	6%	8%	6%	6%	2%	3%	6%
Once In Two Weeks	3%	4%	1%	2%	3%	2%	2%	4%
Once In Three Weeks	2%	3%	0%	2%	2%	0%	1%	3%
Once A Month	4%	5%	4%	6%	3%	5%	2%	3%
Less Often	2%	2%	5%	4%	1%	2%	2%	2%
Don't Know	0%	0%	0%	0%	1%	0%	0%	0%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2021

TOP ACTIVITIES PERFORM ONLINE

TOP ACTIVITIES PERFORM ONLINE	Total	Lagos	South East	South South	South West	North Central	North East	North West
Use an online social networking sites like Facebook, or Twitter	2%	45%	25%	46%	35%	40%	27%	21%
Get news	27%	37%	36%	35%	23%	26%	18%	22%
Do any banking transaction	16%	23%	25%	23%	14%	15%	8%	12%
Listen to music	12%	22%	23%	14%	14%	8%	8%	6%
Use a search engine to find information	12%	17%	3%	18%	19%	14%	6%	10%
Search for info about a Job/Vacancy	12%	16%	14%	23%	9%	11%	5%	9%
Download games from the Internet	11%	13%	9%	15%	10%	13%	8%	11%
Send Email	9%	8%	9%	11%	8%	8%	6%	10%
Get Sport Scores and Info	8%	14%	7%	8%	9%	10%	4%	9%
Watch Videos	8%	5%	17%	11%	6%	5%	8%	6%
Research a product or service	7%	17%	4%	4%	11%	9%	3%	5%
Go to a dating website or other site where you can meet people	6%	6%	5%	7%	8%	7%	3%	5%
Visit a betting site	4%	6%	2%	3%	5%	8%	2%	4%
Take a course/Training	4%	10%	4%	4%	6%	3%	1%	3%
Shopping	3%	5%	1%	2%	2%	3%	2%	5%
Listen to a live or recorded radio broadcast	3%	3%	2%	3%	3%	2%	2%	4%
Read online journal, web log, or blog	3%	4%	4%	3%	3%	2%	1%	2%
Play Games	2%	3%	6%	1%	2%	0%	3%	2%
Listen to Podcast	1%	0%	0%	1%	0%	0%	1%	1%
Read e-Books	1%	0%	2%	0%	0%	1%	0%	0%
Watch online TV	0%	1%	0%	0%	0%	0%	0%	0%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2022

WATCH CABLE TV STATION

Group	Total	Lagos	South East	South South	South West	North Central	North East	North West
Receive/Watch Cable or Satellite TV Stations	57%	73%	77%	61%	45%	52%	55%	51%
Own A Cable Or Satellite TV	63%	83%	78%	63%	65%	45%	58%	61%
Pay Subscription For Cable TV	57%	80%	68%	59%	64%	40%	54%	53%
Watched Pay/Subscription TV [Fee Paid] in Last 7 days	16%	21%	22%	19%	10%	22%	10%	11%
Total	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

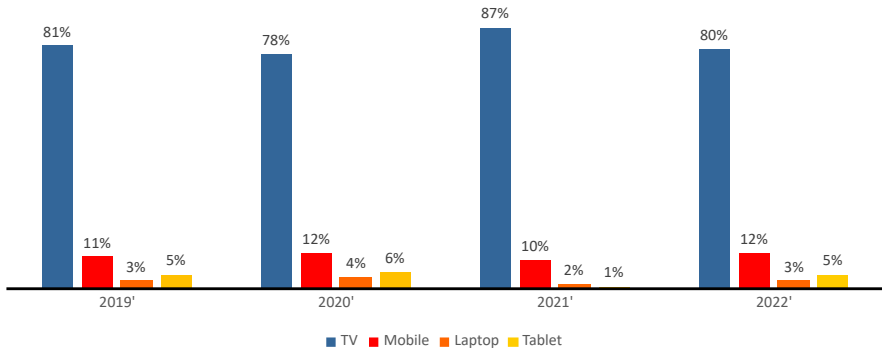
Source: Media Planning Services AMPS 2021

MEDIUM USED IN WATCHING CABLE/SATELLITE TV

Medium	2019'	2020'	2021'	2022
TV	81%	78%	87%	80%
Mobile	11%	12%	10%	12%
Laptop	3%	4%	2%	3%
Tablet	5%	6%	1%	5%

Source: Media Planning Services AMPS 2022

MEDIUM USED IN WATCHING CABLE/SATELLITE TV

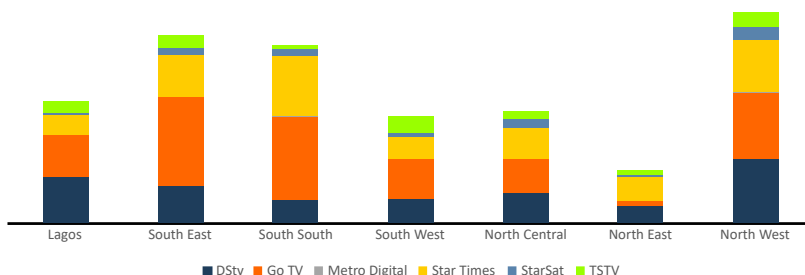


CABLE SERVICE PROVIDER BY REGION

Cable Service Provider	Lagos	South East	South South	South West	North Central	North East	North West
DStv	6,332,157	5,080,092	3,177,164	3,316,219	4,039,134	2,354,883	8,806,504
Go TV	5,722,099	12,257,324	11,441,077	5,486,498	4,779,447	763,713	8,983,067
Metro Digital	0	0	44,897	0	48,802	0	206,086
Star Times	2,685,114	5,791,692	8,198,640	2,997,165	4,198,944	3,121,282	7,062,944
StarSat	370,347	741,557	905,894	521,391	1,283,037	341,328	1,739,881
TSTV	1,568,591	1,796,654	473,034	2,196,913	935,754	662,568	2,105,477

Source: Media Planning Services AMPS 2022

SHARE OF CABLE PLAYER BY REGION



WATCHED PAY/SUBSCRIPTION TV [FEE PAID] BY REGION

Watched Pay/ Subscription TV [Fee Paid]	Total (Responses)	Lagos	South East	South South	South West	North Central	North East	North West
Yesterday	36,793,592	5,695,259	6,120,616	5,567,845	4,076,098	4,418,454	2,878,876	8,036,445
Last 7 days	28,212,435	3,015,114	4,622,574	4,969,968	2,393,002	5,651,516	2,481,217	5,079,044
Last 4 weeks	22,617,413	2,910,462	4,920,890	4,271,102	1,548,496	2,911,329	2,181,083	3,874,050
Long Ago	44,003,832	1,957,927	2,444,318	5,503,894	7,686,401	9,045,597	8,430,480	8,935,215
Never	49,417,290	699,490	2,692,281	6,364,107	7,870,234	4,156,186	8,125,191	19,509,800
Total (Responses)	181,044,562	14,278,253	20,800,679	26,676,916	23,574,230	26,183,082	24,096,848	45,434,554

Source: Media Planning Services AMPS 2022

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ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE (IN N BILLION) FOR LAST 7 YEARS

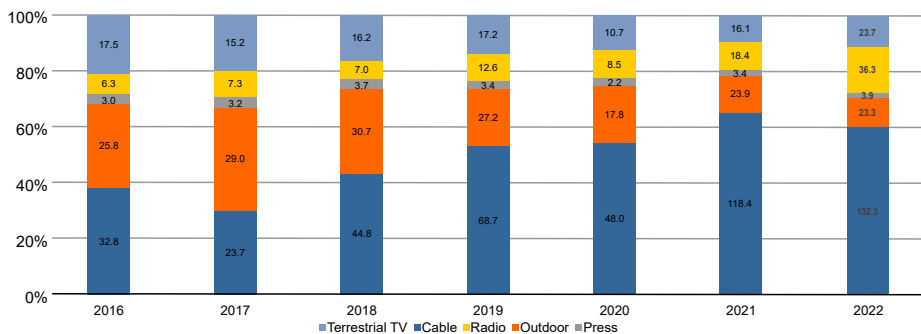
MEDIUM	2016	%	2017	%	2018	%	2019	%	2020	%	2021	%	2022	%
Terrestrial TV	17.5	20%	15.2	19%	16.2	16%	17.2	13%	10.7	12%	16.1	9%	23.7	11%
Cable	32.8	38%	23.7	30%	44.8	44%	68.7	53%	48.0	55%	118.4	66%	132.1	60%
Radio	6.3	7%	7.3	9%	7.0	7%	12.6	10%	8.5	10%	18.4	10%	36.3	17%
Outdoor	25.8	30%	29.0	37%	30.7	30%	27.2	21%	17.8	20%	23.9	13%	23.3	11%
Press	3.0	4%	3.2	4%	3.7	4%	3.4	3%	2.2	3%	3.4	2%	3.9	2%
Total	85.4	80%	78.5	81%	102.5	84%	129.0	87%	87.3	88%	180.2	100%	219.6	100%

Source: MediaTrak

• Please note that all figures are in billions of Naira.

• TV (Cable) continues to receive the highest investment year over year particularly due to its audio-visual appeal. Radio and outdoor were in that order, respectively.

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE (IN N BILLION) CHART FOR LAST 7 YEARS



Source: MediaTrak

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

MEDIUM	2016 vs. 2015	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018	2020 vs. 2019	2021 vs. 2020	2022 vs. 2021
Terrestrial TV	-11.3%	-12.8%	6.6%	6.1%	-37.9%	50.5%	-8.2%
Cable	37.3%	-27.8%	89.4%	53.1%	-30.0%	146.3%	20.8%
Radio	-12.2%	16.1%	-4.5%	79.5%	-32.2%	115.9%	61.8%
Outdoor	-7.4%	12.5%	5.7%	11.5%	-34.5%	34.5%	-20.1%
Press	13.0%	5.8%	15.5%	-8.2%	-33.6%	52.1%	-5.5%
Total	38.6%	-8.1%	30.6%	25.9%	-32.3%	106.4%	21.8%

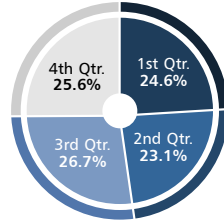
Source: MediaTrak

• As seen in the table above, the total amount spent on ATL advertising in 2021 grew over 2020.

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE IN 2022 BY QUARTER

QUARTER	VALUE (N BN.)	DISPERSION %
1st Quarter	54.0	24.6%
2nd Quarter	50.8	23.1%
3rd Quarter	58.7	26.7%
4th Quarter	56.1	25.6%
Total	219.6	100%

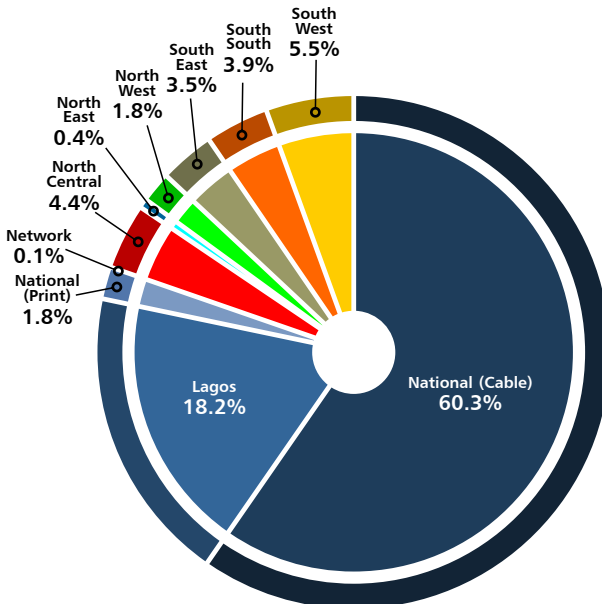
Source: MediaTrak



ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE IN 2022 BY REGION

Zones	VALUE (N BN.)	DISPERSION %
National (Cable)	132.4	60.3%
Lagos	40.0	18.2%
National (Print)	3.9	1.8%
Network	0.3	0.1%
North Central	9.8	4.4%
North East	0.8	0.4%
North West	3.9	1.8%
South East	7.7	3.5%
South South	8.7	3.9%
South West	12.1	5.5%
Total	180.2	100%

Source: MediaTrak



ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE IN 2022 BY MEDIUM AND BY REGION

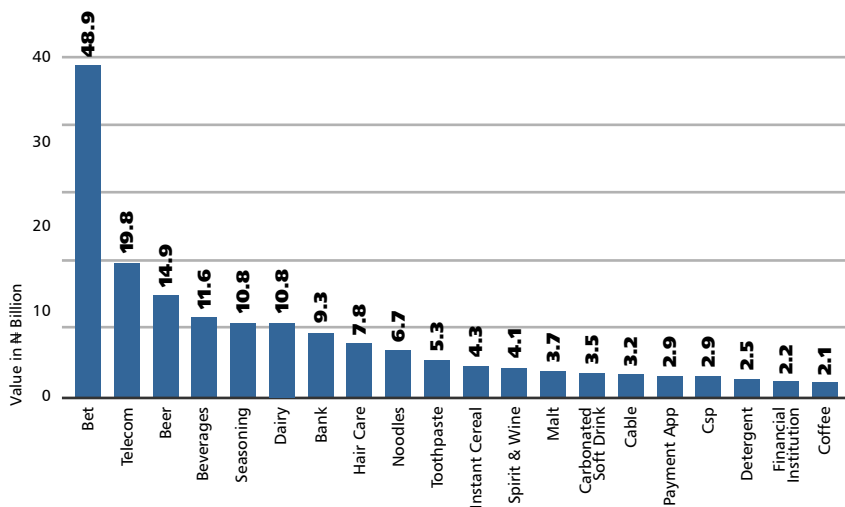
Region	Value (N BN.)					Total	Dispersion %					Total
	Terrestrial TV	Cable	Radio	Outdoor	Press		Terrestrial TV	Cable	Radio	Outdoor	Press	
National (Cable)	0.0	132.2	0.0	0.0	0.0	32.4	0%	100%	0%	0%	0%	60%
Lagos	1.4	0.0	12.7	11.0	3.9	40.0	69%	0.0%	35%	47%	0%	18%
National (Print)	1.7	0.0	0.0	0.0	0.0	13.9	0%	0.0%	0%	0%	100%	67%
Network	1.2	0.0	0.0	0.0	0.0	0.3	1%	0.0%	1%	0%	0%	15%
North Central	0.6	0.0	5.6	2.3	0.0	9.8	8%	0.0%	8%	10%	0%	6%
North East	0.3	0.0	0.4	0.1	0.0	0.8	1%	0.0%	1%	0%	0%	3%
North West	1.8	0.0	2.9	0.4	0.0	3.9	3%	0.0%	3%	2%	0%	2%
South Eastl	0.3	0.0	4.6	1.9	0.0	7.7	5%	0.0%	5%	8%	0%	4%
South South	0.0	0.0	5.5	1.4	0.0	8.7	7%	0.0%	7%	6%	0%	1%
South West	16.3	0.0	4.6	6.2	0.0	12.1	16%	0.0%	16%	26%	0%	0%
Grand Total	23.7	132.3	36.3	23.3	3.9	219.6	100%	100%	100%	100%	100%	100%

Source: MediaTrak

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE - TOP 20 CATEGORIES OF 2022

Categories	Value (₹ BN.)	Dispersion %
Bet	48.9	22%
Telecom	19.8	9%
Beer	14.9	7%
Beverages	11.6	5%
Seasoning	10.8	5%
Dairy	10.8	5%
Bank	9.3	4%
Hair Care	7.8	4%
Noodles	6.7	3%
Toothpaste	5.3	2%
Instant Cereal	4.3	2%
Spirit & Wine	4.1	2%
Malt	3.7	2%
Carbonated Soft Drink	3.5	2%
Cable	3.2	1%
Payment App	2.9	1%
CSP	2.9	1%
Detergent	2.5	1%
Financial Institution	2.2	1%
Coffee	2.1	1%
Others	42.2	19%
Total ATL Spends 2022	219.6	100%

Source: MediaTrak

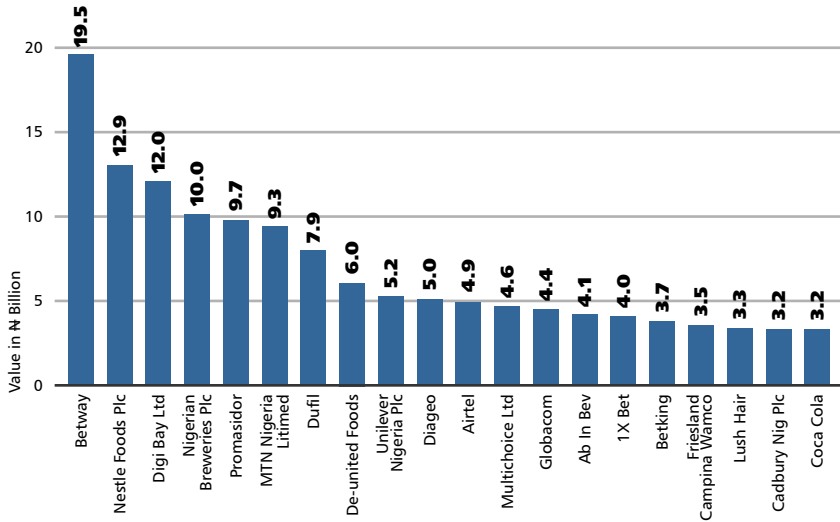


Source: MediaTrak

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS OF 2022

Advertisers	Value (₦ BN.)	Dispersion %
Betway	19.5	9%
Nestle Foods Plc	12.9	6%
Digi Bay Limited	12.0	5%
Nigerian Breweries Plc	10.0	5%
Promasidor	9.7	4%
MTN Nigeria Limited	9.3	4%
Dufil	7.9	4%
De-United Foods	6.0	3%
Unilever Nigeria Plc	5.2	2%
Diageo	5.0	2%
Airtel	4.9	2%
Multichoice Limited	4.6	2%
Globacom	4.4	2%
Ab In Bev	4.1	2%
1XBet	4.0	2%
Betking	3.7	2%
Friesland Campina Wamco	3.5	2%
Lush Hair	3.3	2%
Cadbury Nigeria Plc	3.2	1%
Coca Cola	3.2	1%
Others	83.4	38%
Total ATL Spends 2022	219.6	100%

Source: MediaTrak

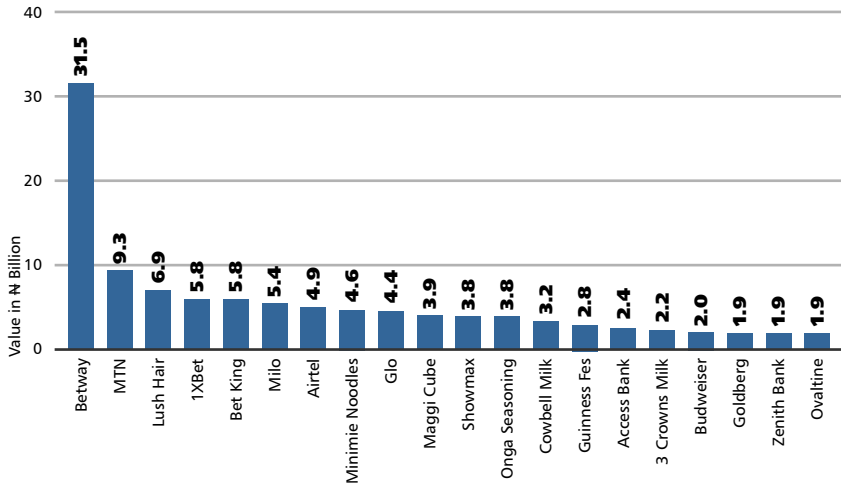


Source: MediaTrak

ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE - TOP 20 BRANDS OF 2022

Brands	Value (₹ BN.)	Dispersion %
Betway	31.5	14%
MTN	9.3	4%
Lush Hair	6.9	3%
1XBet	5.8	3%
Bet King	5.8	3%
Milo	5.4	2%
Airtel	4.9	2%
Minimie Noodles	4.6	2%
Glo	4.4	2%
Maggi Cube	3.9	2%
Showmax	3.8	2%
Onga Seasoning	3.8	2%
Cowbell Milk	3.2	1%
Guinness FES	2.8	1%
Access Bank	2.4	1%
3 Crowns Milk	2.2	1%
Budweiser	2.0	1%
Goldberg	1.9	1%
Zenith Bank	1.9	1%
Ovaltine	1.9	1%
Others	111.3	51%
Total ATL Spends 2022	219.6	100%

Source: MediaTrak



Source: MediaTrak

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CH. 801

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CH. 418



StarTimes | CH. 307



CH. 801



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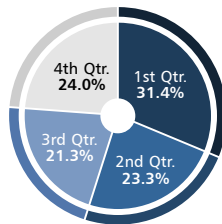
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TERRESTRIAL TV ADVERTISING EXPENDITURE BY QUARTER 2022

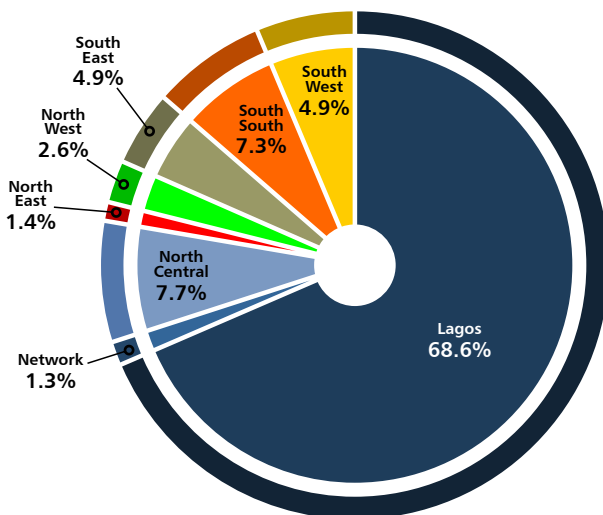
QUARTER	VALUE (N BN.)	DISPERSION %
1st Quarter	7.4	31.4%
2nd Quarter	5.5	23.3%
3rd Quarter	5.1	21.3%
4th Quarter	5.7	24.0%
Total	23.7	100%

Source: MediaTrak



DISPERSION OF TERRESTRIAL TV EXPENDITURES BY REGION 2022

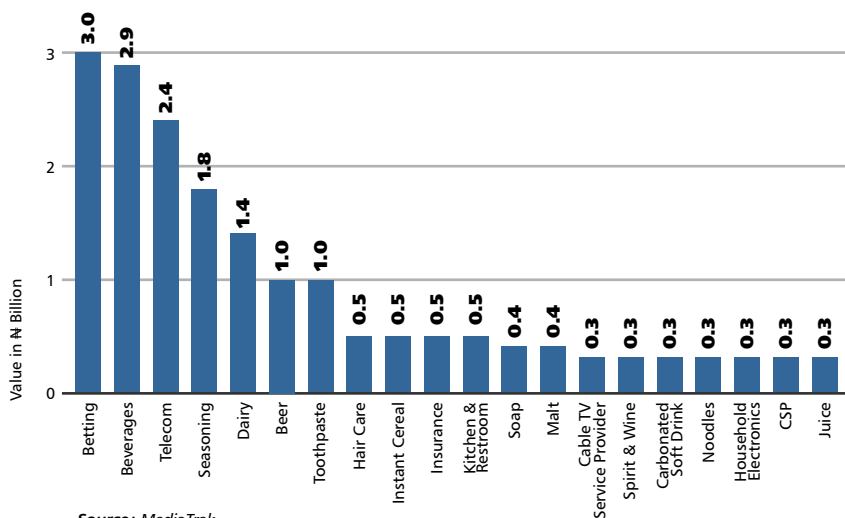
Zones	VALUE (N BN.)	DISPERSION %
Lagos	16.3	68.6%
Network	0.3	1.3%
North Central	1.8	7.7%
North East	0.3	1.4%
North West	0.6	2.6%
South East	1.2	4.9%
South South	1.7	7.3%
South West	1.4	6.0%
Total	23.7	100%



TERRESTRIAL TV ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2022

Categories	Value (₹ BN.)	Dispersion %
Betting	3.0	13%
Beverages	2.9	12%
Telecom	2.4	10%
Seasoning	1.8	8%
Dairy	1.4	6%
Beer	1.0	4%
Toothpaste	1.0	4%
Hair Care	0.5	2%
Instant Cereal	0.5	2%
Insurance	0.5	2%
Kitchen & Restroom	0.5	2%
Soap	0.4	2%
Malt	0.4	2%
Cable TV Service Provider	0.3	1%
Spirit & Wine	0.3	1%
Carbonated Soft Drink	0.3	1%
Noodles	0.3	1%
Household Electronics	0.3	1%
CSP	0.3	1%
Juice	0.3	1%
Others	5.2	22%
Total Terrestrial TV Spends 2022	23.7	100%

Source: MediaTrak

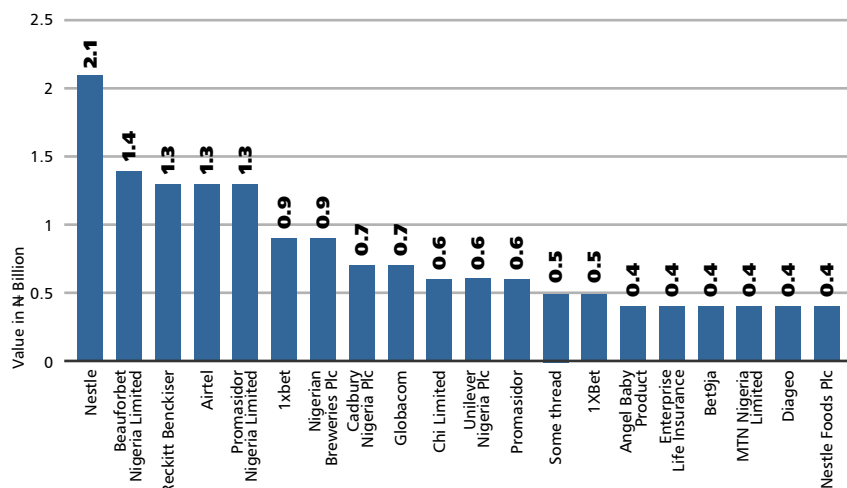


Source: MediaTrak

TERRESTRIAL TV ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2022

Advertisers	Value (₦ BN.)	Dispersion %
Nestle	2.1	9%
Beauforbet Nigeria Limited	1.4	6%
Reckitt Benckiser	1.3	5%
Airtel	1.3	5%
Promasidor Nigeria Limited	1.3	5%
1xbet	0.9	4%
Nigerian Breweries Plc	0.9	4%
Cadbury Nigeria Plc	0.7	3%
Globacom	0.7	3%
Chi Limited	0.6	3%
Unilever Nigeria Plc	0.6	3%
Promasidor	0.6	2%
Dufil	0.5	2%
1XBet	0.5	2%
Angel Baby Product	0.4	2%
Enterprise Life Insurance	0.4	2%
Bet9ja	0.4	2%
MTN Nigeria Limited	0.4	2%
Diageo	0.4	2%
Nestle Foods Plc	0.4	1%
Others	8.1	34%
Total Terrestrial TV Spends 2022	23.7	100%

Source: MediaTrak

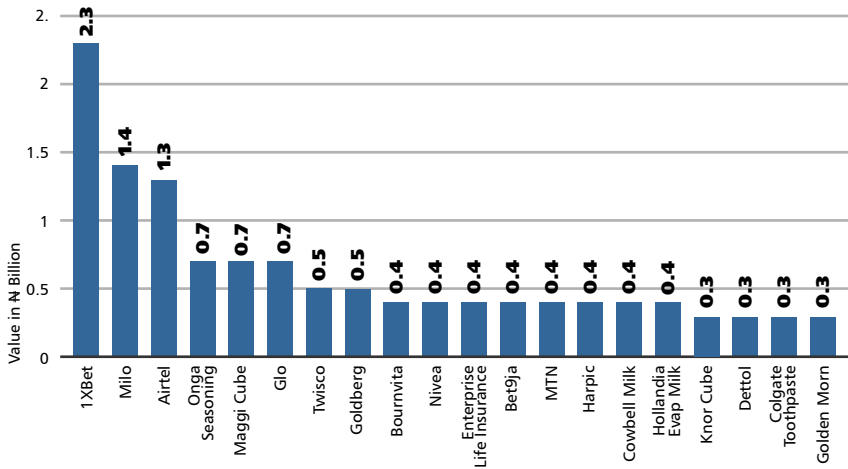


Source: MediaTrak

TERRESTRIAL TV ADVERTISING EXPENDITURE - TOP 20 BRANDS FOR 2022

Brands	Value (₹ BN.)	Dispersion %
1XBet	2.3	10%
Milo	1.4	6%
Airtel	1.3	5%
Onga Seasoning	0.7	3%
Maggi Cube	0.7	3%
Glo	0.7	3%
Twisco	0.5	2%
Goldberg	0.5	2%
Bournvita	0.4	2%
Nivea	0.4	2%
Enterprise Life Insurance	0.4	2%
Bet9ja	0.4	2%
MTN	0.4	2%
Harpic	0.4	2%
Cowbell Milk	0.4	2%
Hollandia Evap Milk	0.4	2%
Knor Cube	0.3	1%
Dettol	0.3	1%
Colgate Toothpaste	0.3	1%
Golden Morn	0.3	1%
Others	11.4	48%
Total Terrestrial TV Spends 2022	23.7	100%

Source: MediaTrak



Source: MediaTrak



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SATURDAY 3:00PM

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Friday 2:30 PM

RAVE TV
SATURDAY 7:00 PM

WAZOBI TV
SATURDAY 5:00PM

CARITAS FM ENUGU
TUESDAY 4:30 PM

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GLORY TO GOD ALMIGHTY



TV STATION WATCH IN PAST 7 DAYS

LAGOS	
TOTAL	42,893,126
TVC Total Local + Digital	2%
Zee World Total	2%
Lagos,TV Continental(TVC)	2%
TVC Local Total	2%
Galaxy Total Local + Digital	1%
Lagos,ONTV	1%
Africa Magic Yoruba (DStv)	1%
Africa Magic Epic GOtv	1%
Lagos,Galaxy TV Lagos	1%
Galaxy Local Total	1%

ABIA	
TOTAL	10,022,857
Terrestrial TV Total	12%
NTA Total Local + Digital	8%
NTA Local Total	8%
Abia,NTA Umuahia	5%
Abia,NTA Aba	2%
Abia,BCA TV Umuahia	2%
AIT Total Local + Digital	2%
Rivers,AIT Port Harcourt	1%
AIT Local Total	1%
Zee World Total	1%

ABUJA	
TOTAL	9,769,477
NTA Total Local + Digital	4%
Channels TV Total Local + Digital	4%
AIT Total Local + Digital	4%
Abuja,AIT Abuja	3%
AIT Local Total	3%
Abuja,Channels TV Abuja	3%
Channels TV Local	3%
Abuja,NTA Abuja	3%
NTA Local	3%
NTA Digital	1%

BORNO	
TOTAL	13,479,189
Borno,BRTV Maiduguri	13%
Borno,NTA Maiduguri	12%
NTA Total Local + Digital	12%
NTA Local Total	12%
ST Dadin Kowa	0%
ST Total	0%
Star Plus (ST)	0%
Star Total	0%

CROSS RIVER	
TOTAL	9,745,985
CRTV Total	10%
Cross River,CRTV Calabar	8%
NTA Total Local + Digital	5%
NTA Local Total	5%
Cross River,NTA Calabar	45%
Cross River,CRTV Ikom	2%
Supersport Total DSTV + GOTV	2%
Supersport DSTV Total	11%
Akwa Ibom,AKBC Uyo	1%
M-Net Total Local + Digital	1%

EDO	
TOTAL	12,765,735
Edo,ITV Benin	7%
ITV Total	7%
Edo,NTA Benin	4%
NTA Total Local + Digital	4%
NTA Local Total	4%
Edo,EBS Channel 55 Benin	4%
Edo,Silverbird TV Benin	3%
Silverbird Total Local + Digital	3%
Silverbird Local Total	3%
Edo,AIT Benin	2%

ANAMBRA	
TOTAL	15,657,997
NTA Total Local + Digital	6%
NTA Local Total	6%
Anambra,NTA Channel 35, Onitsha	5%
ABS TV Total	4%
Anambra,ABS TV, Onitsha	3%
Zee World Total	3%
ZEE World (DStv)	2%
Africa Magic Epic (DStv)	2%
Africa Magic Igbo (DStv)	1%
Supersport Total DSTV + GOTV	1%

TV STATION WATCH IN PAST 7 DAYS

EKITI	
TOTAL	7,117,231
Ekiti,Ekiti TV	12%
NTA Total Local + Digital	7%
NTA Local Total	7%
Ekiti,NTA Ado-Ekiti	4%
Ondo,NTA Akure	2%
Channels TV GOtv	2%
Channels TV Total Local + Digital	2%
Channels TV Digital Total	2%
Africa Magic Family GOtv	1%
Ondo,OSBC Akure	1%

ENUGU	
TOTAL	10,364,231
Enugu,ETV Enugu	8%
Enugu,AIT Enugu	7%
AIT Total Local + Digital	7%
AIT Local Total	7%
NTA Total Local + Digital	6%
NTA Local Total	6%
Enugu,NTA Enugu	6%
Supersport Total DSTV + GOTV	1%
Supersport DSTV Total	1%
CNN (DStv)	1%

Kaduna	
Total	23,127,642
NTA Total Local + Digital	6%
NTA Local Total	6%
Kaduna,NTA Kaduna	5%
TVC Total Local + Digital	3%
TVC Digital Total	3%
Kaduna,AIT Kaduna	2%
AIT Total Local + Digital	2%
AIT Local Total	2%
Zee World Total	2%
TVC News Gotv	2%

KANO	
TOTAL	39,042,918
Kano,ARTV/CTV 67, Kano	6%
CTV Total	6%
NTA Total Local + Digital	2%
Kano,NTA Kano	2%
NTA Local Total	2%
AREWA 24 Total	2%
MBC Total	1%
AIT Total Local + Digital	1%
Kano,AIT Kano	1%
AIT Local Total	1%

KWARA	
TOTAL	1,947,613
Kwara,KTV Ilorin	17%
NTA Total Local + Digital	8%
Kwara,NTA Ilorin	8%
NTA Local Total	8%
SS Blitz (DStv)	2%
Supersport Total DSTV + GOTV	2%
Supersport DSTV Total	2%
Channels TV GOtv	0%

NIGER	
TOTAL	3,589,093
NTA Total Local + Digital	11%
NTA Local Total	8%
Niger,NTA Minna	7%
ST NTA News 24	3%
NTA Digital Total	3%
Channels TV Total Local + Digital	2%
ST Total	2%
Channels TV Digital Total	2%
ST Channels TV	2%

OYO	
TOTAL	5,068,824
NTA Total Local + Digital	6%
NTA Local Total	6%
Oyo,NTA CH 4, 5 & 7 Ibadan	6%
Oyo,Galaxy TV Ibadan	4%
Galaxy Total Local + Digital	4%
Galaxy Local Total	4%
Africa Magic Epic GOtv	3%
Oyo,BCOS Channel 28 Ibadan	2%
Africa Magic Igbo (DStv)	1%
Africa Magic Yoruba GOtv	1%

PLATEAU	
TOTAL	13,183,836
Plateau,PRTV Jos	11%
Plateau,NTA Jos	5%
NTA Total Local + Digital	5%
NTA Local Total	5%
Plateau,AIT Jos	2%
AIT Total Local + Digital	2%
AIT Local Total	2%
Plateau,Silverbird TV Jos	2%
Silverbird Total Local + Digital	2%
Silverbird Local Total	2%

TV STATION WATCH IN PAST 7 DAYS

RIVERS	
TOTAL	22,553,128
Rivers,Rivers State TV (RSTV) P/H	6%
STV Total	4%
Rivers,Silverbird TV CH 31 P/Harcourt	4%
MTV Base GOtv	4%
Rivers,NTA Port Harcourt	2%
NTA Total Local + Digital	2%
NTA Local Total	2%
Zee World Total	1%
AIT Total Local + Digital	1%
Rivers,AIT Port Harcourt	1%

SOKOTO	
TOTAL	12,178,489
Sokoto,Sokoto State Television	7%
NTA Total Local + Digital	3%
Sokoto,NTA Sokoto	2%
NTA Local Total	2%
ST Total	2%
ST WAP TV	2%
ST AMC Movies	2%
AMC Total	2%
CNN (DStv)	2%
Orisun (ST)	1%

Source: TAMS (Diaries), August 2022

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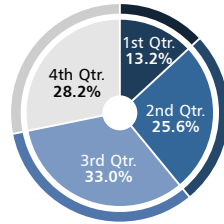
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CABLE ADVERTISING EXPENDITURE PER QUARTER 2022

QUARTER	VALUE (N BN.)	DISPERSION %
1st Quarter	17.5	13.2%
2nd Quarter	33.9	25.6%
3rd Quarter	43.6	33.0%
4th Quarter	37.3	28.2%
Total	132.3	100%

Source: MediaTrak



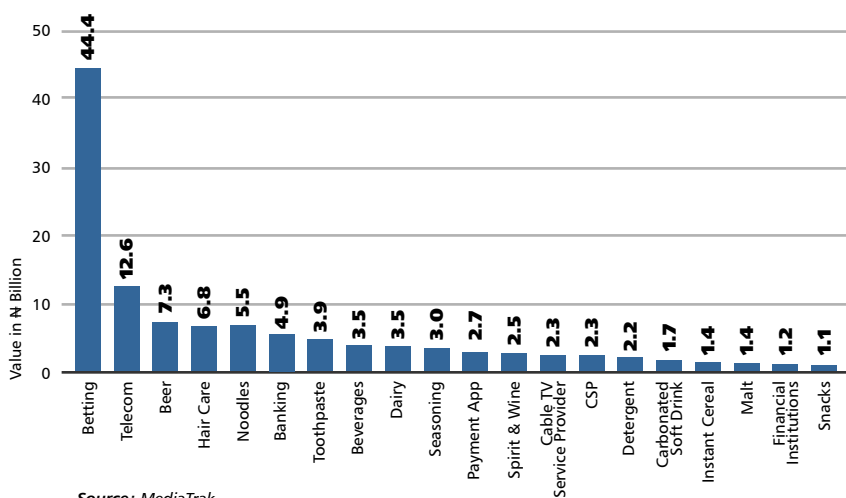
DISPERSION OF CABLE TV EXPENDITURES BY REGION 2022

REGION	VALUE (N BN.)	DISPERSION %
Cable	132.3	100.0%
Total	132.3	100%

CABLE ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2022

Categories	Value (₹ BN.)	Dispersion %
Betting	44.4	34%
Telecom	12.6	10%
Beer	7.3	6%
Hair Care	6.8	5%
Noodles	5.5	4%
Banking	4.9	4%
Toothpaste	3.9	3%
Beverages	3.5	3%
Dairy	3.5	3%
Seasoning	3.0	2%
Payment App	2.7	2%
Spirit & Wine	2.5	2%
Cable Tv Service Provider	2.3	2%
CSP	2.3	2%
Detergent	2.2	2%
Carbonated Soft Drink	1.7	1%
Instant Cereal	1.4	1%
Malt	1.4	1%
Financial Institutions	1.2	1%
Snacks	1.1	1%
Others	18.4	14%
Total Cable Spends 2022	132.3	100%

Source: MediaTrak

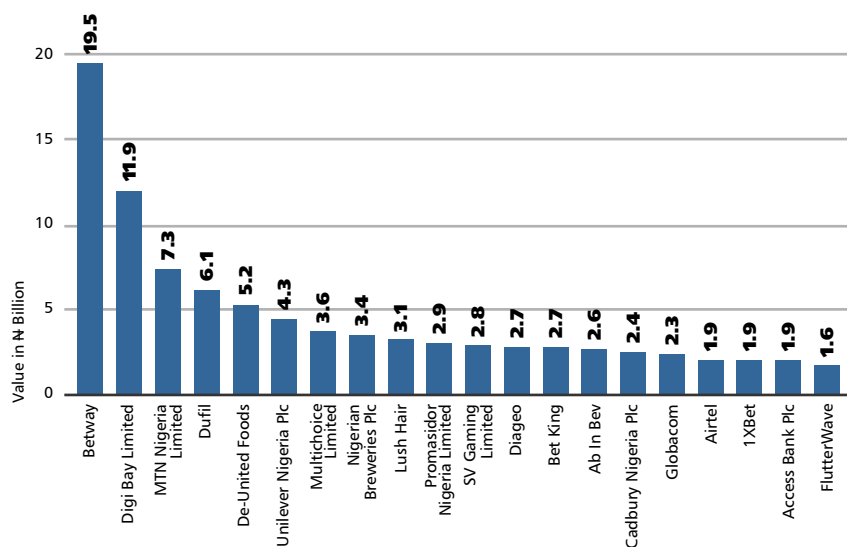


Source: MediaTrak

CABLE ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2022

Advertisers	Value (₦ BN.)	Dispersion %
Betway	19.5	15%
Digi Bay Limited	11.9	9%
MTN Nigeria Limited	7.3	6%
Dufil	6.1	5%
De-United Foods	5.2	4%
Unilever Nigeria Plc	4.3	3%
Multichoice Limited	3.6	3%
Nigerian Breweries Plc	3.4	3%
Lush Hair	3.1	2%
Promasidor Nigeria Limited	2.9	2%
SV Gaming Limited	2.8	2%
Diageo	2.7	2%
Bet King	2.7	2%
Ab In Bev	2.6	2%
Cadbury Nigeria Plc	2.4	2%
Globacom	2.3	2%
Airtel	1.9	1%
1XBet	1.9	1%
Access Bank Plc	1.9	1%
FlutterWave	1.6	1%
Others	42.1	32%
Total Cable Spends 2022	132.3	100%

Source: MediaTrak

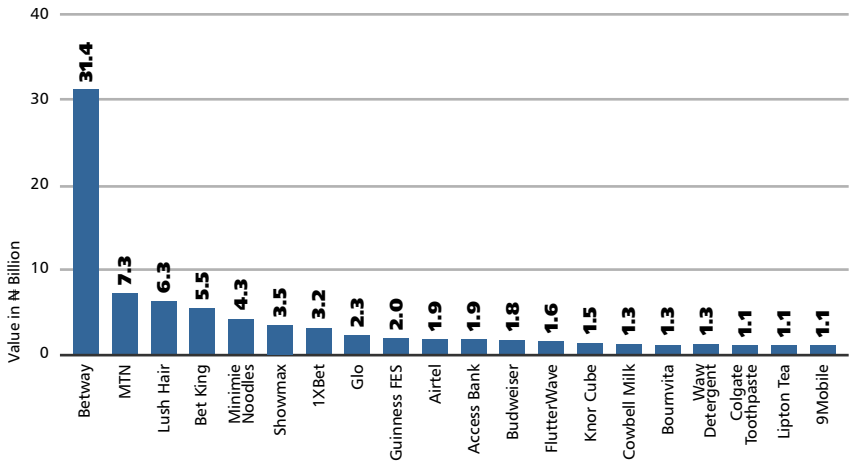


Source: MediaTrak

CABLE ADVERTISING EXPENDITURE - TOP 20 BRANDS FOR 2022

Brands	Value (₹ BN.)	Dispersion %
Betway	31.4	24%
MTN	7.3	6%
Lush Hair	6.3	5%
Bet King	5.5	4%
Minimie Noodles	4.3	3%
Showmax	3.5	3%
1XBet	3.2	2%
Glo	2.3	2%
Guinness FES	2.0	1%
Airtel	1.9	1%
Access Bank	1.9	1%
Budweiser	1.8	1%
Flutterwave	1.6	1%
Knor Cube	1.5	1%
Cowbell Milk	1.3	1%
Bournvita	1.3	1%
Waw Detergent	1.3	1%
Colgate Toothpaste	1.1	1%
Lipton Tea	1.1	1%
9Mobile	1.1	1%
Others	50.7	38%
Total Cable Spends 2022	132.3	100%

Source: MediaTrak



Source: MediaTrak

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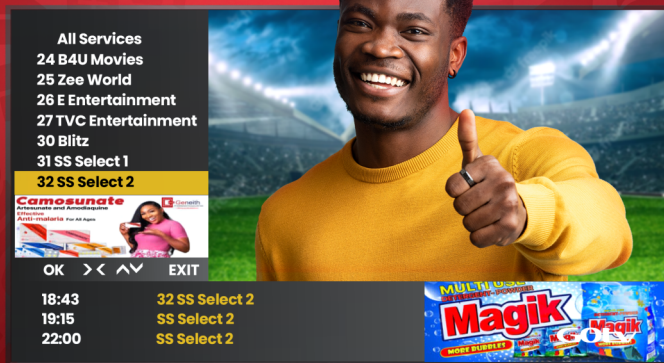
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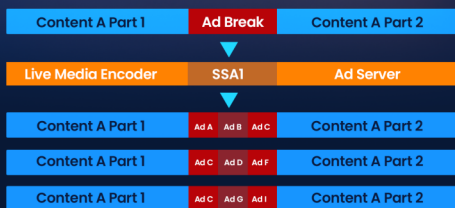
We've brought the great outdoors indoors with "breakvertising" billboards.



DYNAMIC AD INSERTION

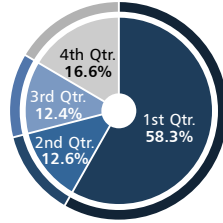
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- UNSKIPPABLE ADS
- CAN RUN MULTIPLE VIDEO ADS FOR ONE BRAND



RADIO ADVERTISING EXPENDITURE BY QUARTER 2022

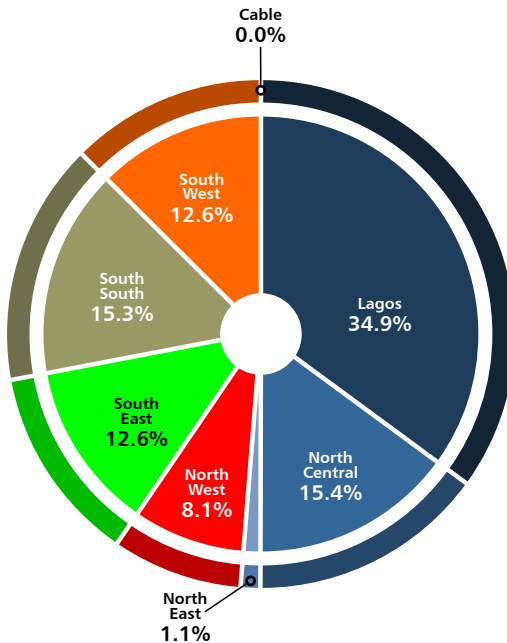
QUARTER	VALUE (N BN.)	DISPERSION %
1st Quarter	21.2	58.3%
2nd Quarter	4.6	12.6%
3rd Quarter	4.5	12.4%
4th Quarter	6.0	16.6%
Total	36.3	100%



Source: MediaTrak

DISPERSION OF RADIO EXPENDITURES BY REGION 2022

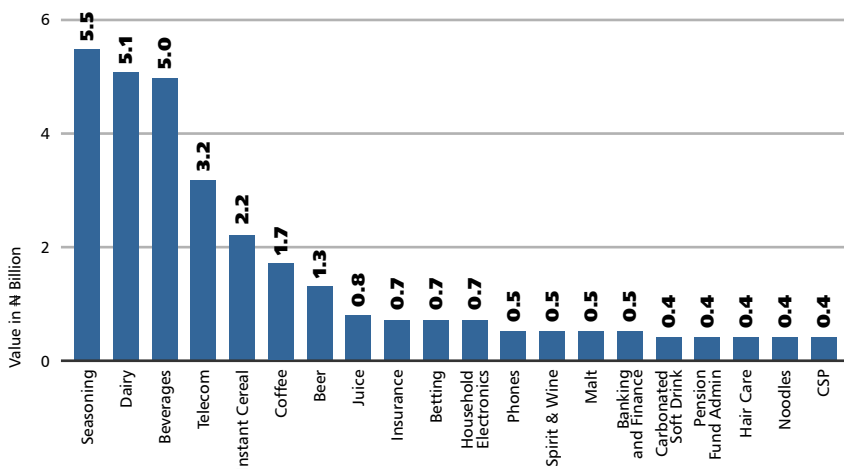
Zones	VALUE (N BN.)	DISPERSION %
Cable	0.0	0.0%
Lagos	12.7	34.9%
National	3.9	1.8%
North Central	5.6	15.4%
North East	0.4	1.1%
North West	2.9	8.1%
South East	4.6	12.6%
South South	5.5	15.3%
South West	4.6	12.6%
Total	36.3	100%



RADIO ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2022

Categories	Value (₹ BN.)	Dispersion %
Seasoning	5.5	15%
Dairy	5.1	14%
Beverages	5.0	14%
Telecom	3.2	9%
Instant Cereal	2.2	6%
Coffee	1.7	5%
Beer	1.3	4%
Juice	0.8	2%
Insurance	0.7	2%
Betting	0.7	2%
Household Electronics	0.7	2%
Phones	0.5	1%
Spirit & Wine	0.5	1%
Malt	0.5	1%
Banking and Finance	0.5	1%
Carbonated Soft Drink	0.4	1%
Pension Fund Admin	0.4	1%
Hair Care	0.4	1%
Noodles	0.4	1%
CSP	0.4	1%
Others	5.5	15%
Total Radio Spends 2022	36.3	100%

Source: MediaTrak

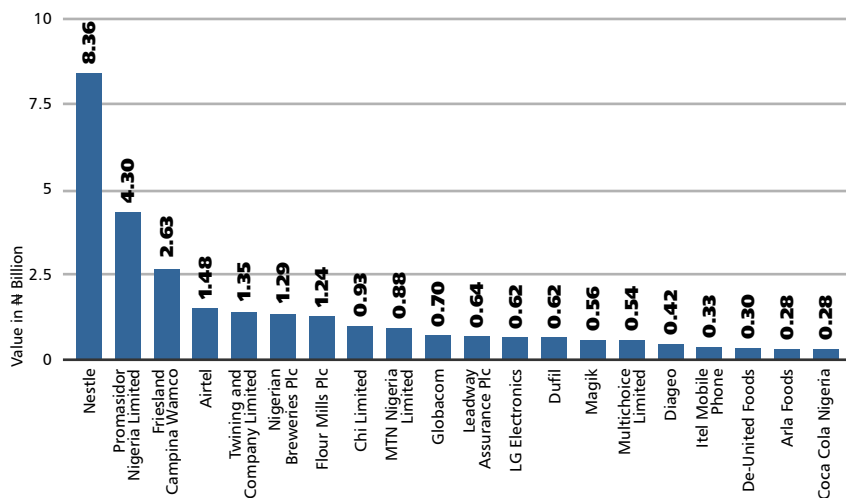


Source: MediaTrak

RADIO ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2022

Advertisers	Value (₦ BN.)	Dispersion %
Nestle	8.36	23%
Promasidor Nigeria Limited	4.30	12%
Friesland Campina Wamco	2.63	7%
Airtel	1.48	4%
Twining and Company Limited	1.35	4%
Nigerian Breweries Plc	1.29	4%
Flour Mills Plc	1.24	3%
Chi Limited	0.93	3%
MTN Nigeria Limited	0.88	2%
Globacom	0.70	2%
Leadway Assurance Plc	0.64	2%
LG Electronics	0.62	2%
Dufil	0.62	2%
Magik	0.56	2%
Multichoice Limited	0.54	1%
Diageo	0.42	1%
ITel Mobile Phone	0.33	1%
De-United Foods	0.30	1%
Arla Foods	0.28	1%
Coca Cola Nigeria	0.28	1%
Others	8.56	24%
Total Radio Spends 2022	36.31	100%

Source: MediaTrak

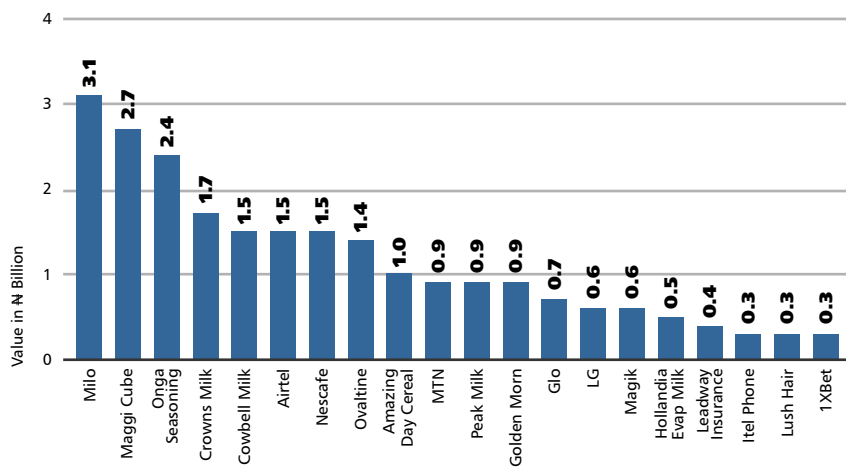


Source: MediaTrak

RADIO ADVERTISING EXPENDITURE - TOP 20 BRANDS FOR 2022

Brands	Value (₹ BN.)	Dispersion %
Milo	3.1	9%
Maggi Cube	2.7	8%
Onga Seasoning	2.4	7%
3 Crowns Milk	1.7	5%
Cowbell Milk	1.5	4%
Airtel	1.5	4%
Nescafe	1.5	4%
Ovaltine	1.4	4%
Amazing Day Cereal	1.0	3%
MTN	0.9	2%
Peak Milk	0.9	2%
Golden Morn	0.9	2%
Glo	0.7	2%
LG	0.6	2%
Magik	0.6	2%
Hollandia Evap Milk	0.5	1%
Leadway Insurance	0.4	1%
Itel Phone	0.3	1%
Lush Hair	0.3	1%
1XBet	0.3	1%
Others	13.2	36%
Total Radio Spends 2022	36.3	100%

Source: MediaTrak



Source: MediaTrak

RADIO STATION WATCH IN PAST 7 DAYS

LAGOS	
TOTAL	21,073,965
Bond 92.9 FM, Lagos	5%
Radio Lagos 107.5 FM, Tiwantiwa	4%
Wazobia 95.1 FM, Lagos	3%
Hot 93.3 FM, Lagos	3%
Urban Radio 96.5 FM, Lagos	3%
Lagos Talks 91.3 FM, Lagos	3%
City FM 105.1, Lagos	2%
WFM 91.7 FM, Arepo	2%
Faaji 106.5 FM, Lagos	2%
Inspiration 92.3 FM, Lagos	1%

ABIA	
TOTAL	4,872,094
Magic 102.9 FM, Aba	7%
Buzz 89.7 FM, Aba	6%
Real 99.1 FM, Aba	6%
Vision Africa 104.1 FM, Umuahia	4%
FLO 94.9 FM, Umuahia	4%
Legend 98.3 FM, Aba	4%
BCA 88.1 FM, Umuahia	4%
Enyimba 94.3 FM, Aba	3%
Rhema 93.3 FM, Aba	2%
Pacesetter 103.5 FM, Umuahia	2%

ABUJA	
TOTAL	3,825,589
Nigeria Info 95.1 FM, Abuja	5%
Human Right Radio 101.1 FM, Abuja	5%
Hot 98.3 FM, Abuja	5%
Wazobia 99.5 FM, Abuja	5%
Love 104.5 FM, Abuja	5%
Kapital 92.9 FM, Abuja	4%
Ray Power 100.5 FM, Abuja	3%
Kiss 99.9 FM, Abuja	2%
Cool FM, 96.9 Abuja	2%
Rhythm 94.7 FM, Abuja (Silverbird)	2%

ANAMBRA	
TOTAL	7,888,444
Sapiensia Radio 95.3 FM Onitsha	12%
Blaze FM 91.5 FM, Oraifite	4%
Odenigbo 99.1 FM, Oboji	4%
Wazobia 93.7 FM, Onitsha	4%
City Radio 89.7 FM, Onitsha	4%
ABS 90.7 FM, Onitsha	3%
Brila 88.9 FM, Onitsha	3%
Ebeonadi 103.5 FM, Ogidi	3%
Authority 104.1 FM, Nnewi	3%
Ogene 98.7 FM, Awka	2%

Bauchi	
TOTAL	3,732,124
Bauchi,Globe FM 98.5 MHz	22%
Bauchi, Radio II 94.6 FM Bauchi	10%
Bauchi, Albarka Radio 97.5 FM	9%
Bauchi,Pearl 98.5 FM, Bauchi	9%
BBC World Service	0%

Borno	
TOTAL	6,761,447
Radio 95.3 FM, Maiduguri(BRTV)Metro	15%
Peace 102.5 FM, Maiduguri (FRCN)	9%
Al-ansar Radio 96.1 FM, Maiduguri	8%
Radio 94.5 AM, Maiduguri (BRTV)	5%
Dandal Kura 89.9 FM, Maiduguri	5%
Dandal Kura Radio International,	4%
BBC Hausa Service	2%
V.O.A. (Voice Of America)	1%
RFI (France) Hausa Service	0%
Deutsche Welle	0%

CROSS RIVER	
TOTAL	5,450,381
Hit 95.9 FM, Calabar	9%
CRBC/Paradise 105.5 FM, Calabar	7%
Cross River 89.7 FM-2, Ikom	6%
FAD 93.1 FM, Calabar	4%
Correct 97.3 FM, Calabar	4%
Akwa Ibom,Atlantic 104.5 FM Uyo	3%
Akwa Ibom,Comfort 95.1 FM, Uyo	3%
Cross River,Sparkling 92.3 FM, Calabar	2%
Akwa Ibom,Passion 94.5 FM, Uyo	2%
Akwa Ibom,Planet Radio 101.1 FM Uyo	1%

EDO	
TOTAL	5,722,965
Independent Radio 92.3 FM, Benin	10%
Rhythm 93.7 FM, Benin (Silverbird)	8%
EBS 95.75 FM, Aduwawa, Benin	7%
Speed 96.9 FM, Benin	7%
KU 92.7 FM, Benin	5%
RayPower 105.5 FM, Benin	4%
Vibes 97.3 FM, Benin	4%
Bronze 101.5 FM, Aduwawa, Benin	3%
Okada Wonderland 90.5 FM, Okada	0%
Rize FM 106.7, Warri	0%

RADIO STATION WATCH IN PAST 7 DAYS

EKITI	
TOTAL	4,161,856
Golden Voice of Ekiti 91.5 FM,	15%
Progress 100.5 FM, Ado-Ekiti	8%
Adaba 88.9 FM, Akure	7%
Voice 89.9 FM, Ado-Ekiti	4%
New Cruse 92.7 FM, Ekiti	4%
Ayoba 95.1 FM, Ekiti	3%
Fresh 106.9 FM, Ado-Ekiti	3%
Sunshine 96.5 FM, Akure	3%
Orange 94.5 FM, Akure	2%
Crest 106.1 FM, Akure	1%

ENUGU	
TOTAL	4,590,789
Coal City 92.9 FM, Enugu	10%
Dream 92.5 FM, Enugu	9%
Solid 100.9 FM, Enugu	7%
Family Love 99.9 FM, Enugu	6%
Caritas 98.7 FM, Amorji-Nike/CU	6%
ESBC 96.1 FM, Enugu (Sunrise)	3%
Correct 102.9 FM, Enugu	2%
Unity 101.5 FM, Abakiliki	2%
Ajasonic 102.8 FM, Nsukka	1%
Urban Radio 94.5	1%

Kaduna	
Total	11,141,784
Liberty Radio 91.7 Super FM Kaduna	12%
Capital Sound FM/KSMC 90.9 FM,	12%
Invicta 98.9 FM, Kaduna	8%
Vision 92.5 FM, Kaduna	3%
Hyai 89.5 FM, Kaduna	2%
RayPower 106.5 FM, Kaduna	2%
Supreme 96.1 FM, Kaduna	2%
Pyramid 103.5 FM, Kano	1%
Alheri 97.7 FM, Kaduna	1%
Nargatha Radio 747 KHz, Kaduna	1%

KANO	
TOTAL	18,583,723
Freedom Radio 99.5 FM, Kano	7%
Dala FM 88.5, Kano	6%
Rahma 97.3 FM, Kano	6%
Cool 96.9 FM, Kano	6%
Wazobia 95.1 FM, Kano	5%
Arewa Radio 93.1 FM, Kano	3%
Guanrantee Radio 94.7 FM, Kano	3%
Radio Kano II, 89.3 FM	3%
Express 90.3 FM, Kano	3%
SoundCity 91.3 FM, Kano	2%

KWARA	
TOTAL	3,992,466
Midland 99.0 FM, Ilorin	11%
SOBI 101.9 FM, Ilorin	11%
Royal 95.1 FM Ilorin	8%
Hamony 103.5 FM, Idofian	7%
Diamond 88.7 FM, Ilorin	4%
Albarka 89.8 FM, Ganmo	3%
Unillorin 89.3 FM Ilorin	2%
O FM, 92.5, Ilorin	2%
Radio TNT 102.5 FM, Ijagbo	2%
Radio Kwara 612.8, Ilorin	0%

NIGER	
TOTAL	5,123,789
Crystal Radio 91.2 FM, Minna	14%
Prestige 91.7 FM, Minna	11%
Power 100.5 FM, Bida	8%
Search/FUT 92.3 FM, Minna	6%
Precious 105.5 FM, Minna	4%
Ultimate 103.9 FM, Minna	4%
Brothers 90.5 FM, Makurdi, Benue	1%
BBC Hausa Service	0%
RFI (France) Hausa Service	0%
Rhythm 94.7 FM, Abuja (Silverbird)	0%

OYO	
TOTAL	10,359,017
Fresh 105.9 FM, Ibadan	8%
Splash 105.5 FM, Ibadan	6%
Amuludun 99.1 FM, Ibadan	4%
Lagelu 96.3 FM, Ibadan	3%
BCOS/Oluyole 98.5 FM, Ibadan	3%
Agidigbo 88.7 FM, Ibadan	3%
Diamond 101.1 FM, Ibadan	2%
Space 90.1 FM, Ibadan	2%
Inspiration 100.5 FM, Ibadan	2%
Thirty two 94.9 FM, Ibadan	2%

PLATEAU	
TOTAL	5,693,430
Peace 90.5 FM, Jos	12%
Jay 101.9 FM, Jos	10%
Rhythm 93.7 FM, Jos (Silverbird)	8%
Unity 93.3 FM, Jos	8%
Ice 96.1 FM, Jos (Unijos FM)	4%
Highland 101.5 FM, Jos	4%
Rock 98.9 FM	2%
Tin City 104.3 FM, Jos	1%
KT 103.9 FM, Jos	1%
Radio Plateau I, 88.65 AM, Jos	0%

RADIO STATION WATCH IN PAST 7 DAYS

RIVERS	
TOTAL	9,058,695
Wazobia 94.1 FM, P/H	14%
Nigerian Info 92.3 FM	10%
Wave 91.7 FM P/H	8%
Cool FM 95.9, P/H	3%
Family Love 97.7 FM, P/H	3%
RayPower II 106.5 FM, P/H	2%
Rhythm 93.7 FM, P/H (Silverbird)	2%
Naija 92.7 FM, PH	2%
Soundcity 96.5 FM, PH	2%
Treasure 98.5 FM, P/H	1%

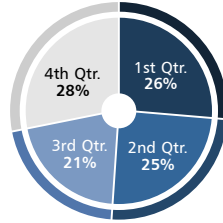
SOKOTO	
TOTAL	6,676,159
Garkuwa 95.5 FM, Sokoto	15%
Vision 92.5 FM, Sokoto	9%
RIMA 97.1 FM, Radio Sokoto	7%
Caliphate Radio 91.9 FM, Sokoto	7%
BBC Hausa Service	3%
RFI (France) Hausa Service	3%
V.O.A. (Voice Of America)	2%
Deutsche Welle	1%
BBC World Service	1%
Classic 94.3 FM, Abuja	0%

Source: TAMS (Diaries), August 2022

OUTDOOR ADVERTISING EXPENDITURE BY QUARTER 2022

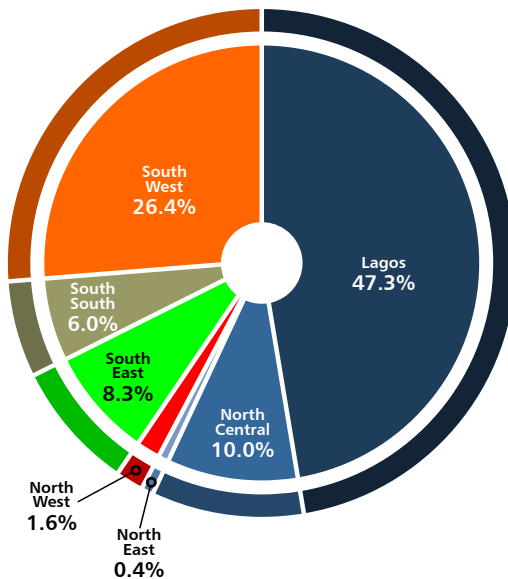
QUARTER	VALUE (N BN.)	DISPERSION %
1st Quarter	6.1	26%
2nd Quarter	5.8	25%
3rd Quarter	4.8	21%
4th Quarter	6.6	28%
Total	23.3	100%

Source: MediaTrak



DISPERSION OF OUTDOOR EXPENDITURES BY REGION 2022

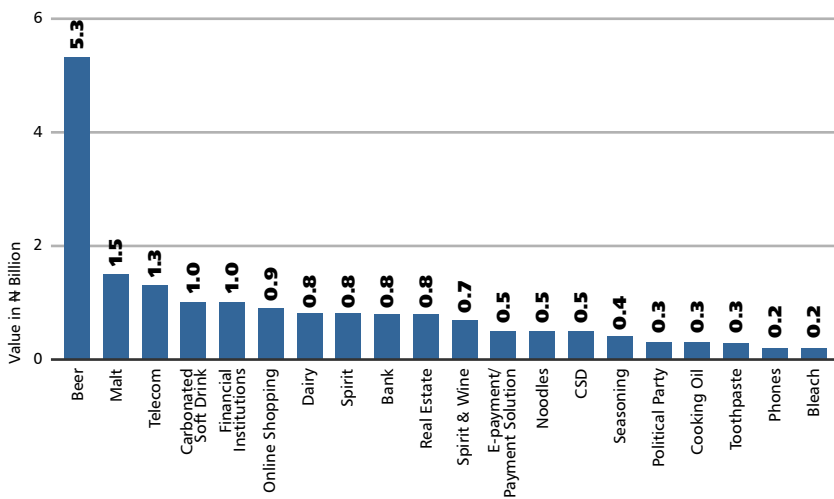
Zones	VALUE (N BN.)	DISPERSION %
Lagos	11.0	47.3%
North Central	2.3	10.0%
North East	0.1	0.4%
North West	0.4	1.6%
South East	1.9	8.3%
South South	1.4	6.0%
South West	6.2	26.4%
Total	23.3	100%



OUTDOOR ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2022

Categories	Value (₹ BN.)	Dispersion %
Beer	5.3	23%
Malt	1.5	6%
Telecom	1.3	6%
Carbonated Soft Drink	1.0	4%
Financial Institutions	1.0	4%
Online Shopping	0.9	4%
Dairy	0.8	4%
Spirit	0.8	3%
Bank	0.8	3%
Real Estate	0.8	3%
Spirit & Wine	0.7	3%
E-payment/ Payment Solution	0.5	2%
Noodles	0.5	2%
CSD	0.5	2%
Seasoning	0.4	2%
Political Party	0.3	1%
Cooking Oil	0.3	1%
Toothpaste	0.3	1%
Phones	0.2	1%
Bleach	0.2	1%
Others	5.2	22%
Total OOH Spends 2022	23.3	100%

Source: MediaTrak

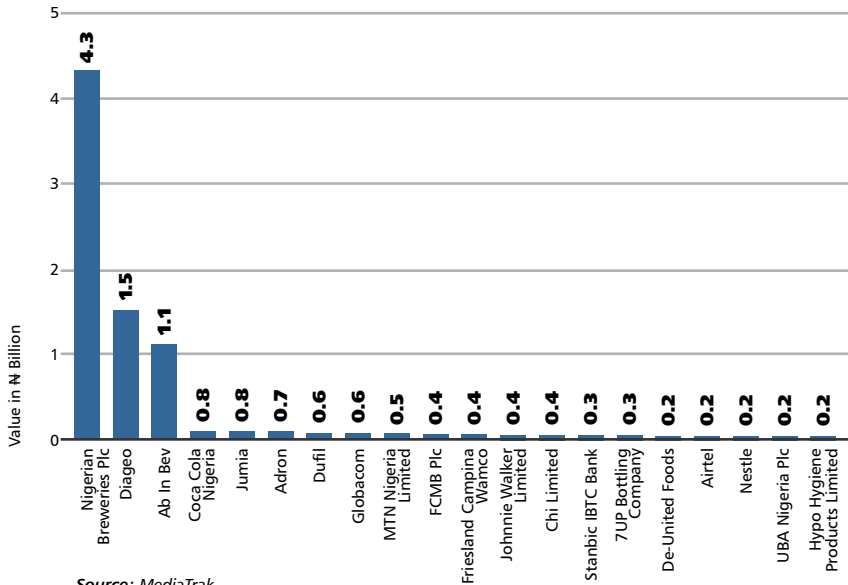


Source: MediaTrak

OUTDOOR ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2022

Advertisers	Value (₦ BN.)	Dispersion %
Nigerian Breweries Plc	4.3	19%
Diageo	1.5	6%
Ab In Bev	1.1	5%
Coca Cola Nigeria	0.8	3%
Jumia	0.8	3%
Adron	0.7	3%
Dufil	0.6	3%
Globacom	0.6	3%
MTN Nigeria Limited	0.5	2%
FCMB Plc	0.4	2%
Friesland Campina Wamco	0.4	2%
Johnnie Walker Limited	0.4	2%
Chi Limited	0.4	2%
Stanbic IBTC Bank	0.3	1%
7UP Bottling Company	0.3	1%
De-United Foods	0.2	1%
Airtel	0.2	1%
Nestle	0.2	1%
UBA Nigeria Plc	0.2	1%
Hypo Hygiene Products Limited	0.2	1%
Others	9.1	39%
Total OOH Spends 2022	23.3	100%

Source: MediaTrak

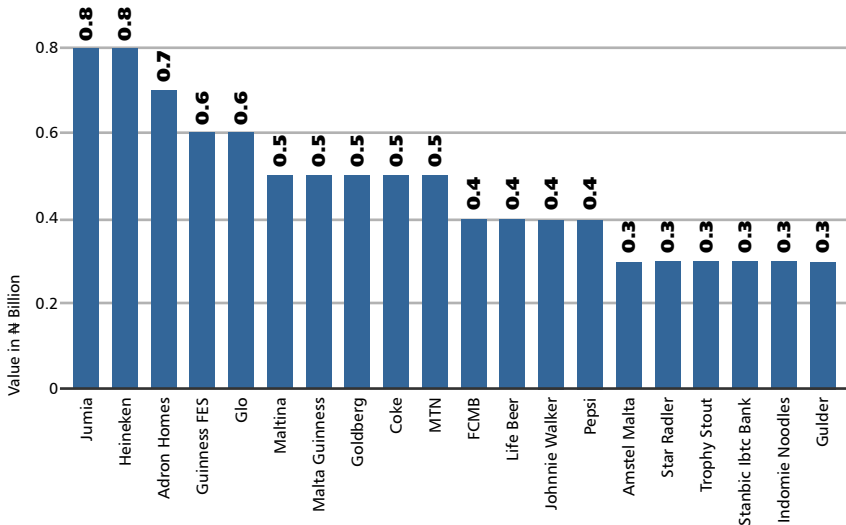


Source: MediaTrak

OUTDOOR ADVERTISING EXPENDITURE - TOP 20 BRANDS FOR 2022

Brands	Value (€ BN.)	Dispersion %
Jumia	0.8	3%
Heineken	0.8	3%
Adron Homes	0.7	3%
Guinness FES	0.6	3%
Glo	0.6	3%
Maltina	0.5	2%
Malta Guinness	0.5	2%
Goldberg	0.5	2%
Coke	0.5	2%
MTN	0.5	2%
FCMB	0.4	2%
Life Beer	0.4	2%
Johnnie Walker	0.4	2%
Pepsi	0.4	2%
Amstel Malta	0.3	1%
Star Radler	0.3	1%
Trophy Stout	0.3	1%
Stanbic IBTC Bank	0.3	1%
Indomie Noodles	0.3	1%
Gulder	0.3	1%
Others	13.8	59%
Total OOH Spends 2022	23.3	100%

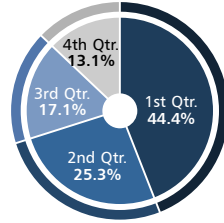
Source: MediaTrak



Source: MediaTrak

PRINT ADVERTISING EXPENDITURE BY QUARTER 2022

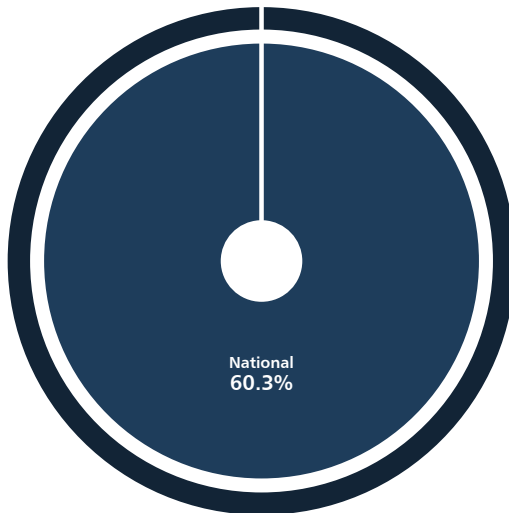
QUARTER	VALUE (N BN.)	DISPERSION %
1st Quarter	1.7	44.4%
2nd Quarter	1.0	25.3%
3rd Quarter	0.7	17.1%
4th Quarter	0.5	13.1%
Total	3.9	100%



Source: MediaTrak

DISPERSION OF PRINT EXPENDITURES BY REGION 2022

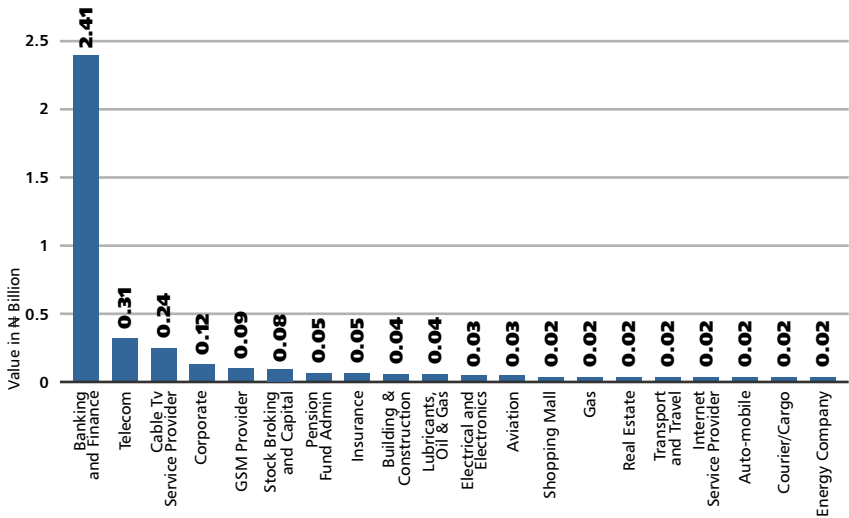
Zones	VALUE (N BN.)	DISPERSION %
National	3.9	1.8%
Total	36.3	100%



PRINT ADVERTISING EXPENDITURE - TOP 20 PRODUCT CATEGORIES FOR 2022

Categories	Value (₹ BN.)	Dispersion %
Banking and Finance	2.41	62%
Telecom	0.31	8%
Cable TV Service Provider	0.24	6%
Corporate	0.12	3%
GSM Provider	0.09	2%
Stock Broking and Capital	0.08	2%
Pension Fund Admin	0.05	1%
Insurance	0.05	1%
Building & Construction	0.04	1%
Lubricants, Oil & Gas	0.04	1%
Electrical and Electronics	0.03	1%
Aviation	0.03	1%
Shopping Mall	0.02	1%
Gas	0.02	1%
Real Estate	0.02	0%
Transport and Travel	0.02	0%
Internet Service Provider	0.02	0%
Auto-mobile	0.02	0%
Courier / Cargo	0.02	0%
Energy Company	0.02	0%
Others	0.28	7%
Total Print Spends 2022	3.9	100%

Source: MediaTrak

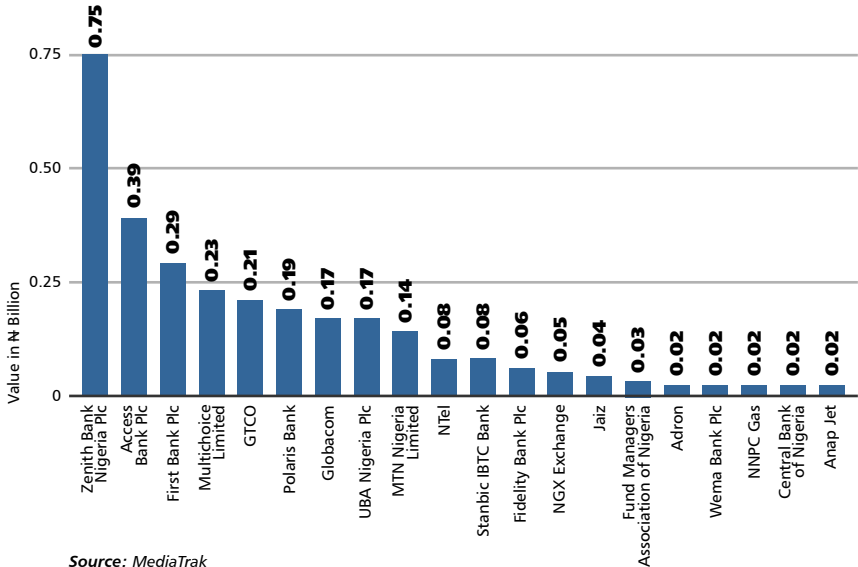


Source: MediaTrak

PRINT ADVERTISING EXPENDITURE - TOP 20 ADVERTISERS FOR 2022

Advertisers	Value (₦ BN.)	Dispersion %
Zenith Bank Nigeria Plc	0.75	19%
Access Bank Plc	0.39	10%
First Bank Plc	0.29	7%
Multichoice Limited	0.23	6%
GTCO	0.21	5%
Polaris Bank	0.19	5%
Globacom	0.17	4%
UBA Nigeria Plc	0.17	4%
MTN Nigeria Limited	0.14	4%
NTel	0.08	2%
Stanbic IBTC Bank	0.08	2%
Fidelity Bank Plc	0.06	1%
NGX Exchange	0.05	1%
Jaiz	0.04	1%
Fund Managers Association Of Nig.	0.03	1%
Adron	0.02	1%
Wema Bank Plc	0.02	1%
NNPC Gas	0.02	1%
Central Bank of Nigeria	0.02	1%
Anap Jet	0.02	1%
Others	0.93	24%
Total Print Spends 2022	3.91	100%

Source: MediaTrak

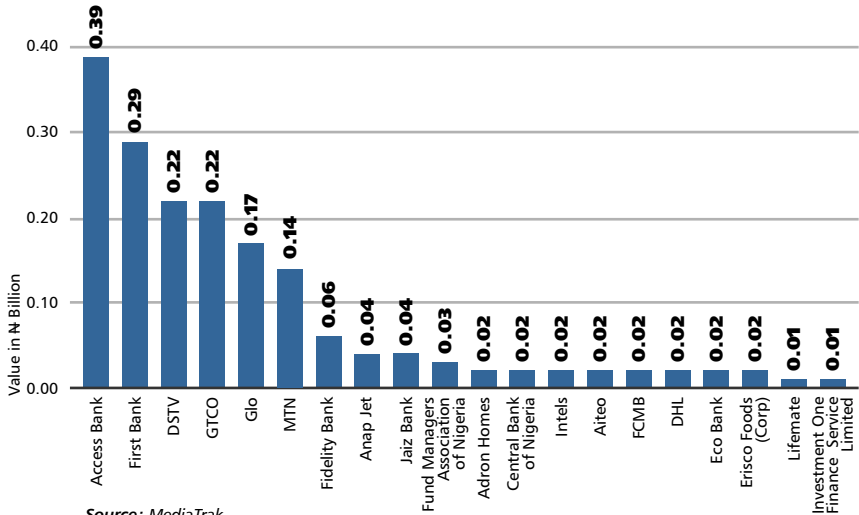


Source: MediaTrak

PRINT ADVERTISING EXPENDITURE - TOP 20 BRANDS FOR 2022

Brands	Value (₦ BN.)	Dispersion %
Access Bank	0.39	10%
First Bank	0.29	7%
DSTV	0.22	6%
GTCO	0.22	6%
Glo	0.17	4%
MTN	0.14	4%
Fidelity Bank	0.06	1%
Anap Jet	0.04	1%
Jaiz Bank	0.04	1%
Fund Managers Association of Nigeria	0.03	1%
Adron Homes	0.02	1%
Central Bank of Nigeria	0.02	1%
Intels	0.02	0%
Aiteo	0.02	0%
FCMB	0.02	0%
DHL	0.02	0%
Eco Bank	0.02	0%
Erisco Foods (Corp)	0.02	0%
LifeMate	0.01	0%
Investment One Finance Service Limited	0.01	0%
Others	2.13	55%
Total Print Spends 2022	3.9	100%

Source: MediaTrak



Source: MediaTrak

TOP 10 NEWSPAPER READ YESTERDAY BY REGION IN 2022

NATIONAL	
TOTAL	24,664,733
The Punch	2,881,896
The Guardian	2,593,936
Sports Day	1,494,959
The Nation	1,348,757
Sporting Life	1,329,694
Todays Sports	1,277,987
This Day	1,154,336
Vanguard	1,070,246
Complete Sports	956,652
Sport On	907,893

SOUTH EAST	
TOTAL	3,024,759
The Nation	447,662
Sports Day	382,672
The Punch	316,971
Sporting Life	308,975
The Guardian	212,445
Complete Sports	143,781
Todays Sports	129,174
Sport On	117,672
The Nigeria Standard	83,043
Vanguard	53,699

SOUTH WEST	
TOTAL	5,136,014
The Punch	675,319
Sports Day	419,992
The Nation	407,051
The Guardian	333,304
Sporting Life	230,784
Nigerian Tribune	228,482
Alaroye	204,191
PM News	190,163
Vanguard	179,001
Sport On	151,976

NORTH EAST	
TOTAL	2,316,050
The Punch	232,234
Sport On	226,842
Sports Day	217,216
The Sun	177,508
This Day	144,515
Sporting Life	141,610
Business Hallmark	113,874
The Nation	94,574
The Guardian	91,580
The Tide	91,270

LAGOS	
TOTAL	5,970,036
The Guardian	1,413,343
The Punch	724,617
Todays Sports	646,152
Complete Sports	645,981
This Day	638,954
Sporting Life	256,987
Sport On	214,070
Sports Day	199,879
Vanguard	142,942
The Nation	114,045

SOUTH SOUTH	
TOTAL	2,354,498
The Punch	488,624
Vanguard	268,747
Todays Sports	250,311
The Guardian	249,577
The Nigeria Standard	185,479
Sporting Life	155,493
The Sun	99,497
The Nation	61,375
Sports Day	59,478
Statesman	58,486

NORTH CENTRAL	
TOTAL	2,084,379
The Punch	270,415
The Guardian	245,445
The Nation	184,199
Vanguard	163,032
Sporting Life	110,179
Monitor	99,990
The Sun	80,915
This Day	64,658
Daily Trust	58,506
Nigerian Tribune	48,852

NORTH WEST	
TOTAL	3,778,997
Sports Day	203,996
The Reporter	203,438
Vanguard	174,842
The Punch	173,717
This Day	164,727
Sport On	156,719
Business Hallmark	155,700
Daily Trust	134,639
Sporting Life	125,665
PM News	102,622

Source: Media Planning Services, AMPS 2022

TOP 10 MAGAZINES READ IN PAST ONE MONTH BY REGION IN 2022

NATIONAL	
TOTAL	8,580,285
City People	901,724
Adnews	720,325
Forbes	558,693
Onobello	522,456
Acada Extra	513,304
Akedeoduduwa	474,148
Edge	417,424
Alariya	416,006
Afri Fashion	413,869
Tw	351,833

SOUTH EAST	
TOTAL	590,259
Insider	77,151
Tw	69,400
Onobello	68,531
Forbes	59,973
Acada Extra	42,425
Edge	33,335
Adnews	32,131
Bella	28,764
Zen	27,267
This Day Style	24,689

SOUTH WEST	
TOTAL	978,440
Adnews	101,203
City People	85,030
Forbes	82,416
Acada Extra	80,936
Alariya	69,332
Edge	61,436
Onobello	56,372
Akedeoduduwa	50,513
Tw	50,452
Business World	44,527

NORTH EAST	
TOTAL	903,946
Adnews	108,557
Modemen	75,974
City People	75,313
Acada Extra	68,560
Forbes	64,049
Akedeoduduwa	51,834
Afri Fashion	50,737
Edge	50,464
Tw	37,890
Bella	34,549

LAGOS	
TOTAL	1,000,936
Adnews	113,874
Afri Fashion	100,025
Akedeoduduwa	86,176
Alariya	71,814
Onobello	57,280
Acada Extra	57,108
The Africa Report	42,917
Modemen	42,917
Travel Africa	42,745
Business World	28,725

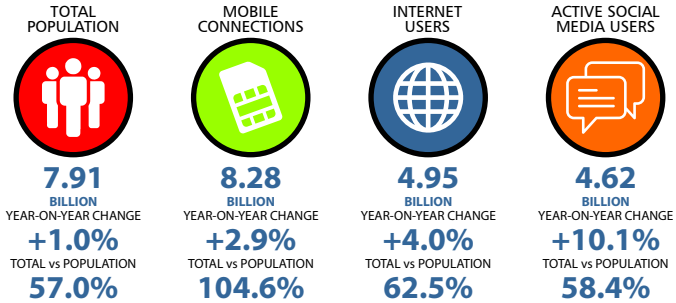
SOUTH SOUTH	
TOTAL	1,406,327
City People	173,460
Akedeoduduwa	154,435
Acada Extra	128,641
Adnews	107,393
Travel Africa	99,353
Alariya	84,207
Forbes	80,512
Onobello	57,421
Edge	51,523
Ovation International	49,161

NORTH CENTRAL	
TOTAL	949,196
Onobello	107,064
City People	80,206
Tw	72,463
This Day Style	63,446
Afri Fashion	63,315
Edge	51,875
Akedeoduduwa	50,314
Travel Africa	43,228
Forbes	39,860
Bella	39,325

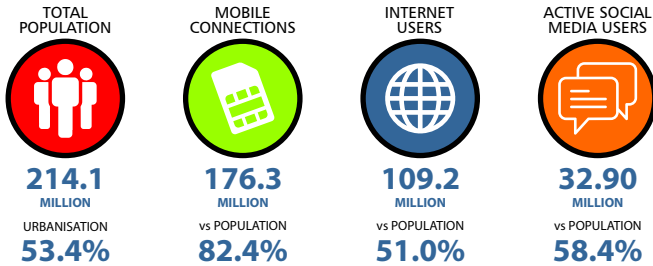
NORTH WEST	
TOTAL	2,751,181
City People	468,431
Forbes	231,884
Adnews	229,086
Onobello	154,734
Edge	154,428
Alariya	131,491
Afri Fashion	128,683
Acada Extra	126,763
Bella	110,847
Campus Trend	91,774

Source: Media Planning Services, AMPS 2022

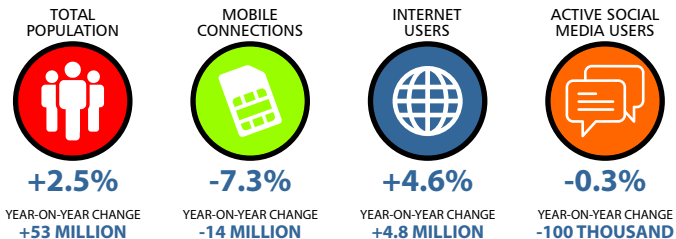
OVERVIEW OF THE ADOPTION AND THE USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL



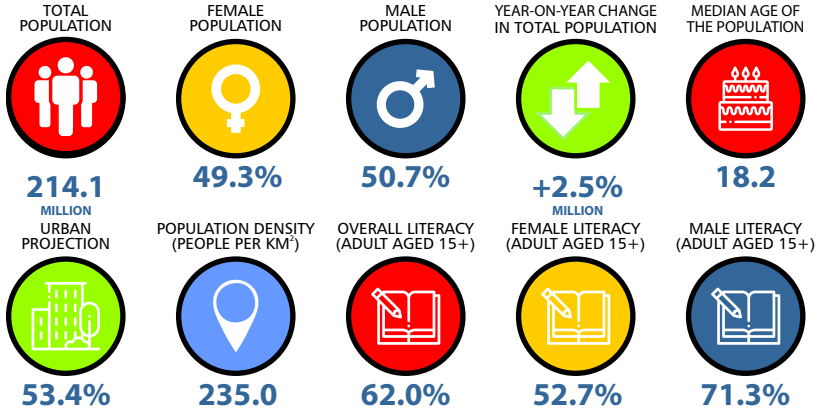
OVERVIEW OF THE ADOPTION AND THE USE OF CONNECTED DEVICES AND SERVICES



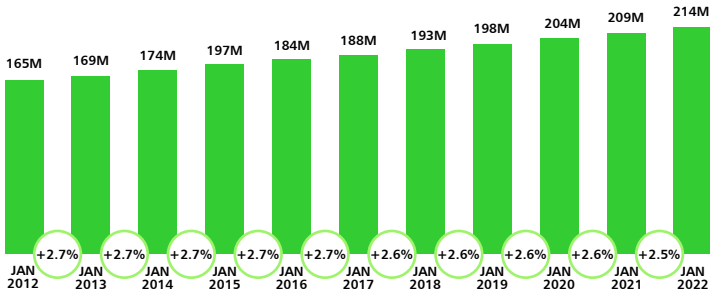
CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



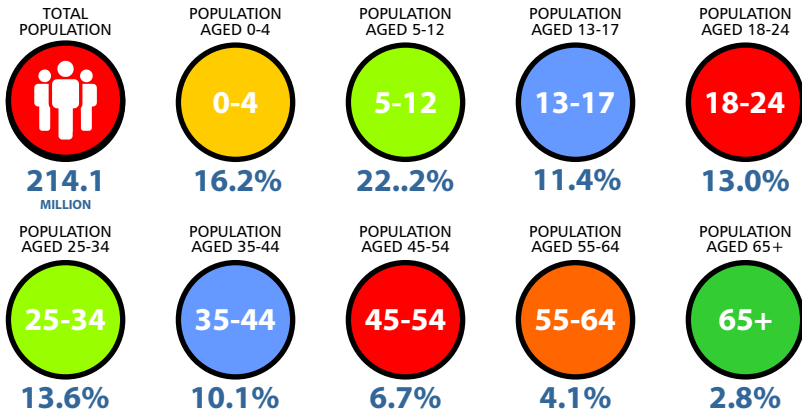
DEMOGRAPHICS AND OTHER KEY INDICATORS



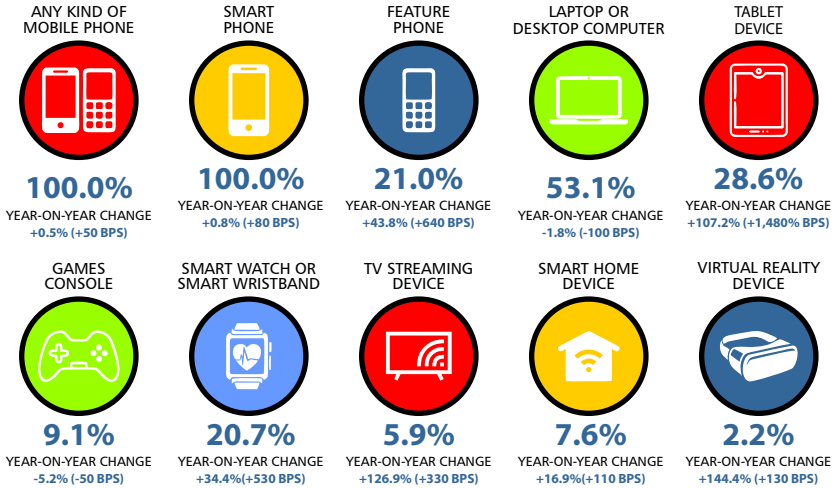
TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



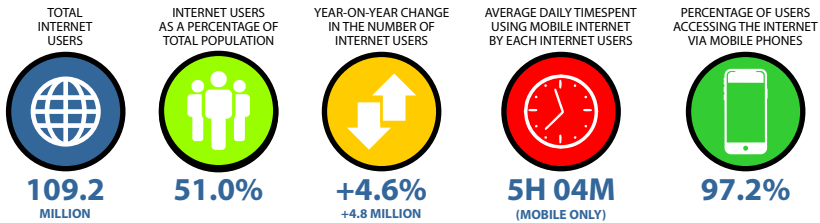
DEMOGRAPHICS AND OTHER KEY INDICATORS



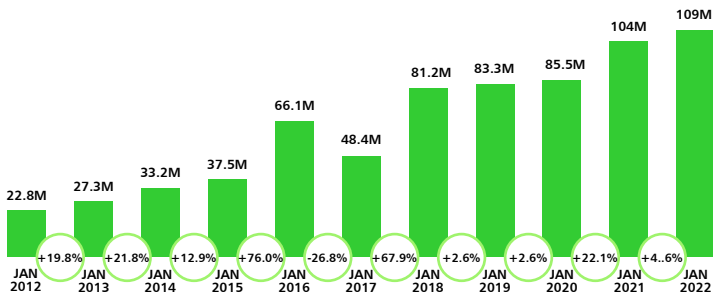
PERCENTAGE OF THE INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



NUMBER OF INTERNET USES AND YEAR-ON-YEAR CHANGE



MARKET 2



Information About
GHANA
Capital **Accra**
"Freedom and Justice"

Population

33.48
Million

Ghana is a West African country located on the Gulf of Guinea. It gained independence from Britain in 1957, becoming the first Sub-Saharan African country to do so. After independence, Ghana went through a period of political instability, including military coups and a series of economic crises.

In the 1980s, Ghana implemented economic reforms, including the liberalisation of trade and the privatisation of state-owned enterprises. These reforms helped to stabilize the economy and paved the way for sustained economic growth.

Today, Ghana has a diverse economy with a mix of agriculture, mining, manufacturing, and services. Agriculture remains an important sector, employing over half of the country's workforce and contributing to about 20% of GDP. Gold and cocoa are Ghana's main exports, accounting for a significant portion of the country's foreign exchange earnings.

POLITICAL CONTEXT

Ghana has a stable multi-party democracy and a presidential system of government. The current President of Ghana is Nana Akufo-Addo, who was re-elected in the 2020 general elections.

The political landscape of Ghana is dominated by two major political parties, the New Patriotic Party (NPP) and the National Democratic Congress (NDC). These two parties have alternated in power since the beginning of Ghana's Fourth Republic in 1992.

The 2020 general elections in Ghana were highly contested, with 12 presidential candidates and over 900 parliamentary candidates vying for positions. The presidential election was held on 7 December 2020, and was contested by the incumbent President Akufo-Addo of the NPP and former President John Dramani Mahama of the NDC.

The election was generally peaceful and well-conducted, although there were some incidents of violence and allegations of irregularities. President Akufo-Addo was declared the winner, receiving 51.59% of the vote, while Mahama received 47.36%.

The election result was challenged by the opposition NDC, which filed a petition with the Supreme Court alleging irregularities and seeking to overturn the result. However, the Court upheld the election result in March 2021, confirming Akufo-Addo's re-election.

OVERVIEW OF THE ECONOMY

Ghana is a lower-middle-income country located in West Africa with a population of over 31 million people. The country's economy is primarily driven by agriculture, mining, and services, with the services sector being the largest contributor to GDP.

Fiscal policy plays a crucial role in Ghana's economy as it influences government spending, taxation, and borrowing. The government has implemented several fiscal policy measures to promote economic growth and development. For example, in 2020, the government introduced a COVID-19 alleviation and revitalization of enterprises support (CARES) program to provide support to businesses and households affected by the pandemic. The program was funded through a \$1 billion partial credit guarantee scheme and a \$219 million stimulus package.

One of the primary concerns in Ghana's economy is the country's high debt levels, which have increased significantly in recent years. The government's debt-to-GDP ratio increased from 56.8% in 2016 to 76.1% in 2020, and the country's external debt has also increased. This high debt level has raised concerns about Ghana's ability to service its debt and could lead to a reduction in investor confidence.

Another concern is the high unemployment rate in the country, especially among the youth. Despite the country's economic growth in recent years, the unemployment rate has remained high, with youth unemployment being a particular concern. This has led to social and economic challenges, including poverty, crime, and political instability.

While Ghana's economy has made significant progress in recent years, there are still significant challenges that need to be addressed. The government will need to continue implementing effective fiscal policies to promote economic growth and development, while also addressing concerns such as high debt levels and unemployment.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

GDP growth is estimated to have slowed to 3.2% in 2022, down from 5.4% in 2021. The slowdown affected mostly the non-extractive sectors, as the recovery in gold exports supported extractives growth. The agriculture and services sectors experienced slower growth in 2022 than the year before. High inflation and interest rates depressed private consumption and investment. Government demand was weakened by lack of access to capital markets and high debt service obligations.

The 2022 fiscal deficit was well above target. The overall fiscal deficit (on a cash basis) reached 9.9% of GDP against a target of 6.7%.

Inflation accelerated throughout the year. In 2022, average CPI inflation was 31.5%, (up from 10% in 2021) and reached 54.1% in December (y-o-y). The Bank of Ghana (BOG) responded by increasing the monetary policy rate from 14.5 to 28 % over the year. However, these efforts were undermined by the government's extensive use of its overdraft facility with BOG (estimated at 6.7% of GDP in 2022).

Overall, the balance of payments recorded a deficit of 5% of GDP, from a surplus of 1.9% in 2021. As a result, international reserves fell to \$5.6 billion (2.5 months of import) in December 2022 from \$9.1 billion (4.2 months of import) a year earlier. After remaining stable in 2021, the Cedi lost over 40 % of its value against the US dollar in 2022.

Banking sector vulnerabilities have increased because of the cedi depreciation and the impact of a domestic debt exchange (DDE) concluded in February 2023. Implementation of the DDE will impact Ghana's financial sector due to the heavy exposure of banks, insurance companies and pension funds to government debt. It is estimated that 42.1% of government domestic debt is held by these entities.

Poverty reduction slowed. The "international poverty" rate is estimated at 20.5% in 2022. Currency depreciation, increased price of electricity and water, and an increase in the VAT have driven up the cost of living, particularly for food. This places considerable strain on household budgets, especially for those who devote more than half of their budget to food. Rural farmers were also affected by increases in the prices of fertilizer and other inputs.

Outlook

Growth is expected to slow further to 1.6 % in 2023 and remain muted in 2024, before returning toward its potential. Non extractives growth is expected to remain slow, with agriculture affected by high input prices and a disease affecting cocoa trees. Extractives growth is expected to be robust thanks to new gold mines and a recovery in small-scale mining.

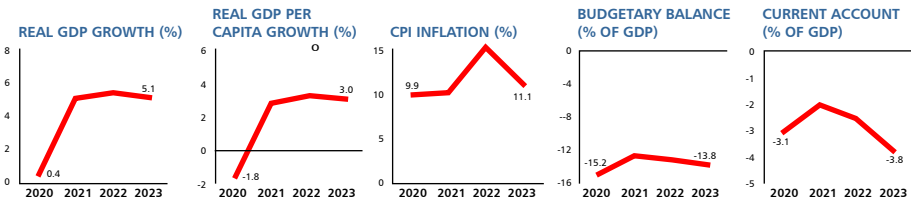
International poverty is projected to decline slowly from 20.5 to 19.5% by 2025, consistent with a muted outlook on growth for the country and high inflation. In the shorter term, poverty is expected to increase slightly, due to the cumulative effects of increases in electricity and water tariffs, rising food prices and an increase in VAT. The revised electricity tariffs could be less regressive and reduce poverty if a portion of the increased revenues were targeted to the poor in the form of cash transfers.

Risks and Challenges:

The main risks to the outlook are related to delays in reaching an agreement with external creditors on external debt restructuring and delays with concluding the IMF program under preparation, increased financial sector vulnerabilities, and the realization of contingent energy sector liabilities.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Climate change—stemming from erratic rainfall, rising temperatures, drought, floods, a rising sea level, and tidal waves—presents significant threats to agriculture and energy, as well as climate-induced migration. Agriculture and energy (given its large dependence on hydropower) both depend heavily on rainfall and are thus highly susceptible to fluctuating rainfall. Drought-like conditions in the Northern Savannah Ecological Zone have prompted migration to the south. Ghana is 42 on the 2021 GCRI. At COP26, Ghana launched its updated NDC. It is a member of the Vulnerable Twenty Group of Ministers of Finance committed to supporting carbon pricing and the Coalition of Finance Ministers for Climate Action to facilitate engagement in accelerating resilience to climate change. The government requires \$9.3 billion to finance updating the NDCs in 2021–30. Recognizing limited fiscal space, the government is exploring more results-based climate financing options, including carbon markets, climate impact bonds and leveraged private participation. Ghana is making progress in achieving SDG 13 on climate action by 2030.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

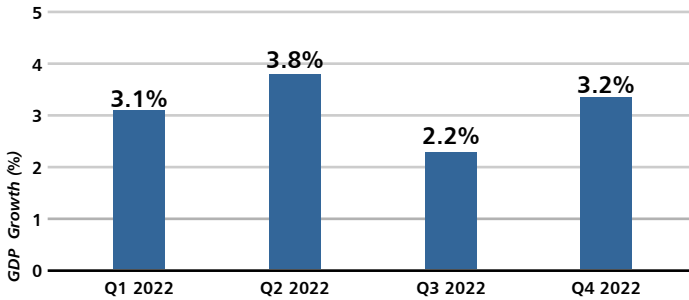
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; warm and comparatively dry along Southeast 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:	Agricultural land: 69.1% (2018 est.) Forest: 21.2% (2018 est.) Others: 9.7% (2018 est.)
PEOPLE	
Population:	33,475,870 (2022)
2010 census:	24,200,000
Age structure:	0-14 years: 37.72% (male 6,445,288/female 6,321,989) 15-64 years: 57.92% (male 9,420,940/female 10,181,376) 65 years and over: 4.36% (2023 est.) (male 660,991/female 815,530)
Population growth rate:	1.96% (2022)
Urbanisation:	Urban population: 59.2% of total population (2022) Rate of urbanisation: 3.06% annual rate of change (2020-25 est.)
Infant mortality rate:	Total: 31.87 deaths/1,000 live births
Life expectancy at birth:	Total population: 69.72 year
Population distribution:	population is concentrated in the southern half of the country, with the highest concentrations being on or near the Atlantic coast as shown in this population distribution map
Net migration rate:	-11,253 (2021)
Nationality:	Noun: Ghanaian(s) Adjective: Ghanaian
Total fertility rate:	3.61 children born/woman (2022 est.)
Ethnic groups:	Akan 45.7%, Mole-Dagbani 18.5%, Ewe 12.8%, Ga-Dangme 7.1%, Gurma 6.4%, Guan 3.2%, Grusi 2.7%, Mande 2%, other 1.6% (2021 est.)
Languages:	Asante 16%, Ewe 14%, Fante 11.6%, Boron (Brong) 4.9%, Dagomba 4.4%, Dangme 4.2%, Dagarte (Dagaba) 3.9%, Kokomba 3.5%, Akyem 3.2%, Ga 3.1%, other 31.2% (2010 est.)
ECONOMY	
GDP (purchasing power parity):	\$72.84 (2022 billion)
GDP - per capita (PPP):	\$2,176 (2022)
GDP real growth rate:	3.24% (2022)
GDP - composition by sector:	Agriculture:47.90% (2020est.) Industry:31.60% (2020est.) Services:47.90% (2020 est.)

Exports:	\$23.901 billion (2021 est.)
Exports - Partner:	Switzerland 23%, United Arab Emirates 12%, China 12%, India 9%, Netherlands 5% (2022)
Import:	\$25.967 billion (2021 est.)
Import – Partner:	China 42%, Netherlands 5%, United States 5%, India 5%, United Arab Emirates 3% (2020)
Currency:	Ghanaian Cedi (GHS)
COMMUNICATIONS	
Internet Users	Total: 22.44 million (2022) percent of population: 68% (2022)

Source: CIA World Facts Book & World Bank's doing Business report


GDP QUARTERLY GROWTH RATE 2022



Source: Trading Economics

The data from Q4 2022 show economic growth of 3.2 percent, which is an increase from the rate of growth of 2.2 percent in the previous quarter

MONTHLY INFLATION 2022




MONTH	2022
January	13.9
February	15.7
March	19.4
April	23.6
May	27.6
June	29.8
July	31.7
August	33.9
September	37.2
October	40.2
November	50.3
December	54.1

Source: Central Bank of Nigeria & National Bureau of Statistics

The year-on-year inflation rate as measured by the CPI was 54.1% in December 2022. This rate of inflation for December 2022 is the percentage change in the Consumer Price Index (CPI) over the twelve-month period, from December 2021 to December 2022.

EXCHANGE RATE OF NAIRA TO USD MONTHLY AVERAGE



MONTH	2022
January	6.2
February	6.5
March	7.3
April	7.5
May	7.7
June	7.9
July	8.2
August	9.4
September	10.1
October	12.0
November	143
December	10.9

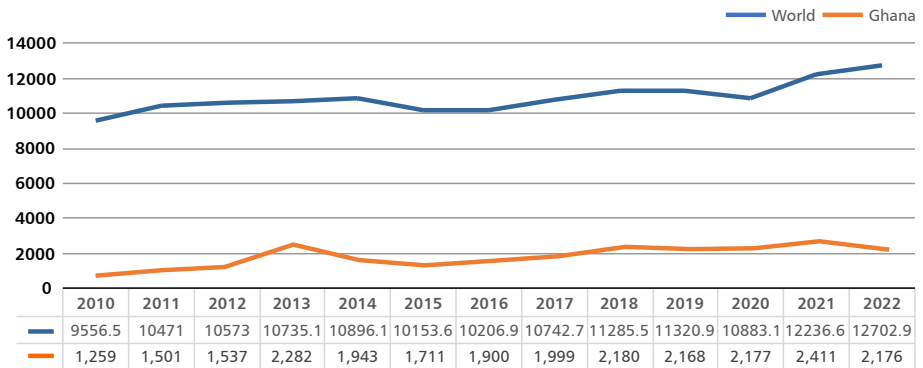
Source: knoema.com

POPULATION & DEMOGRAPHICS

Region	Main City	Area Sq. Km	Population (2016 projection)	%
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	8.6%
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%
Totals		238,533	30,832,019	100%

Source: Statsghana.gov.gh

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Ghana in 2022 is \$2,176.

2022 data	Ghana	World
Gross annual income / capita	\$2,176	\$12,236.60

MEDIA TREND IN GHANA

In recent years, Ghana's media landscape has undergone significant changes, with the growth of digital and social media playing a major role. The country has a relatively free and diverse media environment, with a mix of state-owned, privately-owned, and community-based media outlets operating across different platforms.

One of the major media trends in Ghana has been the growth of online connectivity and social media. With the increasing availability of internet access and smartphones, more Ghanaians are turning to online platforms for news, entertainment, and communication. Social media platforms like Facebook, Twitter, and Instagram are popular among young people, who use them to share news, opinions, and experiences.

Traditional media outlets such as television, radio, and print media are also popular in Ghana. However, they are facing increased competition from digital media, which offers greater convenience and flexibility for consumers. Many media companies in Ghana are now investing in digital and mobile platforms to reach new audiences and stay relevant in the changing media landscape.

Another notable trend in Ghanaian media is the growing emphasis on investigative journalism. In recent years, journalists and media outlets in the country have exposed cases of corruption, human rights abuses, and other issues of public interest. This has contributed to greater transparency and accountability in Ghana's governance and public institutions.

The media landscape in Ghana is dynamic and evolving, with new trends and innovations emerging all the time.

OLD TECHNOLOGY OWNERSHIP IS STILL KING

Traditional media is still king in Ghana because it remains the most widely used and trusted source of information for a large segment of the population, particularly those in rural areas who may not have access to modern media platforms.

Radio is the most popular traditional media platform in Ghana, with over 80% of the population listening to it regularly. This is because radio is widely accessible and affordable, even in remote areas with limited electricity and internet connectivity. Many radio stations in Ghana also broadcast in local languages, making it easier for people to understand and engage with the content.

Newspapers are also popular in Ghana, particularly among educated urbanites who have greater access to education and more disposable income. While the circulation of newspapers may have declined in recent years due to the rise of digital media, they remain an important source of news and information for many Ghanaians.

In addition to radio and newspapers, television is also popular in Ghana, although it is more limited in its reach due to the high cost of owning a TV and accessing cable or satellite services.

In Ghana, traditional media remains dominant because it provides a trustworthy and easily available source of information for a sizable portion of the population, especially those who live in rural areas. Although digital media platforms are growing in popularity in Ghana, they are still constrained in their audience and can be expensive to use, therefore conventional media will probably continue to be a significant information source for many years to come.

ELECTRONIC INSTALLATIONS IN OOH

The wave of electronic installation of Out-of-Home (OOH) advertising in Ghana can be attributed to several factors. One of the main reasons is the effectiveness of digital and electronic OOH advertising in reaching a large and diverse audience. With the increasing population and urbanisation in Ghana, more people are spending time outside their homes, making OOH advertising a more effective way to reach them.

Electronic OOH installations offer several advantages over traditional static OOH installations. For instance, electronic installations can display dynamic and eye-catching advertisements that capture the attention of passersby, increasing the chances of the ad being noticed and remembered. Additionally, electronic installations can display multiple ads in rotation, allowing advertisers to reach a wider audience with different messages.

Another factor contributing to the wave of electronic installation of OOH advertising in Ghana is the advancements in technology. The availability and affordability of digital screens, LED displays, and other electronic devices have made it easier and more cost-effective to create and display dynamic and engaging OOH ads. Furthermore, the integration of mobile technology has made it possible to create interactive OOH ads that allow viewers to engage with the brand in real-time.

Moreover, the Ghanaian government has also played a role in promoting electronic OOH advertising by introducing policies and regulations that encourage the growth of the industry. For example, the government has introduced tax incentives for companies that invest in electronic OOH advertising and has also relaxed restrictions on the placement of electronic installations.

Technological advancements, government policies and regulations that support the expansion of the industry, as well as the effectiveness of digital and electronic OOH advertising in reaching a wide range of audiences, are all factors that contributed to the wave of electronic installation of OOH advertising in Ghana.

DIGITAL IS THE NEW BLACK

In Ghana, digital media has become increasingly popular over the years, as more and more people are gaining access to the internet and adopting new technologies.

One of the reasons why digital media is the new black in Ghana is because it allows people to access information and communicate with each other in ways that were previously impossible. With social media platforms like Facebook, Twitter, Instagram, and WhatsApp, Ghanaians can connect with each other regardless of their location, and share news, stories, and opinions in real-time.

Another reason why digital media is popular in Ghana is that it provides a platform for businesses and individuals to promote their products and services. With the rise of e-commerce and online marketing, more and more Ghanaians are using digital media to sell their products and reach a wider audience.

Additionally, digital media has become an important tool for political activism and social change in Ghana. With the ability to organise and mobilise large groups of people, social media has been used to call for political change and raise awareness about important issues like corruption, inequality, and human rights violations.

Digital media has largely replaced traditional media since it has changed the way people interact, conduct business, and participate in political and social engagement. Digital media will probably continue to play an important part in Ghanaian society as more and more individuals get access to the internet and adopt new technology.

NEWSPAPERS ARE ON THE DECLINE

The decline in newspaper readership in Ghana can be attributed to several factors, including the rise of digital media, changes in consumer behavior, and the economic challenges faced by the industry. These factors have affected Ghana's largest newspaper outlet, The Daily Graphic, which has also experienced a decline in readership.

One significant factor is the rise of digital media. With the increasing accessibility of the internet and smartphones, more people are turning to online news sources for their daily dose of information. This trend has impacted print media worldwide, and Ghana is no exception. As people increasingly consume news online, the demand for traditional newspapers has decreased.

Another factor is changes in consumer behavior. With the fast pace of modern life, many people no longer have the time or patience to sit down and read a physical newspaper. They prefer to consume news on the go, which is easier to do with digital media.

Furthermore, the economic challenges faced by the newspaper industry have also contributed to the decline in readership. The cost of producing and distributing physical newspapers has risen significantly, while revenue from advertising and circulation has decreased. This has forced many newspaper outlets to reduce their print runs or even shut down entirely.

The Daily Graphic, which is Ghana's largest newspaper outlet, has not been immune to these challenges. While it remains a trusted source of news in Ghana, it has also experienced a decline in readership in recent years. To adapt to the changing media landscape, the paper has established an online presence and has been actively promoting its digital edition to attract readers.

The decline in newspaper readership in Ghana is a result of several factors, including the rise of digital media, changes in consumer behavior, and economic challenges faced by the industry. Ghana's largest newspaper outlet, The Daily Graphic, has also been impacted by these trends and has had to adapt to remain relevant in the digital age.

CINEMA

The new adoption of cinema media in Ghana has been facilitated by a combination of factors, including increased access to technology, globalisation, government support, and the emergence of film festivals. These factors have not only led to a resurgence of interest in Ghanaian cinema but have also helped create opportunities for local filmmakers to showcase their work to a broader audience.

Increased access to technology: The widespread availability of affordable digital technology and equipment has lowered the barriers to entry for aspiring filmmakers in Ghana. This has allowed more individuals to create and distribute their content, resulting in a surge of new, diverse voices within the Ghanaian cinema landscape.

Globalisation: The globalisation of media has exposed Ghanaian audiences to a wide range of international films, creating an appetite for diverse and high-quality content. This increased demand has motivated local filmmakers to produce content that can compete with international films, contributing to the growth and development of the industry.

Government support: Recognizing the potential of the film industry to create jobs and contribute to economic growth, the Ghanaian government has taken steps to support the development of cinema media in the country. Initiatives such as the establishment of the National Film Authority and the provision of grants and incentives have helped create a more conducive environment for the growth of the film industry.

Emergence of film festivals: Over the past few years, Ghana has seen the rise of film festivals such as the Black Star International Film Festival and the Accra Indie Filmfest. These events provide a platform for local filmmakers to showcase their work, network with industry professionals, and access funding and distribution opportunities. This has played a crucial role in fostering the growth and development of cinema media in Ghana.

ONLINE TRENDS

THE MOST COMMON USE OF CELL PHONES IN AFRICA

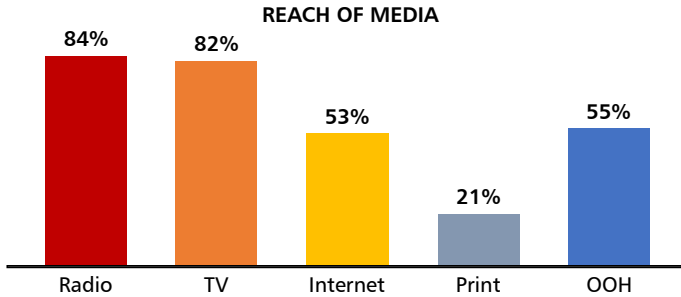
In recent years, there has been a significant increase in the use of cell phones and other mobile devices in Ghana, which has contributed to the growth of online media in the country.

The widespread adoption of cell phones in Ghana has made it easier for people to access the internet and consume online media content, such as news articles, videos, and social media. According to the Ghana Statistical Service, as of 2021, over 39 million Ghanaians were using mobile phones, with the majority accessing the internet through their phones.

This growth in mobile phone usage has also led to the rise of mobile data plans, which are becoming more affordable and accessible to a wider range of people in Ghana. This has further fueled the growth of online media, as people can now access and consume more online content than ever before.

Additionally, the rise of social media platforms, such as Facebook, Twitter, Instagram, and WhatsApp, has also played a significant role in the growth of online media in Ghana. Social media has become a key source of news and information for many Ghanaians, and it has also created new opportunities for content creators to reach a wider audience.

The adoption of cell phones in Ghana has significantly impacted the online media landscape, making it easier and more accessible for people to consume and share information through digital channels.



Source: *OMG Intellects, Internet World Stats*

Radio and TV have the highest penetration in the market with 84% and 82% respectively.

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

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

Media	2016	Share (%)	2017	Share (%)	2018	Share (%)	2019	Share (%)	2020	Share (%)	2021	Share (%)	2022	Share (%)
TV	385.2	46%	392.7	49%	514.1	53%	595.8	58%	700.7	63%	810.3	65%	793.11	64%
RADIO	395.4	47%	350.9	43%	392.4	41%	385.3	37%	363.8	33%	404.3	32%	396.16	32%
PRINT	62.4	7%	65.8	8%	60.9	6%	54.5	5%	42.7	4%	36.1	3%	25.71	2%
HOO													27.79	2%
Total GH¢	843.1	100%	809.6	100%	967.4	100%	1,035	100%	1,107.20	100%	1,250.70	100%	1,242.78	100%

Source: *Synovate IPSOS*

*From the table above, TV and radio together attracted 96% of the investments i.e with 64% & 32% spends respectively clearly reflecting the dominance & importance of the two mediums in ATL.

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

Media	2016 vs. 2015	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018	2020 vs. 2019	2021 vs. 2020	2022 vs. 2021
	14%	-4%	19%	7%	7%	13%	
TV	3%	2%	31%	16%	18%	16%	-2%
Radio	26%	-11%	12%	-2%	-6%	11%	-2%
Print	19%	5%	-7%	11%	-22%	-15%	-29%
Total	14.1%	-4%	19.5%	7%	7%	13%	-0.6

Source: *Synovate IPSOS*

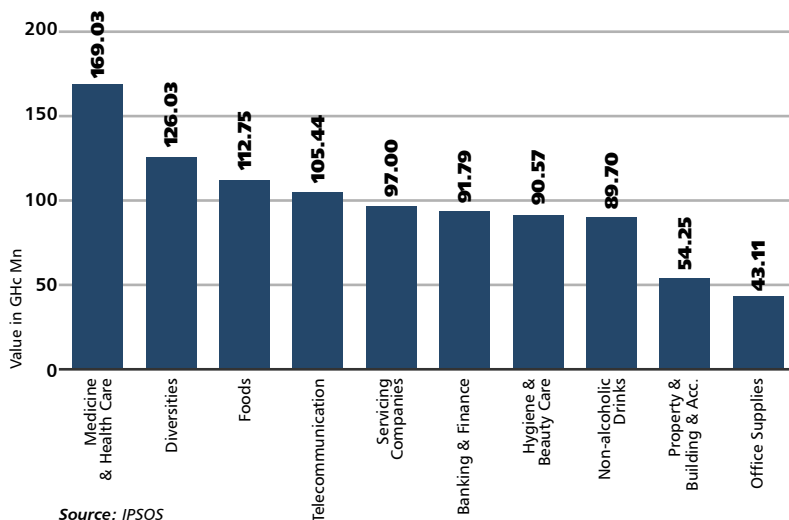
* From the table above, we observe a 0.6% decrease in advertising spend for the first time since 2016, and the first decrease in TV investment in the past 7 years. There was also a significant decrease in print investments with a decline of 29% when compared 2021.

**ABOVE-THE-LINE (ATL) ADVERTISING EXPENDITURE
TOP 10 ATL ADVERTISING SECTORS IN 2022**

Sector	Value (GH¢ 'Million)	Disp %
Medicine & Health Care	169,034,667	13.60%
Diversities	126,027,861	10.14%
Foods	112,750,210	9.07%
Telecommunication	105,440,978	8.48%
Servicing Companies	97,000,773	7.81%
Banking & Finance	91,791,192	7.39%
Hygiene & Beauty Care	90,572,137	7.29%
Non-alcoholic Drinks	89,704,276	7.22%
Property & Building & Acc.	54,252,179	4.37%
Office Supplies	43,112,791	3.47%
Others	263,093,333.12	21.17%
Total Sector Spend	1,242,780,397.51	100%

Source: IPSOS

The Medicine and Healthcare Sector is the highest Spending with GHS 164.03 million. The top 10 sectors are responsible for 78.8% of ATL Advertising Spend.



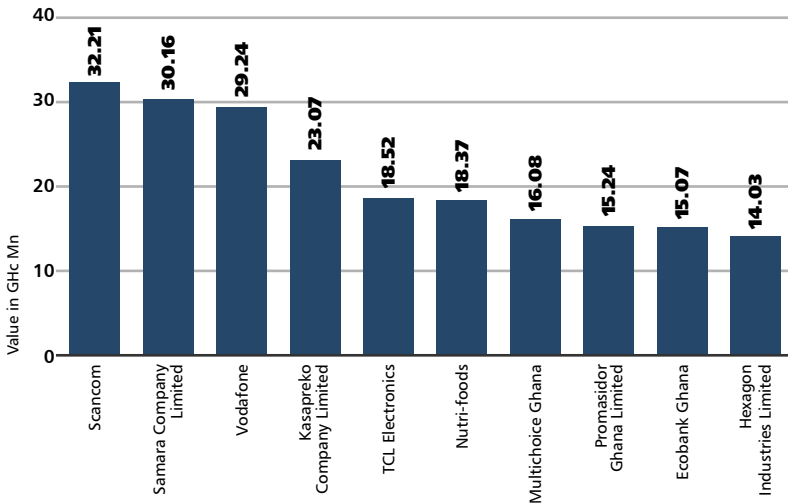
TOP 10 ATL ADVERTISERS IN 2022

Number one advertiser makes up approximately 2.59% of the total 2022 Ghana spend.

Company	Value (GH¢ 'Million)	Disp %
Scancom	32.21	2.59%
Samara Company Limited	30.16	2.43%
Vodafone	29.24	2.35%
Kasapreko Company Limited	23.07	1.86%
TCL Electronics	18.52	1.49%
Nutri-foods	18.37	1.48%
Multichoice Ghana	16.08	1.29%
Promasidor Ghana Limited	15.24	1.23%
Ecobank Ghana	15.07	1.21%
Hexagon Industries Limited	14.03	1.13%
Others	1030.77	82.94%
Total Sector Spend	1242.78	100%

Source: IPSOS

From the table above, Scancom was the top most spender of 2022 with 2.59% % SOE on ATL .



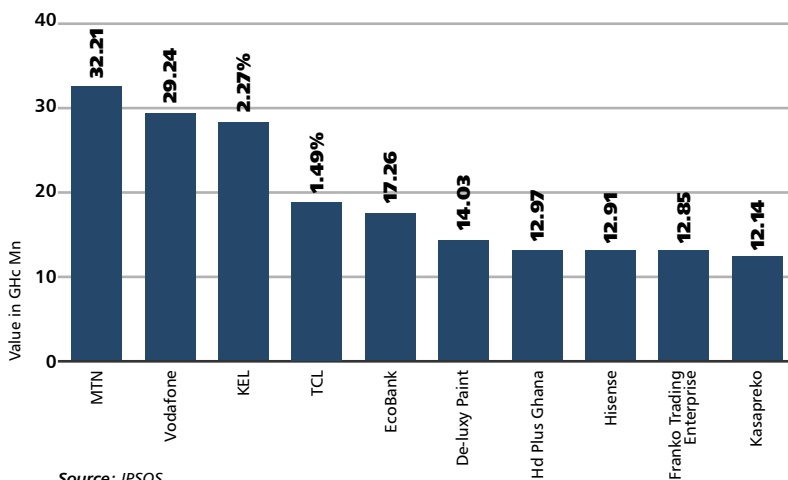
Source: IPSOS

TOP 10 ATL BRANDS IN 2022

Brands	Value (GH¢ 'Million)	Disp %
MTN	32.21	2.59%
Vodafone	29.24	2.35%
KEL	28.16	2.27%
TCL	18.52	1.49%
EcoBank	17.26	1.39%
De-luxy Paint	14.03	1.13%
Hd Plus Ghana	12.97	1.04%
Hisense	12.91	1.04%
Franko Trading Enterprise	12.85	1.03%
Kasapreko	12.14	0.98%
Others	1052.49	84.69%
Total Sector Spend	1242.78	100%

Source: IPSOS

From the table above, MTN was the top most spending brand of 2022 with 2.59% SOE on ATL advertising. The top 10 brands contributed 15.31% of Total Advertising Spend.



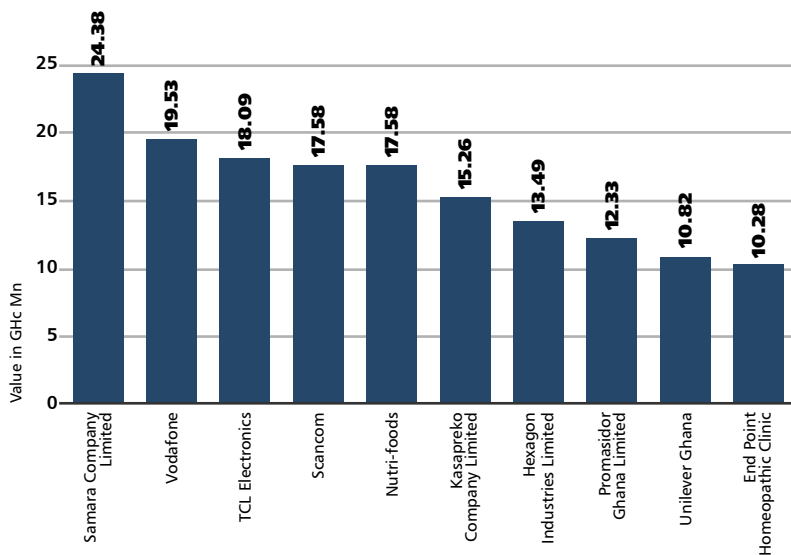
Source: IPSOS

TRENDS IN TELEVISION
TOP 10 ADVERTISERS ON TELEVISION IN 2022

Company	Value (GH¢ 'Million)	Disp %
Samara Company Limited	24.38	3.07%
Vodafone	19.53	2.46%
TCL Electronics	18.09	2.28%
Scancom	17.58	2.22%
Nutri-foods	17.58	2.22%
Kasapreko Company Limited	15.26	1.92%
Hexagon Industries Limited	13.49	1.70%
Promasidor Ghana Limited	12.33	1.55%
Unilever Ghana	10.82	1.36%
End Point Homeopathic Clinic	10.28	1.30%
Others	633.77	79.91%
Total TV Spend	793.11	100%

Source: IPSOS

From the table above, Top 10 Advertisers contributed 20.09% of total spends on TV with Samara, Vodafone and TCL Electronics being the top 3 spenders.



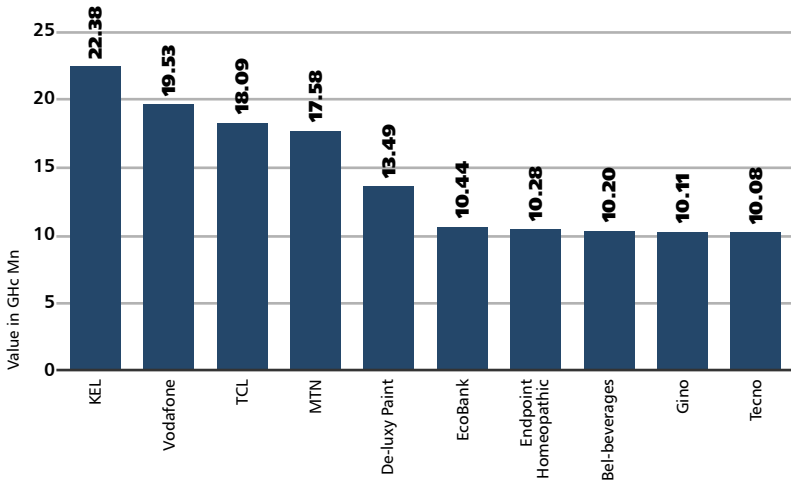
Source: IPSOS

TOP 10 BRANDS ON TELEVISION IN 2022

Brands	Value (GH¢ 'Million)	Disp %
KEL	22.38	2.82%
Vodafone	19.53	2.46%
TCL	18.09	2.28%
MTN	17.58	2.22%
De-luxy Paint	13.49	1.70%
EcoBank	10.44	1.32%
Endpoint Homeopathic	10.28	1.30%
Bel-beverages	10.20	1.29%
Gino	10.11	1.27%
Tecno	10.08	1.27%
Total	142.19	17.93%
Others (Total Sectors - Top 10)	650.93	82.07%
Total TV Spend	793.11	100%

Source: IPSOS

From the table above, Top 10 Brands contributed 17.93% of total spends on TV with Kel, Vodafone and TCL Electronics being the top 3 spenders.



Source: IPSOS

TELEVISION IN GHANA

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	11.7
UTV	10.4
ADOM TV	9.5
MAX TV	8.8
Wontumi	6.4
Onua TV	3.9
ANGEL TV	3.2
JOY PRIME	3.0
GTV SPORTS PLUS	2.8
JOY NEWS	2.7

Accra	
Station	Share
TMAX TV	22.1
UTV	17.2
ANGEL TV	6.5
ADOM TV	6.5
DGN TV	6.0
TV3	5.2
SuperSport Football	4.1
GTV SPORTS PLUS	2.9
Daily TV	2.8
ATINKA TV	2.3

Ashanti	
Station	Share
Wontumi	17.3
UTV	13.3
TV3	10.3
ADOM TV	6.4
SuperSport Variety 3	5.5
MAX TV	4.4
GTV SPORTS PLUS	3.2
Onua TV	3.0
ANGEL TV	2.7
GTV	2.7

Central	
Station	Share
ADOM TV	13.4
TV3	10.7
UTV	8.6
Onua TV	7.4
JOY NEWS	3.0
SuperSport LaLiga	3.0
SWEET TV	2.4
SuperSport Football	2.3
KESSBEN TV	2.2
JOY PRIME	2.2

Western	
Station	Share
ADOM TV	13.3
Russia Today	10.9
TV3	10.3
GTV SPORTS PLUS	6.9
MAX TV	5.7
UTV	5.6
XYZ TV	5.1
JOY NEWS	4.1
Wontumi	3.5
Onua TV	3.0

Northern	
Station	Share
SAGANI TV	20.3
TV3	14.3
JOY PRIME	10.5
African Magic Yuroba	10.0
GTV SPORTS PLUS	3.9
METRO	3.4
JOY NEWS	2.8
AM EPIC(AFRICAN MAGIC EPIC)	2.8
Africa Magic Family	2.6
NTV	2.4

Source: IPSOS 2022

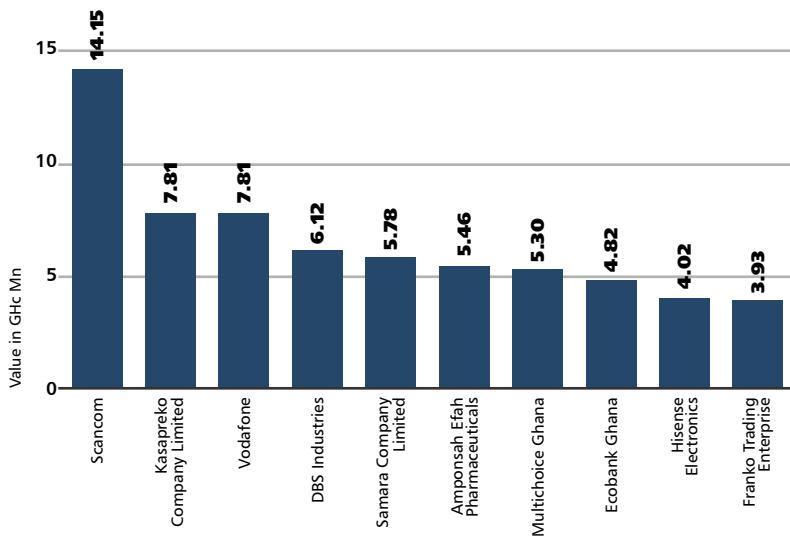
From the tables above, TV3(11.7%) is the leading station across the national audience. Regionally, Max TV (22.1%), Wontumi TV (17.3%), and Sagani TV (20.3%) are the leading stations in the three markets i.e Accra; Kumasi and Tamale respectively. Adom TV comes top both in Takoradi and Cape Coast with 13.4% and 13.3%.

TRENDS IN RADIO
TOP 10 ADVERTISERS ON RADIO IN 2022

Company	Value (GH¢ 'Million)	Disp %
Scancom	14.15	3.57%
Kasapreko Company Limited	7.81	1.97%
Vodafone	7.81	1.97%
DBS Industries	6.12	1.55%
Samara Company Limited	5.78	1.46%
Amponsah Efah Pharmaceuticals	5.46	1.38%
Multichoice Ghana	5.30	1.34%
Ecobank Ghana	4.82	1.22%
Hisense Electronics	4.02	1.01%
Franko Trading Enterprise	3.93	0.99%
Others	330.97	83.54%
Total Radio Spend	396.16	100%

Source: IPSOS

From the table above, top 10 Advertisers contribute to 16.46% of the 2022 radio advertising spend.



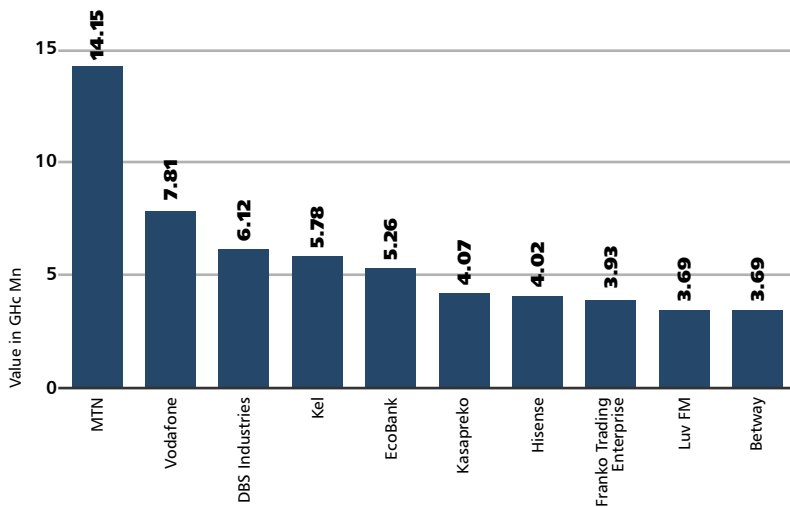
Source: IPSOS

TOP 10 BRANDS ON RADIO IN 2022

Brands	Value (GH¢ 'Million)	Disp %
MTN	14.15	3.57%
Vodafone	7.81	1.97%
DBS Industries	6.12	1.55%
Kel	5.78	1.46%
EcoBank	5.26	1.33%
Kasapreko	4.07	1.03%
Hisense	4.02	1.01%
Franko Trading Enterprise	3.93	0.99%
Luv FM	3.69	0.93%
Betway	3.69	0.93%
Total Top 10	58.52	14.77%
Total Radio Spend	396.16	100%

Source: IPSOS

From the table above, Top 10 Brands contributed 14.77% of total spends on Radio with MTN, Vodafone and DBS Industries being the top 3 spenders.



Source: IPSOS

RADIO IN GHANA

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

**TOP RADIO STATIONS
RADIO LISTENERSHIP DATA**

Accra	
Station	Share
Adom	17.2
Peace FM	15.5
Asempa	11.3
Citi FM	10.4
Angel Fm Accra	9.8
Breeze	5.8
Ok FM	4.6
Joy FM	3.6
Plus	3.0
Sweet Melodies	2.4

Ashanti	
Station	Share
Wontumi FM	17.1
Luv FM	11.6
Oyerepa FM	10.8
Kessben Radio	9.4
Angel FM Kumasi	7.5
Nhyira	7.2
Hello	6.5
Y FM (Kumasi)	6.0
Peace FM	5.5
Silver	3.6

Central	
Station	Share
Kingdom FM Cape Coast	22.7
Eagle FM	19.2
Live FM(Cape Coast)	18.7
Kastle FM	9.1
Cape	5.9
Coastal FM	3.8
Radio Central	3.6
Obrapa FM	3.4
ATL (Valco)	2.8
Ahomka	2.6

Western	
Station	Share
Connect Radio	29.9
Ahoto FM (Takoradi)	8.4
Good News	5.7
Rok	5.5
West Gold	5.2
Sky	4.4
Peace FM	4.3
Aseda	3.7
Angel FM Takoradi	3.7
Onua FM	2.9

Northern	
Station	Share
Radio tamale	32.2
Zaa	31.3
Diamond	10.0
North Star	9.2
Justice	8.6
Savana	1.8
Dream FM	1.5
Angel FM Tamale	1.3
Kesmi	1.2
Tawasu Radio(T FM)	1.2

Source: IPSOS 2022

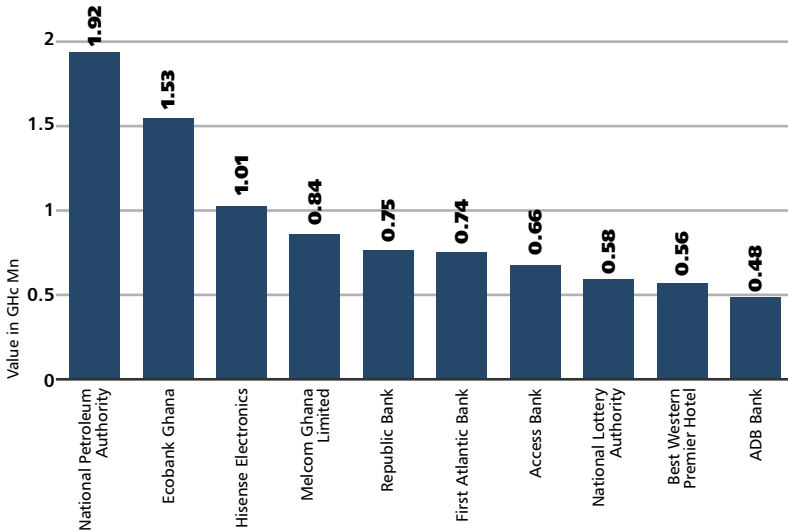
From the tables above, Adom FM (17.2%), Wontumi FM (17.1%), Connect Radio (29.9%), Kingdom FM(22.7%) and Radio Tamale (32.2%) lead in the leading stations in the five markets i.e Accra; Kumasi, Takoradi, Cape Coast and Tamale respectively.

TRENDS IN PRINT
TOP 10 ADVERTISERS ON PRINT IN 2022

Company	Value (GH¢ 'Million)	Disp %
National Petroleum Authority	1.92	7.48%
Ecobank Ghana	1.53	5.95%
Hisense Electronics	1.01	3.93%
Melcom Ghana Limited	0.84	3.26%
Republic Bank	0.75	2.92%
First Atlantic Bank	0.74	2.87%
Access Bank	0.66	2.59%
National Lottery Authority	0.58	2.27%
Best Western Premier Hotel	0.56	2.18%
ADB Bank	0.48	1.87%
Others	16.63	64.67%
Total Press Spend	25.71	100%

Source: IPSOS

From the table above, top 10 Advertisers contribute 35.33% of print advertising spend.



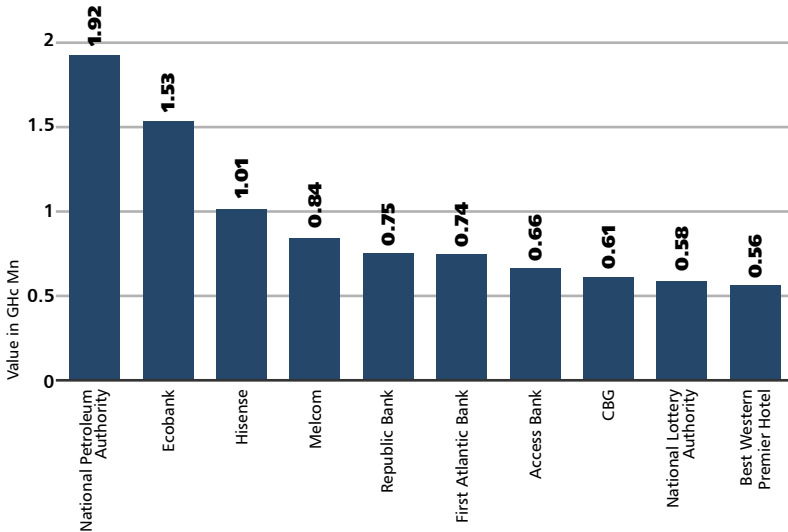
Source: IPSOS

TOP 10 BRANDS ON PRINT IN 2022

Brands	Value (GH¢ 'Million)	Disp %
National Petroleum Authority	1.92	7.48%
Ecobank	1.53	5.95%
Hisense	1.01	3.93%
Melcom	0.84	3.26%
Republic Bank	0.75	2.92%
First Atlantic Bank	0.74	2.87%
Access Bank	0.66	2.59%
CBG	0.61	2.38%
National Lottery Authority	0.58	2.27%
Best Western Premier Hotel	0.56	2.18%
Total Top 10	9.21	35.84%
Others (Total Sectors - Top 10)	16.50	64.16%
Total Press Spend	396.16	100%

Source: IPSOS

From the table above, Top 10 Brands contributed 35.84% of total spends on Print with NPA, Ecobank and Hisense being the top 3 spenders.



Source: IPSOS

PRESS IN GHANA

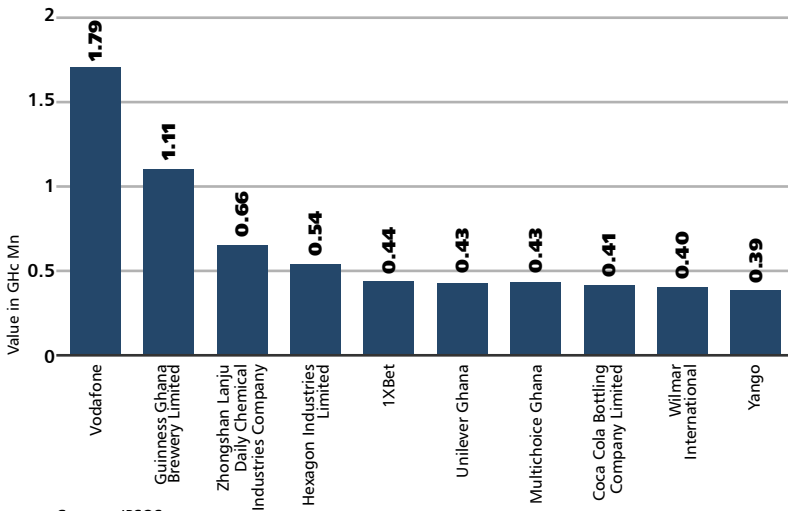
Media	Coverage		Frequency of Publication	Ownership
	National	Regional		
NEWSPAPER				
Business & Financial Times	●		Bi-weekly	Business & Financial Times
Crusading Guide		●	Daily	Crusading Guide
Daily Dispatch		●	Daily	Daily Dispatch
Daily Graphic	●		Daily	Graphic Group
Gold Street Newspaper		●	Bi-weekly	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

TOP 10 ADVERTISERS ON OOH IN 2022

Company	Value (GH¢ 'Million)	Disp %
Vodafone	1.79	6.96%
Guinness Ghana Brewery Limited	1.11	4.33%
Zhongshan Lanju Daily Chemical Industries Company	0.66	2.58%
Hexagon Industries Limited	0.54	2.12%
1XBet	0.44	1.71%
Unilever Ghana	0.43	1.69%
Multichoice Ghana	0.43	1.66%
Coca Cola Bottling Company Limited	0.41	1.60%
Wilmar International	0.40	1.55%
Yango	0.39	1.51%
Others	21.19	76.22%
Total OOH Spend	396.16	100%

Source: IPSOS

From the table above, Top 10 Brands contributed 35.84% of total spends on Print with NPA, Ecobank and Hisense being the top 3 spenders.



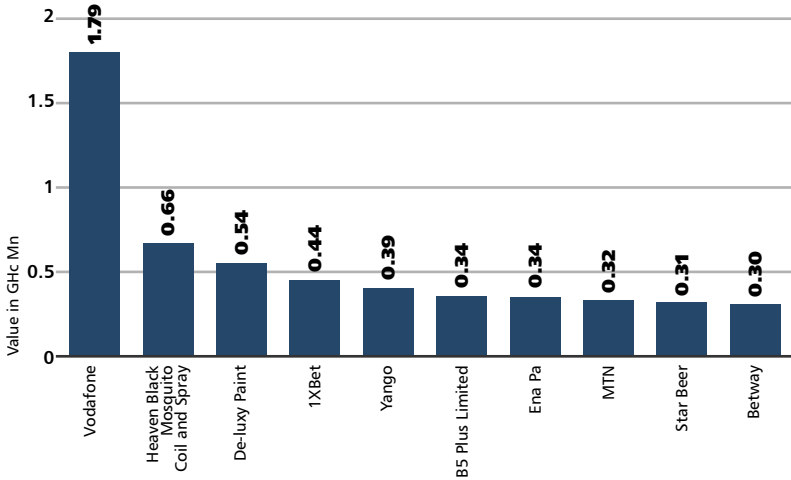
Source: IPSOS

TOP 10 BRANDS ON PRINT IN 2022

Brands	Value (GH¢ 'Million)	Disp %
Vodafone	1.79	6.96%
Heaven Black Mosquito Coil and Spray	0.66	2.58%
De-luxy Paint	0.54	2.12%
1XBet	0.44	1.71%
Yango	0.39	1.51%
B5 Plus Limited	0.34	1.32%
Ena Pa	0.34	1.31%
MTN	0.32	1.26%
Star Beer	0.31	1.20%
Betway	0.30	1.17%
Total Top 10	5.43	21.13%
Total OOH Spend	27.80	100%

Source: IPSOS

From the table above, Top 10 Brands contributed 21.13 % of total spends on OOH with Vodafone, Heaven Black Mosquito Spray and Coil and De-Luxy Paint being the top 3 spenders.

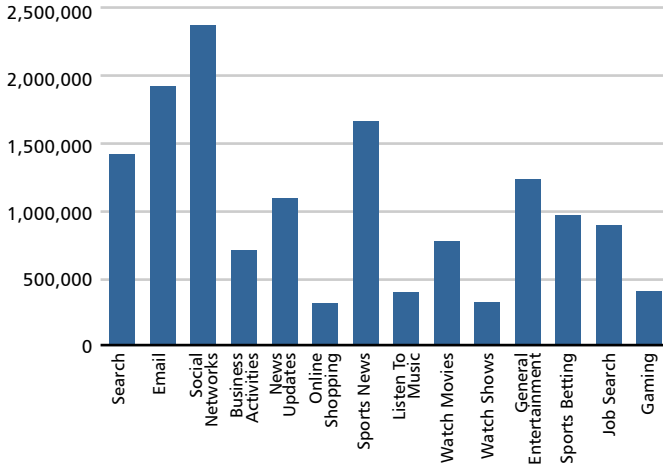


Source: IPSOS

OCI SNAPSHOTS

According to Ghanaian survey respondents, the top three reasons for internet usage in the morning, i.e from the hours of 6am to 11am are for social networks (16.4%), to access emails (13.3%). and to read about sports (11.4%).

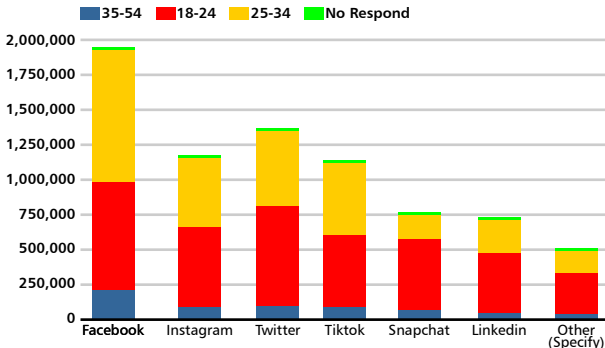
PURPOSES OF INTERNET USAGE IN THE MORNING



Source: OMD Consumer Intelligence Platform

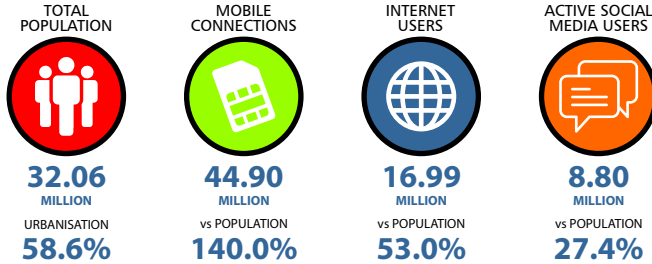
Narrowing down on social media usage, the chart below shows that in Ghana, Facebook is the most consumed media platform in the mornings and is accessed by 25.6% of respondents . Twitter and Instagram follows with about 17.9% and 15.3% of respondents respectively accessing the platforms. 50.4% of respondents who visited social media platforms in the morning were between the ages of 18-24 years, and were followed by the 35-54 years age group who constituted 40.1% of social media users.

SOCIAL MEDIA USAGE IN THE MORNING PER AGE GROUP

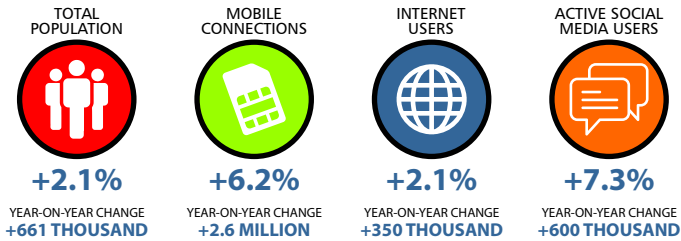


Source: OMD Consumer Intelligence Platform

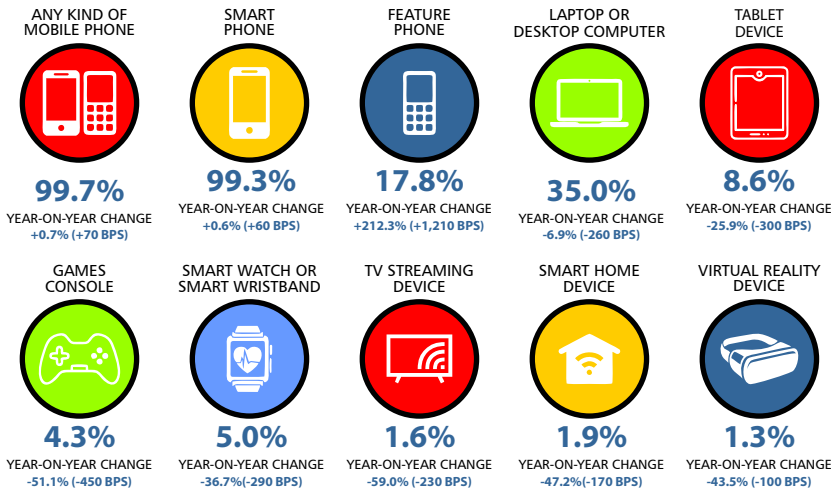
OVERVIEW OF THE ADOPTION AND THE USE OF CONNECTED DEVICES AND SERVICES



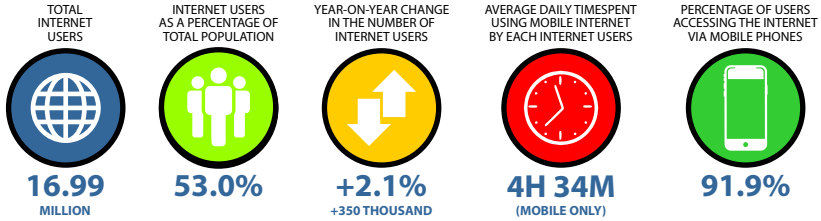
CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



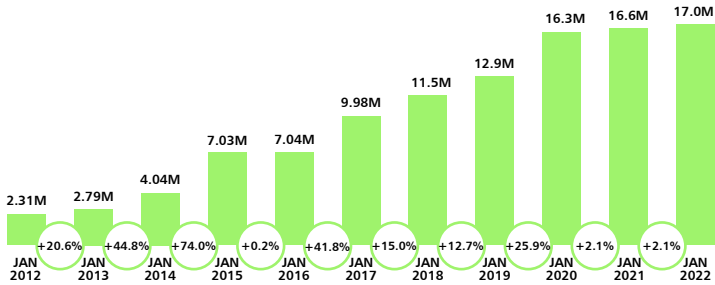
PERCENTAGE OF THE INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



NUMBER OF INTERNET USES AND YEAR-ON-YEAR CHANGE





Information About
CAMEROON
Capital **Yaoundé**
"Peace, Work & Fatherland"

Population

27.91
Million

Cameroon is a Central African country located on the Gulf of Guinea. It shares borders with Nigeria, Chad, the Central African Republic, Equatorial Guinea, Gabon, and the Republic of Congo. The country has a diverse cultural and linguistic background, with over 200 ethnic groups and a bilingual official language policy, including French and English.

The historical and political background of Cameroon can be understood through various periods and significant events.

In the pre-colonial period, indigenous populations, such as the Baka people, inhabited the region for thousands of years. Bantu-speaking groups migrated to the area from the north and west around 2000 BCE. The Sao civilisation thrived around Lake Chad between the 6th and 16th centuries CE.

During the era of European contact and colonisation, Portuguese explorers arrived in Cameroon in the late 15th century, initiating trade along the coast. In the 19th century, the

British and Germans established a presence in the region. In 1884, Germany declared a protectorate over Cameroon, known as Kamerun, marking the beginning of the colonial period.

The colonial period saw the German colonial administration developing infrastructure, agriculture, and education but also exploiting the local population. After Germany's defeat in World War I, the League of Nations divided the territory between France and Britain as League of Nations mandates in 1919. French Cameroon experienced more assimilation with French culture, while British Cameroon was administered as part of Nigeria.

Independence and reunification came when French Cameroon gained independence on 1 January 1960, under President Ahmadou Ahidjo. In February 1961, an UN-organised plebiscite resulted in the southern part of British Cameroon opting to join French Cameroon, forming the Federal Republic of Cameroon. The northern part of British Cameroon voted to remain with Nigeria.

In the post-independence period, President Ahmadou Ahidjo led the country for over two decades, transforming Cameroon into a one-party state and consolidating power. In 1982, Ahidjo resigned and was succeeded.

POLITICAL CONTEXT

The first regional elections were held in December 2020. The ruling party, the Cameroon People's Democratic Movement (CPDM), won nine of the ten regions. These elections mark the start of the decentralization process provided for in the 1996 Constitution. The new regional councilors will work with the Ministry of Decentralization and Local Development to pave the way for the gradual transfer of power and the necessary funds to the regions.

Having enjoyed several decades of stability, Cameroon has in recent years been grappling with attacks by Boko Haram in the Far North and a secessionist insurgency in the Anglophone regions. Since September 2017, this situation has displaced more than 1 million internally and around 470,000 refugees have sought shelter in Cameroon. Following the resurgence of the crisis in the Central African Republic since January 2021, more than 6,000 Central Africans refugees have fled to Cameroon's eastern region, which is already hosting over 60 % of Central African refugees.

According to the UN Refugee Agency (UNHCR), in March 2023 Cameroon was hosting over 485,741 refugees, primarily from the Central African Republic (73%) and Nigeria (26%).

OVERVIEW OF THE ECONOMY

Cameroon is a lower-middle-income country with a mixed economy that includes both state-controlled and private enterprises. The economy of Cameroon is heavily reliant on its oil, agriculture, and timber industries, which contribute significantly to its gross domestic product (GDP) and exports.

Agriculture is the backbone of the Cameroonian economy and employs more than 70% of the population. The country is known for its production of crops such as coffee, cocoa,

rubber, and palm oil, as well as its livestock industry. The agriculture sector, however, faces challenges such as inadequate infrastructure, poor access to credit, and limited access to markets.

Oil is another important sector in Cameroon, accounting for about 40% of the country's export revenue. Despite this, the oil industry has faced challenges in recent years, including declining production levels and declining global oil prices.

The Cameroonian economy has also been impacted by the recent global economic downturn and the ongoing conflict in the country. The country's infrastructure, including its roads, transportation, and energy systems, is in need of significant investment and modernization, which has been hindered by the economic challenges and security concerns.

The Cameroonian economy is facing a range of challenges, including economic slowdown, security concerns, and infrastructure deficiencies. The government has launched several initiatives aimed at boosting economic growth and reducing poverty, but it will take time to

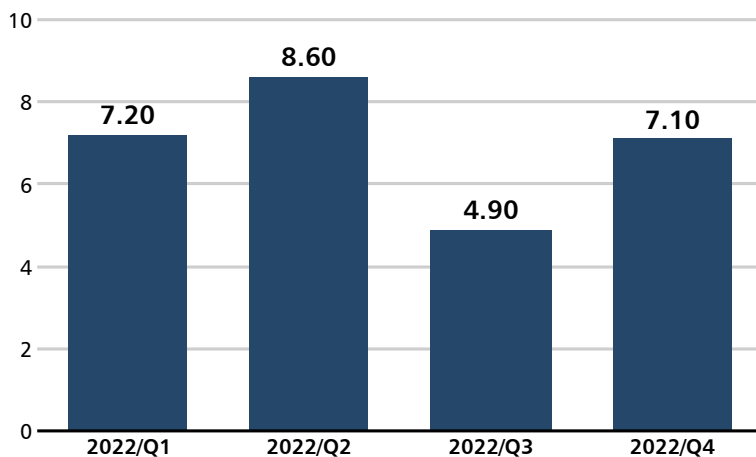
KEY FACTS

GEOGRAPHY	
Climate:	Varies with terrain, from tropical along coast to semiarid and hot in north
Area:	Total: 475,440 sq. km Land: 472,710 sq. km Water: 2,730 sq. Km
Land boundaries:	Total: 5,018 km Border countries (6): Central African Republic 901km, Chad 1116km, Republic of the Congo 494km, Equatorial Guinea 183km, Gabon 349km, Nigeria 1975km
Natural resources:	Petroleum, bauxite, iron ore, timber, hydropower
Land use:	Agricultural land: 20.6% (2018 est.) - Arable: 13.1% (2018 est.) - Permanent crops: 3.3% (2018 est.) - Permanent pasture: 4.2% (2018 est.) Forest: 41.7% (2018 est.) Others: 37.7% (2018 est.)
Irrigated land:	290 sq. km (2012)
Location:	Central Africa, bordering the Bight of Biafra, between Equatorial Guinea and Nigeria
PEOPLE	
Population:	27,914,536 (2022)
2005 census	17,463,836
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)
Median:	Total: 18.5 years Male: 18.2 years Female: 18.8 years (2020 est.)
Population growth rate:	2.63% (2022)
Urbanization:	Urban population: 59.3% of total population (2022) Rate of urbanization: 3.43% annual rate of (2020- 25 est.)
Infant mortality rate:	Total: 47.4 deaths/1,000 live births Male: 52.18 deaths/1,000 live births Female: 42.48 deaths/1,000 live births (2022 est.) country comparison to the world: 24
Maternal mortality Rate:	438 deaths/100,000 live births (2020 est.) Country comparison to the world: 21
Life expectancy at birth:	Total population: 63.74 years Male: 61.92 years Female: 65.61 years (2022 est.) Country comparison to the world: 210
Population distribution:	Population concentrated in the west and north, with the interior of the country sparsely populated

Population distribution:	Population concentrated in the west and north, with the interior of the country sparsely populated
Net migration rate:	-0.3 migrant(s)/1,000 population (2022) Country comparison to the world: 120
Nationality:	Noun: Cameroonian(s) Adjective: Cameroonian
Ethnic groups:	Bamileke-Bamu 24.3%, Beti/Bassa, Mbam 21.6%, Biu-Mandara 14.6%, Arab-Choa/Hausa/Kanuri 11%, Adamawa-Ubangi, 9.8%, Grassfields 7.7%, Kako, Meka/Pygmy 3.3%, Cotier/Ngoe/Oroko 2.7%, Southwestern Bantu 0.7%, foreign/other ethnic group 4.5% (2018 est.)
Languages:	24 major African language groups, English (official), French (official)
Religions:	Roman Catholic 38.3%, Protestant 25.5%, other Christian 6.9%, Muslim 24.4%, animist 2.2%, other 0.5%, none 2.2% (2018 est.)
ECONOMY	
GDP (purchasing power parity):	\$44.34 (2022 billion)
GDP- Per capita (PPP):	\$1,588.5 (2022)
GDP- real growth rate:	3.6% (2022)
Imports:	\$7.8 billion (2022)
Imports commodities:	Machinery, electrical equipment, transport equipment, fuel, food
Exports:	\$5.9 billion (2022)
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: 12.42 million (2022 est.) Percent of population: 46% (2022 est.) country comparison to the world: 51

Sources: CIA World Facts Book & World Bank's Doing Business report

MONTHLY INFLATION RATE (IN %) 2022



Source: theglobaleconomy.com

The latest data from Q4 2022 show economic growth of 7.1%, which is an increase from the rate of growth of 4.9% in the previous quarter and an increase compared to the growth rate of 6.3% in the same quarter last year. The economic growth time series for Cameroon cover the period from Q1 2000 to Q4 2022.

MONTHLY INFLATION RATE (IN %) 2022



MONTH	2022
January	4.13%
February	4.47%
March	4.61%
April	5.52%
May	5.93%
June	5.99%
July	6.12%
August	7.12%
September	7.69%
October	7.75%
November	8.18%
December	7.32%

Source: <https://www.tradingeconomics.com/cameroon/inflation-cpi>

Inflation Rate in Cameroon decreased to 7.32% in December from 8.18% in November of 2022.

EXCHANGE RATE OF NAIRA TO USD MONTHLY AVERAGE

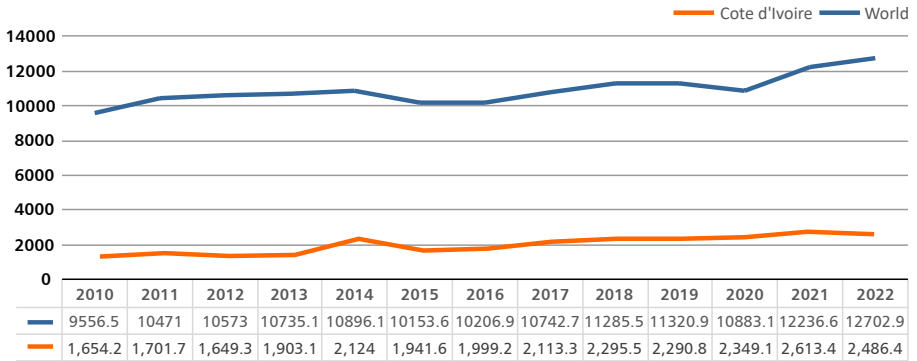


MONTH	2022
January	579.8
February	578.4
March	595.3
April	606.3
May	620.1
June	620.8
July	644.4
August	647.6
September	662.3
October	667.6
November	643.0
December	619.5

Source: <https://knoema.com/atlas/Cameroon/topics/Economy/Short-term-indicators/Exchange-rate>

The exchange rate for Cameroon in December 2022 was 619.5 LCU per US dollars. Exchange rate of Cameroon increased from 595.3 LCU per US dollars in March 2022 to 619.5 LCU per US dollars last month growing at an average annual rate of 0.28%.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Cameroon is \$2,486.4

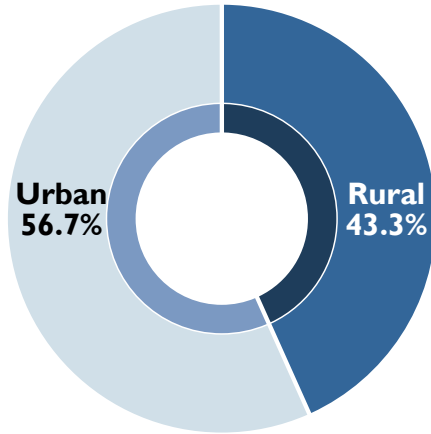
2022 data	Cameroon	World
Gross annual income / capita	\$2,486.4	\$12,702.2

POPULATION DISTRIBUTION 2022

Demographics	Total	%
Total	28,524,175	100%
Gender	Total	
Male	14,213,596	49.83%
Female	14,310,579	50.17%
Age Group	Total	
0-14 years	12,077,136	42.34%
15-24 years	5,716,245	20.04%
25-54 years	8,739,807	30.64%
55-64 years	1,103,886	3.87%
65 years & above	887,102	3.11%

Source: data.worldbank.org

RESIDENCE OF THE POPULATION



Source: worldometers

POPULATION & DEMOGRAPHICS

State	Capital	Area Sq. Km		Population Census		Population Census		Population Growth
				2010		2015		
Adamaoua	Ngaoundere	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 (Top 20 Cities)	6,437,894

Source: <https://www.nber.org/africa/display>

MEDIA TREND IN CAMEROON

Cameroon has a diverse media landscape, with a mix of traditional and new media platforms. In recent years, the media industry in Cameroon has been undergoing significant changes and trends. Some of the notable media trends in Cameroon include:

Growth of digital media: The rise of digital media has had a significant impact on the media industry in Cameroon. Online platforms, such as social media and websites, have become increasingly popular, providing new opportunities for journalists and media organisations to reach a wider audience.

Increased government regulation: The government of Cameroon has become increasingly involved in regulating the media, particularly in the area of online content. This has led to concerns about censorship and the suppression of free speech.

Emergence of citizen journalism: With the growth of digital media, there has been an increase in the number of citizen journalists in Cameroon. These individuals use social media and other online platforms to report on events and issues that they believe are not being adequately covered by traditional media.

Rise of alternative media: There has been a growth of alternative media in Cameroon, such as community radio stations and online news portals, that offer a different perspective on news and current events.

Expansion of multimedia storytelling: The media industry in Cameroon is exploring new ways to tell stories, including the use of multimedia elements such as photos, videos, and audio. This has opened up new opportunities for journalists and media organisations to engage with their audience in new and innovative ways.

In addition to the growth of digital media, traditional media such as radio, television, and print continue to play a significant role in the media landscape of Cameroon. Here are some of the trends related to traditional media in Cameroon:

Dominance of radio: Radio remains the most popular and widely used traditional media platform in Cameroon, with a large audience across the country. Community radio stations are especially popular, providing local news and information to rural areas.

Expansion of television: Television is growing in popularity in Cameroon, with an increasing number of households now having access to television sets. The government operates a number of national television stations, while private channels and cable services are also available.

Relevance of print media: Print media, such as newspapers and magazines, continue to be an important source of information and news in Cameroon, particularly for urban audiences. However, the rise of digital media has had an impact on the print industry, with many newspapers now also publishing online versions of their content.

Integration of new technology: Traditional media in Cameroon is incorporating new technology to reach audiences, such as using social media to share content and engage with audiences. This has led to new opportunities for traditional media to expand their reach and impact.

Traditional media continues to play a significant role in the media landscape of Cameroon, with new technology and platforms offering opportunities for growth and evolution. However, traditional media also faces challenges, such as increased competition from digital media and changing audience habits.

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

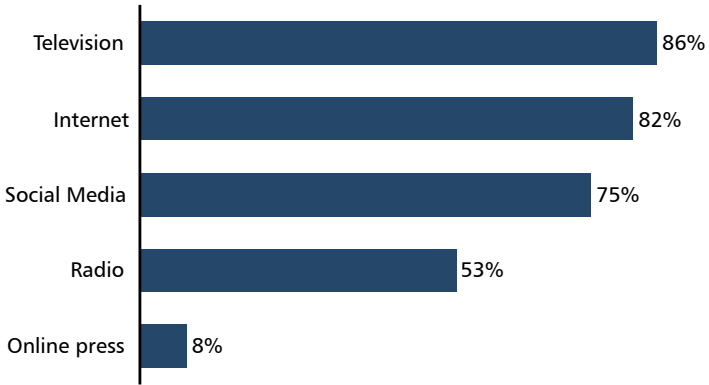
RADIO

- 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 audiences (by regions, communities and so on)

PRESS

- 1 National government-owned daily newspaper (Cameroon Tribune)
- 3 privately-owned daily national newspapers
- 12+ privately-owned dailies with varying levels of reach
- Over 15 magazines with various turn print schedules (Weekly)

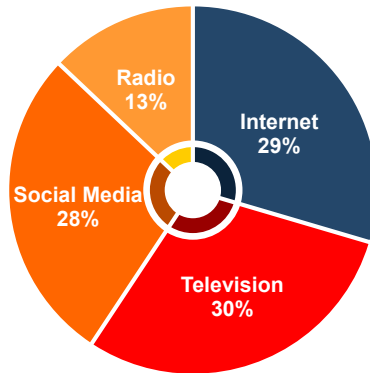
Media Consumption in Cameroon Media Penetration



Source: Media Intelligence 2022

Television has the highest consumption at 86%, making it the most popular choice. Internet is also highly used at 82%. Social media is popular at 75%, radio maintains a respectable 53%, and online press lags behind with only 8% consumption, likely due to the abundance of free online news sources and other media preferences.

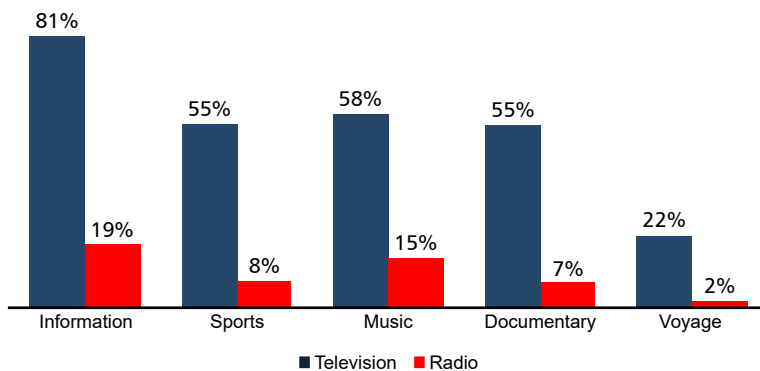
Media Knowledge



Source: Media Intelligence 2022

The pie chart illustrates diverse media consumption preferences, with television and the internet being popular choices, social media close behind, and radio having the smallest share. This indicates the need for nuanced content and marketing strategies.

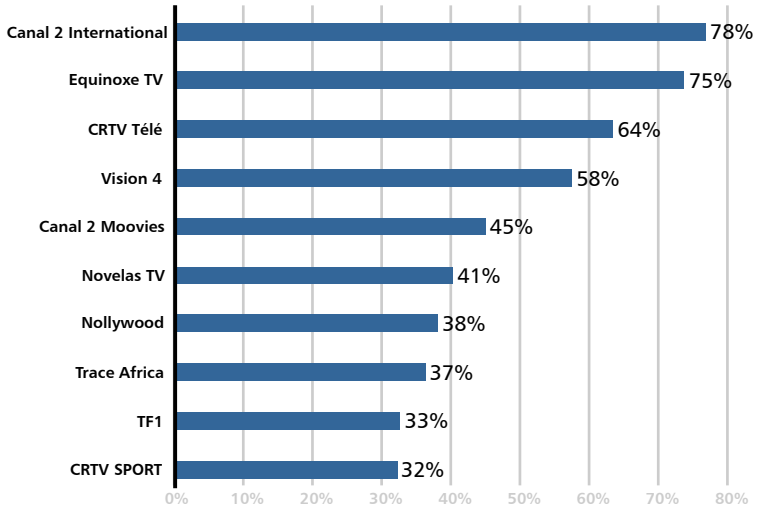
MEDIA PROGRAMME GENRE CONSUMED



Source: Media Intelligence 2022

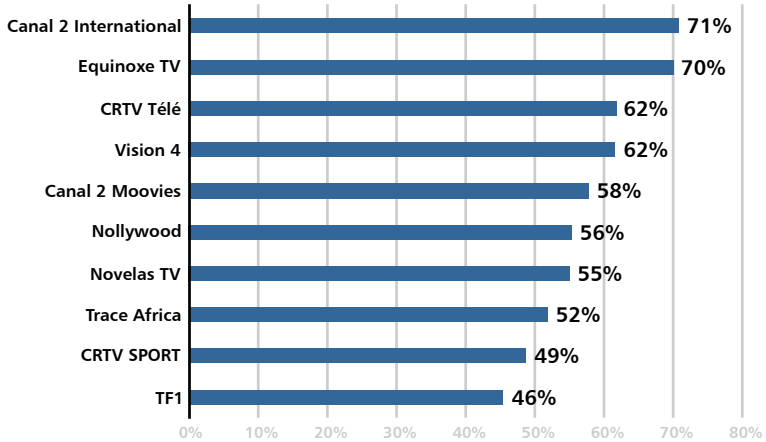
The chart reveals that news is the most popular genre on both television and radio, with a higher preference for television. Sports and music are also well-received on both platforms, while documentary content is more favored on television than radio. This insight can guide content and advertising strategies to better cater to the audience's genre preferences.

TV STATIONS' REACH AND TARGET AUDIENCE APPEAL



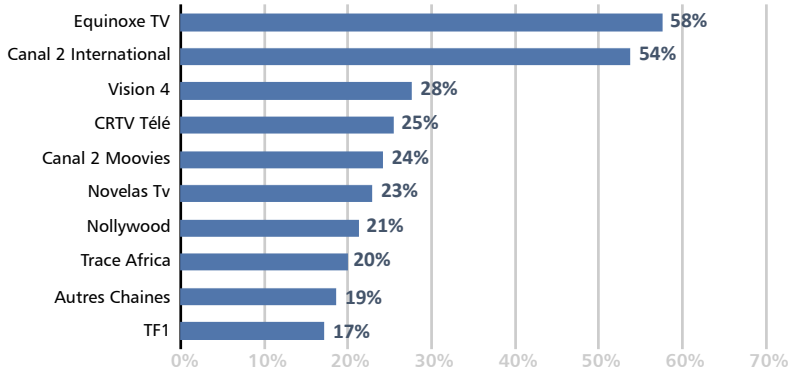
Source: Africascope Cameroon

PROMPTED AWARENESS



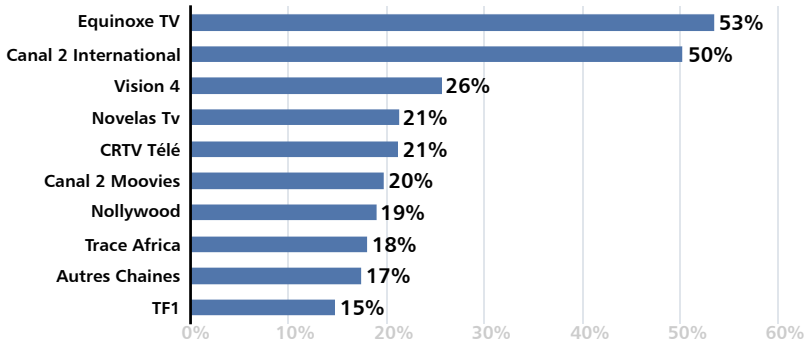
Source: Africascope Cameroon

AUDIENCE IN THE PAST 3 MONTHS



Source: Africascope Cameroon

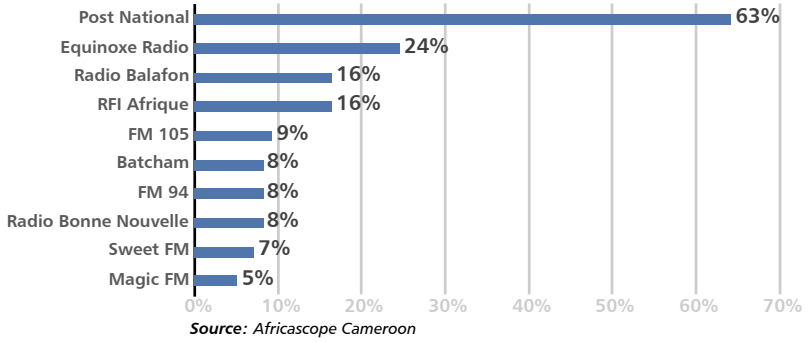
AUDIENCE WITHIN THE LAST MONTH



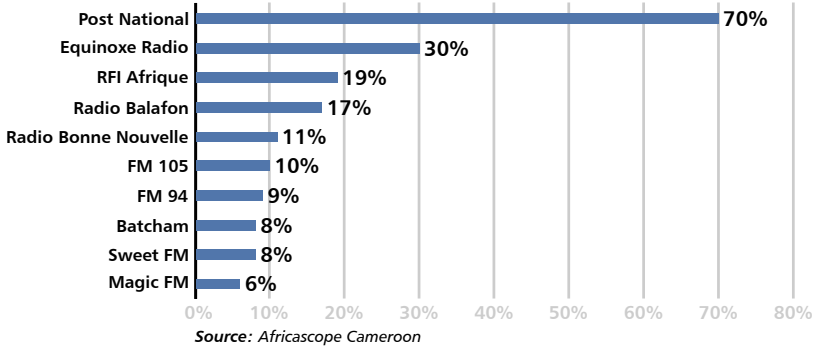
Source: Africascope Cameroon

Canal 2 International is the most popular station within the study (78%) followed by Equinoxe TV CRTV, the national TV station comes in 3rd with 64%.

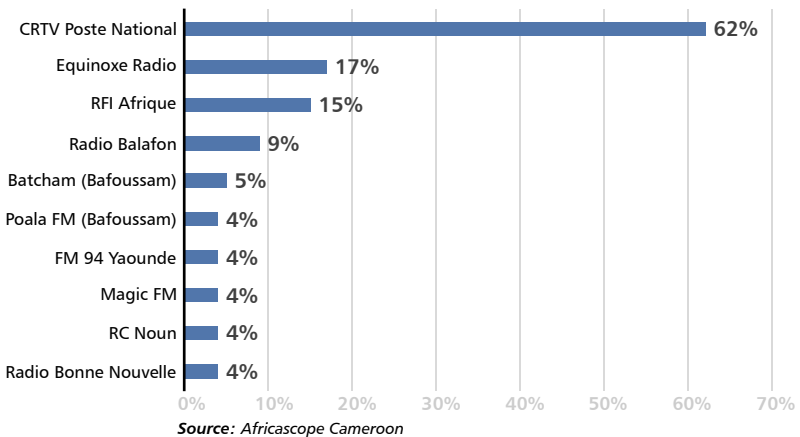
SPONTANEOUS RECALL

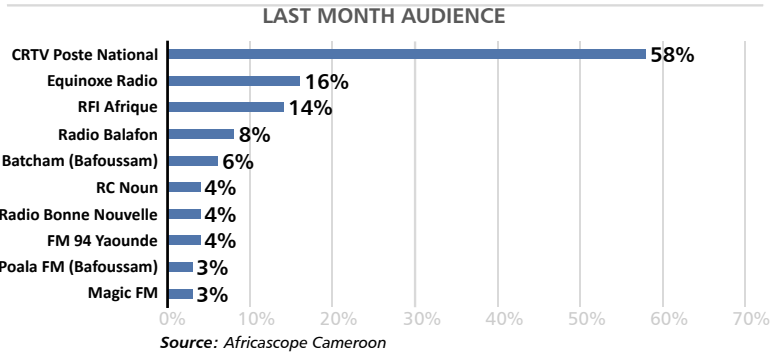


AIDED RECALL

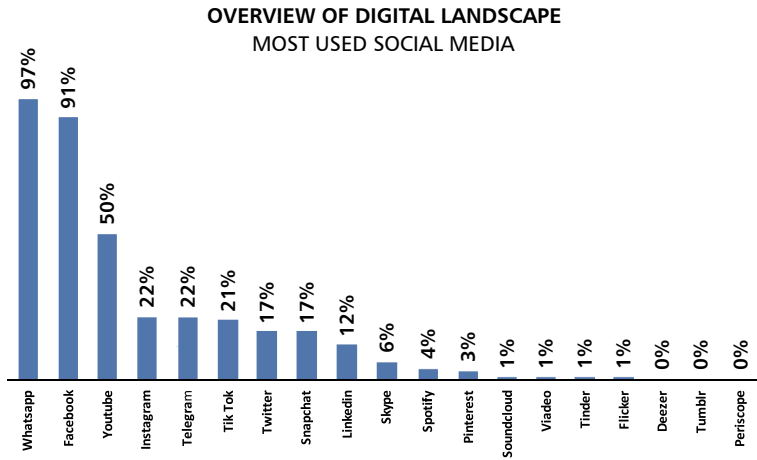


AUDIENCE LAST 3 MONTHS





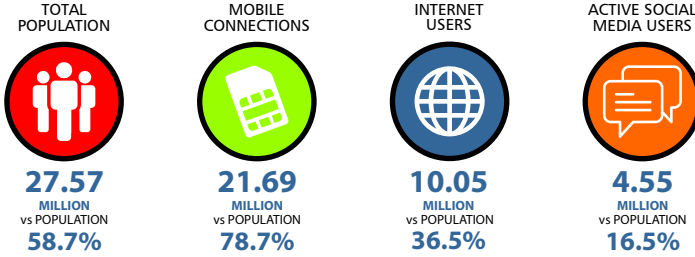
Overall, the Post Nationale is the most listened to station. Equinoxe Radio, Radio Balafon, RFI Africa and FM 105 are the stations most present in the minds of listeners. The National post is the most listened to station in the last 3 months.



WhatsApp and Facebook are the most widely used social media platforms, indicating their significance for communication and social networking. YouTube also enjoys considerable popularity, highlighting the interest in video content. Instagram and Telegram share a similar level of usage, particularly among younger demographics. TikTok, Twitter, and Snapchat show moderate usage. In contrast, Deezer, Tumblr, and Periscope have minimal to no presence, suggesting limited adoption or relevance in the Cameroonian social media landscape.

ESSENTIAL DIGITAL HEADLINES

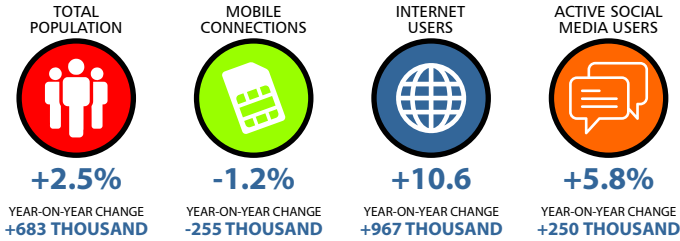
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



Source: datareportal.com

DIGITAL GROWTH

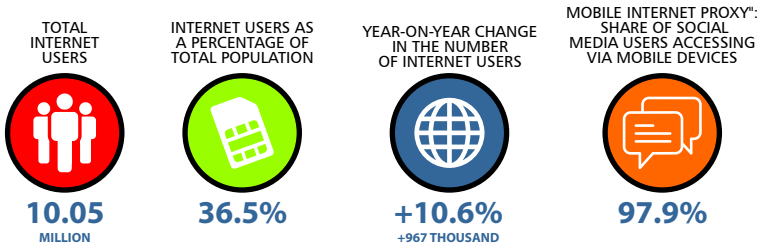
CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



Source: datareportal.com

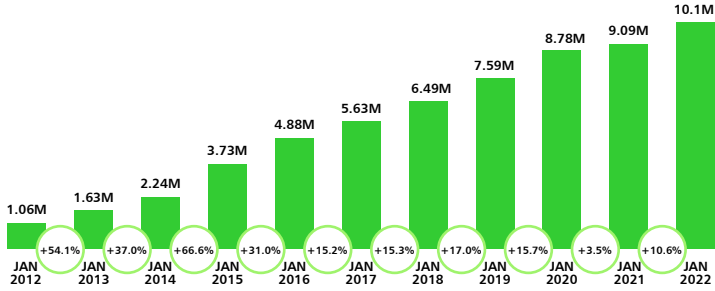
OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

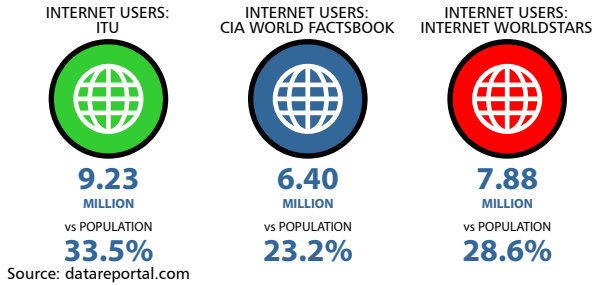


Source: datareportal.com

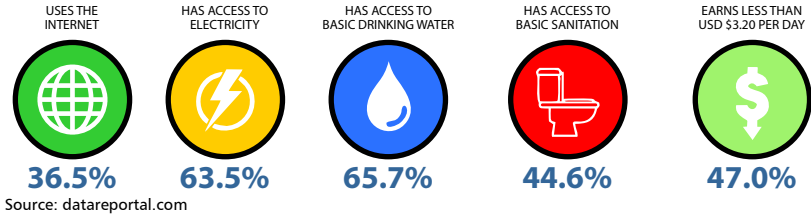
NUMBER OF INTERNET USES AND YEAR-ON-YEAR CHANGE



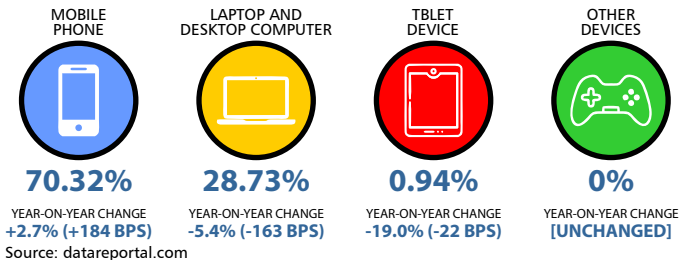
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



ACCESS TO THE INTERNET IN THE CONTEXT OF ACCESS TO OTHER LIFE ESSENTIALS



PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOST-VISITED WEBSITES: ALEXA RANKING
RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET,
BASED ON TOTAL MONTHLY WEBSITE TRAFFIC

#	WEBSITE	TIME PER DAY	PAGES PER DAY	#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	Google.com	17M 265	18.49	11	Savefrom.net	02M 255	1.39
02	Youtube.com	19M 225	10.53	12	Microsoft.com	04M 305	3.35
03	Facebook.com	17M 465	8.56	13	Aubaba.com	10M 055	7.85
04	Camerounweb.com	12M 425	9.40	14	Edukamer.info	05M 255	9.60
05	Google.fr	05M 365	4.54	15	Amazon.fr	06M 345	6.02
06	Yahoo.com	05M 165	4.88	16	Bing.com	02M 525	2.70
07	Deepl.com	09M 495	11.00	17	Espacetutos.com	02M 165	10.00
08	Wikipedia.org	03M 395	3.05	18	Amazon.com	11M 185	10.22
09	Canva.com	07M 445	4.55	19	Googlevideo.com	02M 575	2.29
10	Google.cm	03M 435	4.50	20	Premierbet.cm	02M 335	2.00

Source: datareportal.com

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	Cameroun	100	11	YouTube	
02	Comment	57	12	Whatsapp	
03	Google	40	13	Premier Bet Zone	
04	Video	29	14	LiveScore	
05	Mp3	27	15	Google Translate	
06	Premier Bet	26	16	Real	
07	Traduction	22	17	Liga	
08	Tubidy	21	18	Yahoo	
09	FaceBook	19	19	Premier League	
10	Translate	18	20	XXL	18

Source: datareportal.com

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE
(NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NUMBER OF
SOCIAL
MEDIA USERS



4.55
MILLION

SOCIAL MEDIA
USERS vs. TOTAL
POPULATION



16.5%

SOCIAL MEDIA
USERS vs. POPULATION
AGE 13+



26.1%

YEAR-ON-YEAR
CHANGE IN
SOCIAL MEDIA USERS



+5.8%
-100 THOUSAND

FEMALE SOCIAL MEDIA
USERS vs. TOTAL
SOCIAL MEDIA USERS



41.6%

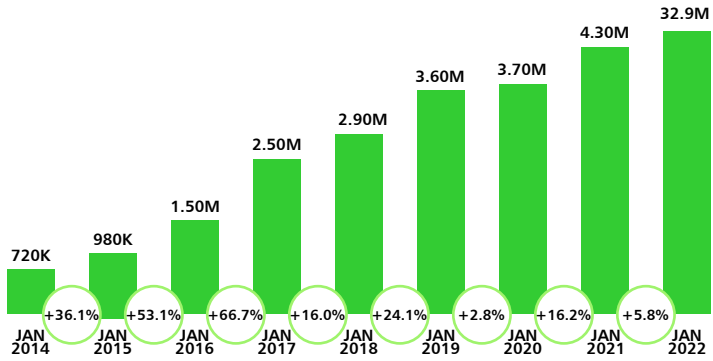
MALE SOCIAL MEDIA
USERS vs. TOTAL
SOCIAL MEDIA USERS



58.4%

Source: datareportal.com

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE



Source: datareportal.com

PRINT TRENDS

Media	Language	Coverage	Reproduction	Frequency of Publication	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



Information About
BENIN
Capital **Porto-Novo**
"Fellowship, Justice, Labour"

Population

14.21
Million

The Republic of Benin, located in West Africa, has a long and complex history that has shaped its culture, economy, and political landscape. Prior to European colonization, the area that is now Benin was home to several powerful and influential kingdoms, including the Kingdom of Dahomey. These kingdoms were known for their rich cultural heritage and powerful military forces and played a significant role in the trans-Saharan trade in goods such as slaves, ivory, and textiles.

In the late 19th century, the French colonized the region, and Benin became part of French West Africa. After gaining independence from France in 1960, the country struggled with political instability, coups, and economic challenges. During this time, the government nationalized much of the economy and pursued a socialist agenda, leading to a decline in economic growth and development.

In the 1990s, a process of political and economic reform was initiated, leading to a period of stability and growth. The government implemented a series of structural reforms and liberalized the economy, attracting foreign investment and boosting economic growth. Today, Benin is

considered one of the more stable and prosperous countries in West Africa, with a growing economy and a rich cultural heritage.

The economy of Benin is diverse, with significant contributions from agriculture, commerce, and services. The country is a leading producer of palm oil, cotton, and cashews, and is also home to a growing manufacturing sector. Despite this growth, Benin remains one of the poorest countries in the world, and significant challenges remain, including high levels of poverty, unemployment, and income inequality. Nevertheless, the country is making progress towards sustainable and inclusive economic growth and is considered a model for economic reform in the region.

POLITICAL CONTEXT

The Beninese economy remains dominated by the agricultural sector. Since the 1990s, the country has made significant progress in consolidating its democratic institutions and strengthening the rule of law. The country has a multi-party-political system, with regular and competitive elections, and a vibrant civil society.

Benin has made progress in reducing poverty and promoting economic growth in recent years. The country's Gross Domestic Product (GDP) has steadily increased and the economy is diversifying, with significant contributions from agriculture, commerce, and services. The government has implemented a series of structural reforms and liberalized the economy, attracting foreign investment and boosting economic growth.

However, despite these positive developments, significant challenges remain. Poverty, unemployment, and income inequality remain high, and the country faces a number of economic, social, and political challenges, including corruption, poor infrastructure, and weak governance institutions.

The political context in Benin is generally stable, and the country has a strong tradition of peaceful transitions of power through democratic elections. Nevertheless, there are still challenges to be addressed, including the need to further strengthen democratic institutions, promote good governance, and address corruption.

Overall, the political context in the Republic of Benin is characterized by a commitment to democracy, economic growth, and social progress, but also by the ongoing challenges of poverty, inequality, and weak governance.

OVERVIEW OF THE ECONOMY

The economy of the Republic of Benin is largely based on agriculture, with around 80% of the population involved in subsistence agriculture. The country is one of the largest producers of cotton in West Africa, and agriculture accounts for around 40% of its GDP. Other major agricultural products include cassava, yams, corn, and beans.

The industrial sector is relatively small, with most of the industry concentrated in the manufacturing of textiles, food processing, and construction materials. Benin has a growing service sector, with an emphasis on finance, real estate, and tourism.

The country has a Gross Domestic Product (GDP) of approximately \$11.1 billion (2022 estimate), with a growth rate of 4.3%. The World Bank classifies Benin as a lower-middle-income economy.

The government of Benin has made efforts to improve the country's economy by implementing economic reforms, such as liberalizing trade and investment, reducing corruption, and increasing transparency. The country has also received support from international organizations, such as the World Bank and the International Monetary Fund, to help spur economic growth.

Despite these efforts, poverty remains a significant issue in Benin, with a poverty rate of around 40%. The country also faces challenges such as poor infrastructure, weak institutions, and a shortage of skilled labour, which hinder economic growth and development.

DEVELOPMENT CHALLENGES

The Republic of Benin faces several challenges that hinder its economic and social development. One of the main challenges is poverty, which affects a large portion of the population despite efforts by the government to improve the economy. Another challenge is the country's inadequate infrastructure, which includes limited road networks and bridges, hindering economic growth and making it difficult to transport goods and services.

The country also has weak institutions, including a judicial system that is not sufficiently effective in combating corruption, which undermines the development of a stable business environment. Additionally, there is a shortage of skilled labor, which hinders the growth of the industrial and service sectors.

Moreover, Benin also faces challenges in education and health, such as high rates of illiteracy and limited access to basic healthcare services, which impact the country's human development and long-term growth prospects. Addressing these challenges will require continued efforts by the government and support from international organizations.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Benin's growth improved in 2021 to 7% from 3.8% in 2020. On the supply side, growth resulted from the good performance, on the one hand, of the primary sector (up 3.9% after 2% growth in 2020), benefiting from the positive effects of the reforms that helped to increase yields and improve governance of the agriculture sector; and, on the other, of the tertiary sector, which grew 7.2% in 2021, up from 4.9% expansion in 2020, due to an increase in port traffic, the opening of Nigeria's borders, and better governance of Cotonou Port. On the demand side, growth stemmed from the 17% increase in investment, with a continued counter cyclical fiscal policy. Inflation dropped to 1.7% in 2021 owing to improved food supply.

The budget deficit worsened, however, in 2021, to 6.1% of GDP, financed in part by the allocation of 118.6 million in SDR for Benin; the remainder of the amount is to finance the 2022 budget deficit. Public debt was 47.2% of GDP in 2021 against 46.1% in 2020, but the risk of debt distress remains moderate. The current account deficit is estimated to have doubled in 2021, reaching 3.7% of GDP, due to a 64.5% decrease in public transfers; foreign exchange reserves covered 5.9 months of imports in 2021. The solidity of the financial system was strengthened with a fall in the rate of outstanding loans to 14.8% in September 2021, against 17% in September 2020. The

poverty rate was estimated at 38.5% in 2019 and unemployment 2.4%, with a high level of underemployment (72.9%).

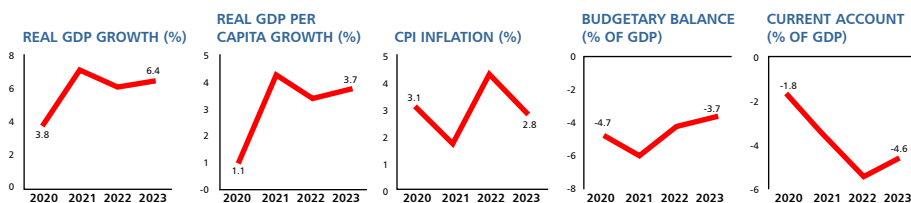
OUTLOOK AND RISKS

Growth is expected to reach 6.1% in 2022 and 6.4% in 2023. These forecasts rely on reforms in agriculture sector governance, and improvements in public financial management and the business climate. The food supply increase should allow inflation to continue to decrease to roughly 2.8% by 2023. The budget deficit is projected to narrow to 4.3% of GDP in 2022 and 3.7% in 2023, but these are still wider than the wAEMU criterion of 3% of GDP.

After rising to 48.9% of GDP in 2022, public debt is projected to decrease to 46.3% in 2023, helped by robust growth and better debt structuring during this period. The current account deficit is expected to widen to 5.4% of GDP in 2022 before narrowing to 4.6% in 2023, in the latter year due to a narrowing trade balance. Foreign exchange reserves are forecast to increase to 6 months of import cover on average in 2022–23. The main risks are the resurgence of the health crisis, fluctuations in cotton and oil prices, the impacts of the Russia–Ukraine conflict, adverse weather, and deteriorating security in northern areas.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Benin is vulnerable to climate change, which is seen in drought, deforestation, soil degradation, and flooding. The Bank’s 2021 Country Policy and Institutional Assessment puts Benin’s Environmental Policies and Regulations score at 4 in 2021. The socioeconomic effects of climate change could, by 2030 and 2050, decrease corn yields by 21.6% and 28.8%, and cotton’s by 0.9% and 6.3%. GHGs were estimated at 17.3 MtCO₂e, or 1.5 tCO₂e per capita, in 2018. Benin adopted a National Climate Change Management Policy 2020–2030 and prepared its NDC for 2030. It has implemented a National Renewable Energy Policy 2020–2030. A 25 Mw PV solar plant, expandable to 50 Mw, should become operational in April 2022 and produce 35 Gwh of electricity, reducing the country’s CO₂ emissions by 23,000 tons over 25 years. Finally, Benin has created the National Fund for the Environment and Climate, for FCFA 1.2 billion.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, humid in south; semi-arid in north
Area:	Total: 112,622 sq. km Land: 110,622 sq. km Water: 2000 sq. km
Natural resources:	Small offshore oil deposits, Limestone, Marble, Timber
Land use:	Agricultural lands: 31.3% (2018 est.) - Arable land: 22.9% (2018 est.) - Permanent crops: 3.5% (2018 est.) - Permanent pasture: 4.9% (2018 est.) Forest: 40% (2018 est.) Others: 28.7% (2018 est.)
Irrigated land:	Irrigated land: 230 sq. km (2012)
PEOPLE	
Population:	14,219,908 (2022 est.)
2013 census:	10,008,749
Age structure:	0-14 years: 45.56% (male 2,955,396/female 2,906,079) 15-24 years: 20.36% (male 1,300,453/female 1,318,880) 25-54 years: 28.54% (male 1,735,229/female 1,935,839) 55-64 years: 3.15% (male 193,548/female 211,427) 65 years and over: 2.39% (male 140,513/female 167,270) (2020 est.)
Population growth rate:	3.31% (2022 est.)
Urbanization:	Rate of urbanization: 3.74% annual rate of change (2020-25 est.)
Infant mortality rate:	Total: 54.33 deaths/1,000 live births Male: 59.28 deaths/1,000 live births Female: 49.14 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 62.6 years Male: 60.75 years Female: 64.55 years (2022 est.)
Total fertility rate:	5.39 children born/woman (2022 est.)
Languages:	French (official), Fon and Yoruba (most common vernaculars in south), tribal languages (at least six major ones in the north)
ECONOMY	
GDP (purchasing power parity):	\$ 47.43 billion (2022 est.)
GDP - per capita (PPP):	\$3,649 (2022 est.)
GDP real growth rate:	7.2% (2022 est.)
GDP - composition by sector:	Agriculture: 27.11% (2020 est.) Industry: 16.29% (2020 est.) Services: 47.9% (2020 est.)
Exports:	\$3.11 billion (2020)
Imports:	\$5.458 billion (2020 est.)
Imports commodities:	Foodstuffs, capital goods, petroleum products
Currency (code):	West African CFA franc (XOF)

COMMUNICATIONS

Internet TLD:

.bj

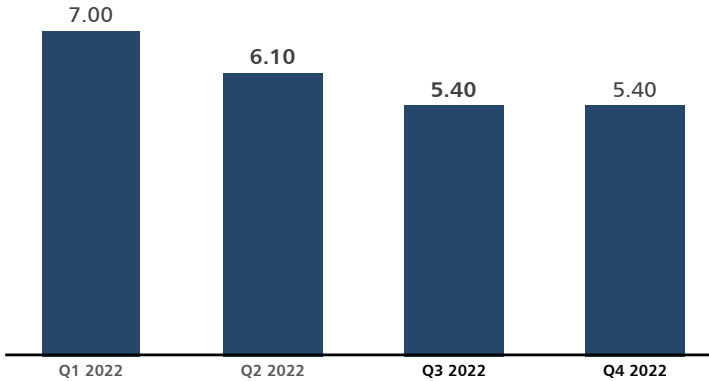
Internet users:

Total: 4.42 million (2022 est.)

percent of population: 34% (2022 est.)

Sources: CIA World Factbook & World Bank's doing Business Report

GDP QUARTERLY GROWTH RATE 2022



Source: theglobaleconomy.com

The latest data from Q4 2022 show economic growth of 5.4%, which is no change from the rate of growth of 5.4% in the previous quarter and a decrease compared to the growth rate of 7.2 % in the same quarter last year.

MONTHLY INFLATION RATE (IN %) 2022



MONTH	2022
January	7.9
February	2.5
March	2
April	1
May	0.5
June	-2.6
July	-1
August	-0.3
September	-1.6
October	2.1
November	3.2
December	2.8

Source: <https://www.tradingeconomics.com/beinin/inflation-cpi>

EXCHANGE RATE OF NAIRA TO USD MONTHLY AVERAGE



MONTH	2022
January	539.0
February	524.2
March	551.3
April	547.6
May	540.1
June	544.5
July	554.9
August	557.2
September	557.3
October	565.4
November	574.7
December	580.3

Source: <https://knoema.com/atlas/Benin/topics/Economy/Short-term-indicators/Exchange-rate>

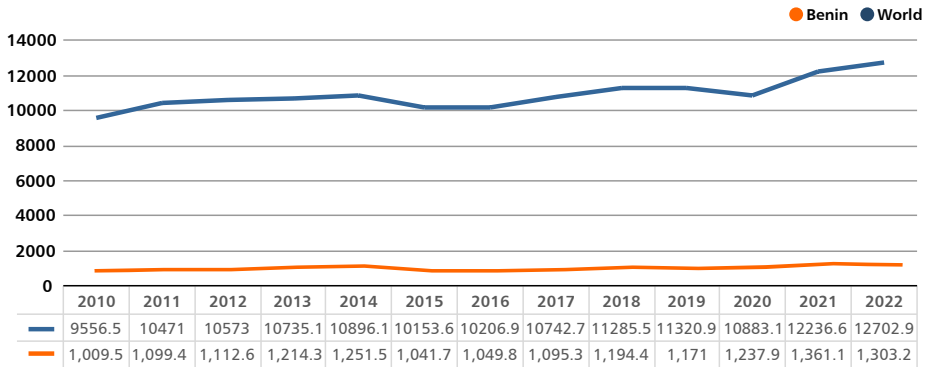
POPULATION & DEMOGRAPHICS

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.

Department	Capital	Population (census) 2013	Area Sq. Km	Former Department	Region	Sub-Region
Alibori	Kandi	868,046	26,242	Borgou	North	North East
Atacora	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
Couffo	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: [wikipedia.org](https://en.wikipedia.org)

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Benin in 2022 is \$1,303.2

2022 data	Benin	World
Gross annual income / capita	\$1,303.2	\$12,702

SOCIO-ECONOMIC PROFILE (CSP)

In terms of socio-economic profile, Benin is considered a lower-middle-income country, with a Gross Domestic Product (GDP) per capita of approximately \$1,100 in 2021. The economy is largely based on agriculture, which employs about two-thirds of the population and contributes to about 45% of the country's GDP. However, the service sector is growing rapidly, particularly in areas such as trade, finance, and telecommunications.

Benin has made progress in reducing poverty and improving human development indicators in recent years. The country has implemented several reforms aimed at boosting economic growth and reducing poverty, including improving the business environment, increasing access to finance, and strengthening the agricultural sector.

Despite these efforts, poverty remains a major challenge in Benin, with about 40% of the population living below the poverty line. Inequality is also a concern, with significant disparities in income and access to basic services such as healthcare and education.

In terms of education, Benin has made progress in increasing access to primary education, but there are still significant disparities in educational outcomes between urban and rural areas, as well as between boys and girls. In addition, the quality of education remains a challenge, with low levels of literacy and high dropout rates in secondary schools.

The socio-economic profile of Benin reflects a country that is making progress but still faces significant challenges in reducing poverty, improving human development, and promoting economic growth.

LANGUAGES

The official language of the Republic of Benin is French, which was inherited from the country's colonial past. However, there are many other indigenous languages spoken in the country, which reflect the diverse cultural heritage of its people.

Some of the primary indigenous languages spoken in Benin include Fon, Yoruba, Bariba, Dendi, and Mina. These languages are used in daily life, particularly in rural areas, and are an important part of the country's cultural heritage.

In addition to French and indigenous languages, Portuguese is also spoken in Benin, particularly along the coastal region, due to the country's historical and cultural links with Portugal and other Portuguese-speaking countries in West Africa.

English is also widely spoken in Benin, particularly among the educated population, and is used in business, government, and international relations.

In the Republic of Benin, the language spoken by a particular region is largely determined by the ethnic groups that reside in that area. Here are some of the major languages spoken by regions in Benin:

FON: This language is widely spoken in the southern and central regions of the country, particularly in the Plateau and Mono departments. The Fon people are one of the largest ethnic groups in Benin and their language, Fon, is one of the most widely spoken indigenous languages in the country.

YORUBA: This language is widely spoken in the southern region of the country, particularly in the departments of Atlantique and Ouémé. The Yoruba people are one of the largest ethnic groups in Benin and their language, Yoruba, is also widely spoken in neighboring Nigeria.

BARIBA: This language is widely spoken in the northern region of the country, particularly in the departments of Borgou and Alibori. The Bariba people are one of the largest ethnic groups in northern Benin and their language, Bariba, is an important part of the cultural heritage of the region.

DENDI: This language is widely spoken in the northern region of the country, particularly in the departments of Donga and Atacora. The Dendi people are one of the largest ethnic groups in northern Benin and their language, Dendi, is an important part of the cultural heritage of the region.

MINA: This language is widely spoken in the southern coastal region of the country, particularly in the departments of Mono and Zou. The Mina people are an ethnic group native to the southern coastal region of Benin and their language, Mina, is an important part of the cultural heritage of the region.

It's worth noting that many people in Benin are multilingual, speaking multiple languages, including French, English, and Portuguese, in addition to their native or regional language.

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

In the Republic of Benin, the regulatory bodies for media are organizations responsible for overseeing and regulating the media sector. Some of the key regulatory bodies in the country include:

1. The National Council of Communication (CNC): This is the main regulatory body for the media sector in Benin. Its responsibilities include:
 - Issuing and renewing licenses for media outlets
 - Monitoring and controlling the content of media programs to ensure compliance with ethical journalism standards and to prevent the spread of false or misleading information
 - Promoting ethical journalism practices and the responsible use of media by journalists and media organizations
 - Encouraging the development of new media technologies and the use of these technologies for media distribution
2. The Press and Communication Council (CNP): This council is responsible for:
 - Resolving disputes between journalists and media organizations
 - Promoting freedom of the press and protecting the rights of journalists
 - Ensuring that journalists are able to work in a safe and secure environment, free from intimidation or harassment.
 - Encouraging the development of a diverse and pluralistic media sector in Benin
3. The Ministry of Communication and Digital Economy: This ministry is responsible for:
 - Overseeing the development of the media sector in Benin
 - Encouraging the use of new technologies in the country's media landscape
 - Promoting digital literacy and the responsible use of technology, including digital media
 - Fostering the growth of the technology and communications industries in Benin
4. The High Authority of Audiovisual and Communication (HAAC): The HAAC is responsible for:
 - Regulating and monitoring the content of audiovisual media, including television and radio programs
 - Ensuring that audiovisual media in Benin complies with ethical standards and does not spread false or misleading information
 - Promoting the use of audiovisual media for educational and cultural purposes
 - Encouraging the development of new audiovisual technologies and their use for media distribution
5. The Autorité de Régulation des Communications Electroniques et des Postes (ARCEP): This is the regulatory body responsible for:
 - Overseeing and regulating the telecommunications and postal sector in Benin
 - Ensuring that the sector operates in a transparent and fair manner
 - Promoting the development of new technologies, including those used for media distribution
 - Encouraging the growth of the telecommunications and postal industries in Benin.

These regulatory bodies work together to ensure that the media sector in Benin operates in a transparent, fair, and ethical manner, and to promote freedom of speech and freedom of the press in the country.

TV STATIONS

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

RADIO STATIONS

- Adja Ouèrè FM
- Ado FM
- Africa Radio
- Afrique Espoir
- Ahémé FM
- Aïfa FM
- Alaketou FM
- Alléluia FM
- Alliance FM
- Arzeke FM
- Atlantic FM
- BBC Afrique
- Bio Guerra FM
- Capp FM
- Carrefour FM
- Cité FM
- Collines FM
- Couffo FM
- Deeman FM
- Dialogue FM
- Diaspora FM
- Dinaba FM
- Ecole FM
- Fraternité FM
- Frisson Radio
- Gbêtin FM
- Gerddes FM
- Golfe FM
- Hosanna FM
- Idadu FM
- Ilema FM
- Immaculée Conception
- Kandi FM
- Kouffè FM
- Kpassè FM
- Kplably FM
- La Voix De La Vallé FM
- La Voix De Lokossa
- La Voix De Tado FM
- Naane FM
- Nanto FM
- Nonsina FM
- Océan FM
- Oré Ofè
- Planète FM
- Plateau FM
- Radio Atakè
- Radio Atlantic FM
- Radio Bénin Alafia
- Radio Bénin Culture
- Radio Bénin Educatif
- Radio Carrefour
- Radio Dialogue FM
- Radio Fahadji
- Radio Hémicycle
- Radio Immaculée Conception
- Radio Maranatha
- Radio Mono FM
- Radio Nationale (ORTB)
- Radio Olokiki FM
- Radio Ortbo
- Radio Parakou
- Radio Rurale Ouesse
- Radio Ségbohoué
- Radio Septentrionale FM
- Radio Sogema
- Radio Star
- Radio Tokpa
- Radio Tokpa FM
- Radio Tonassé
- Radio Tonignon
- Radio Trait D'union
- Radio Univers
- Radio Zogbodomey
- Radio Zongo
- RFI
- Royal FM
- Sedohoun FM
- Soleil FM
- Solidarité FM
- Sutii Dera FM
- Tado FM
- Tonignon FM
- Tuko Sari FM
- Urban FM
- Voix De La Lama
- Wèkè FM

PRESS

DAILY:

- Ali Baba
- Cocorico
- Communal Info
- Côte Ouest Info
- Djakpata
- Dynamisme Info
- Editorial
- Express Info
- Fil Infos
- First Info
- Fraternité
- Honougbou
- 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 Déclat
- 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

BI-WEEKLY:

- Défi info
- Le Journal de notre époque
- Les mensuels :
- Marche du saint esprit

MONTHLY:

- Bénin couleurs.

BI-MONTHLY:

- Le Label
- Le Perroquet

TRENDS IN THE MEDIA SPACE

TV TREND

The television industry in Benin is relatively small, but it has been growing in recent years. There are several local TV stations that broadcast in the country, as well as several cable and satellite TV providers that offer international channels. A general overview of the TV landscape and key trends in Benin includes:

Local content: Many Beninese viewers prefer locally produced TV shows and movies that showcase the country's rich culture, languages, and traditions. These programs often include dramas, comedies, and documentaries that focus on social issues, historical events, and daily life. News and current affairs: As in many countries, news and current affairs programming remains popular in Benin. Many TV channels broadcast local, regional, and international news in French, the official language, as well as in native languages like Fon and Yoruba. Political debates, interviews, and investigative journalism are also common.

Music and entertainment: Benin has a diverse music scene, and TV channels often broadcast music shows and concerts featuring popular local artists and musicians. Talent shows, reality shows, and soap operas also attract a significant audience.

Religious programming: With a mix of religions in Benin, including Christianity, Islam, and traditional African beliefs, religious programming is an essential part of the TV landscape. Channels often feature religious teachings, ceremonies, and discussions to cater to different religious groups.

Sports: Football (soccer) is the most popular sport in Benin, and many TV channels broadcast national, regional, and international matches. Other sports, such as basketball and athletics, also attract viewers.

Digitalization and satellite TV: In recent years, there has been a move toward digitalization in the television industry in Benin. The transition from analog to digital broadcasting has improved the quality of television signals and expanded the number of available channels. The increased availability of satellite TV has also allowed viewers to access a wider range of international channels, exposing them to content from around the world.

Online streaming: Although internet penetration in Benin is relatively low compared to some other countries, there has been a gradual increase in the use of online streaming services. As more people gain access to the internet, it is expected that online streaming platforms will continue to gain popularity, offering an alternative to traditional television viewing.

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%

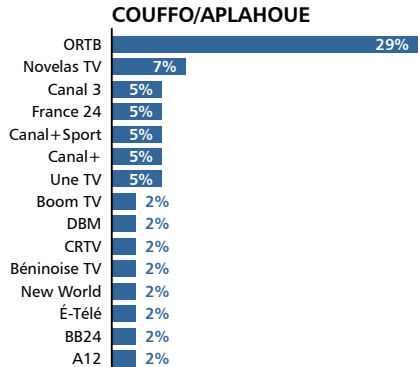
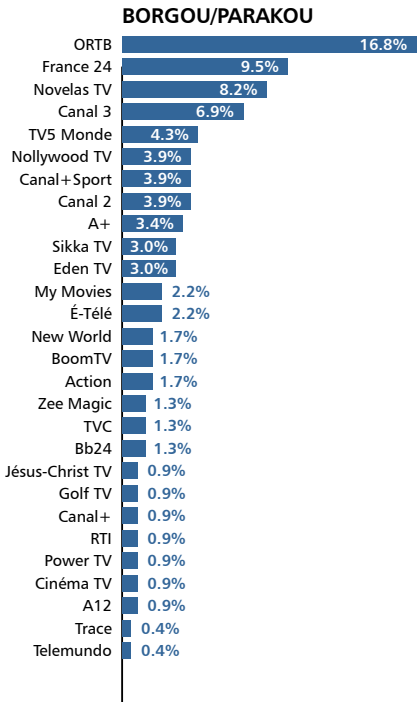
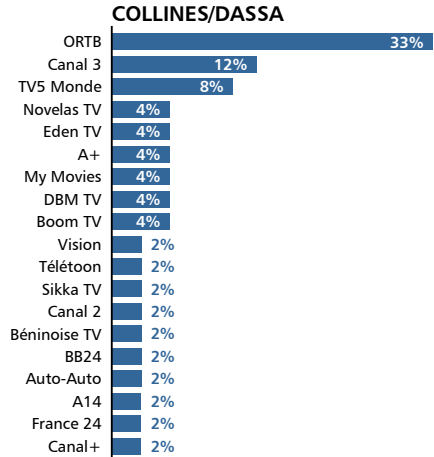
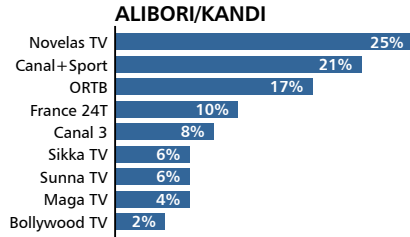
35+ YEARS	
STATION	SHARE (%)
ORTB	30%
NOVELAS TV	19%
GOLFE TV	7%
CANAL + SPORT	6%
CANAL3	4%
FRANCE 24	4%
CANAL +	3%
TRACE TV	3%
EDEN TV	3%
CANAL 2 INTERNATIONAL	3%

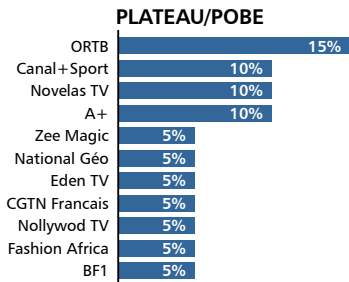
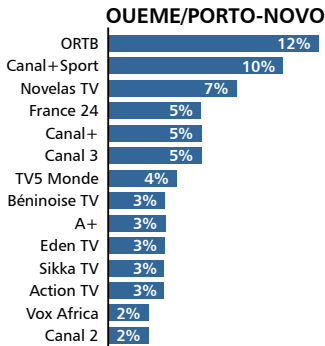
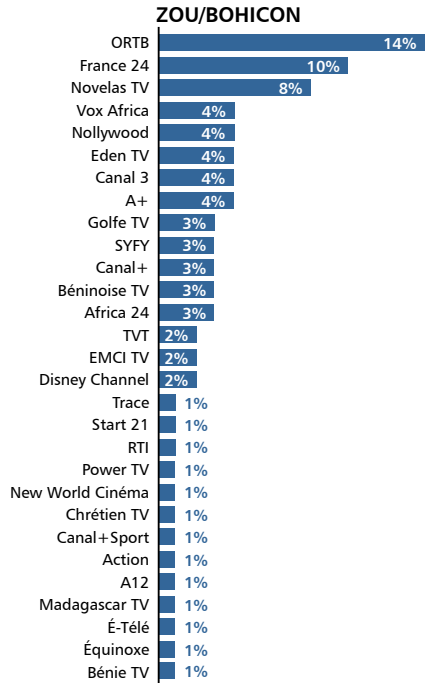
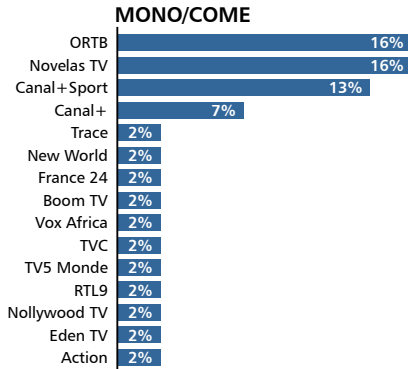
MALE	
STATION	SHARE (%)
ORTB	27.22%
Canal + Sport	10.44%
NOVELAS TV	7.97%
Canal +	6.63%
France 24	5.78%
Golfe TV	5.54%
Canal 3	4.71%
TV5 Monde	4.25%
Trace TV	4.15%
TVC Benin	3.22%

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%

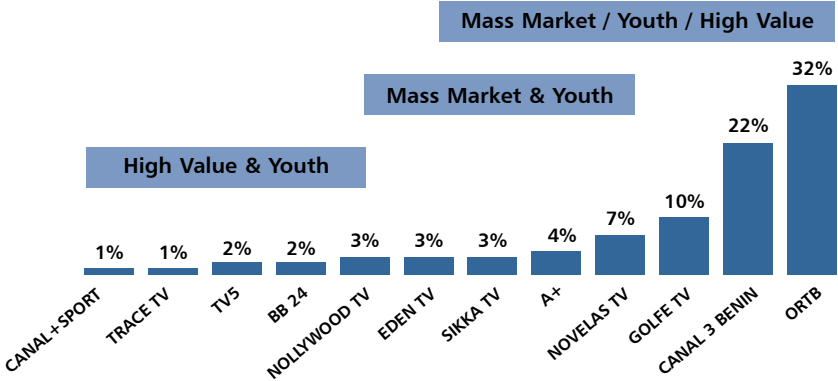
Source: Geopoll Audience Measurement

TOP 10 TELEVISION STATIONS BY DEPARTMENT





CANAL+ SPORT, CANAL 3 AND ORTB MOSTLY CATER TO THE HIGH VALUE SEGMENT



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

RADIO TREND

Radio is a popular medium of communication in the Republic of Benin, reaching a wide audience and providing information, entertainment, and education. Community radio stations played a significant role in promoting local culture and development initiatives, and there was a growth in the number of private radio stations, offering a diversity of programming and catering to different audiences.

One trend in radio in the Republic of Benin was the increasing use of radio as a tool for development and social change. For example, community radio stations were used to promote awareness about important social and health issues, such as HIV/AIDS, malaria, and maternal health.

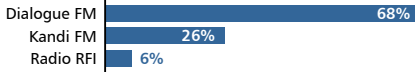
Another trend was the growth of private radio stations, which offered a diversity of programming and catered to different audiences. This increased competition in the radio market resulted in a wider range of programming options for listeners, including music, news and talk shows.

The rise of mobile technology also had an impact on radio in the Republic of Benin, with an increasing number of people accessing online radio stations through their mobile devices. This provided listeners with greater access to a wider range of programming and allowed them to tune in to radio stations from around the country and beyond.

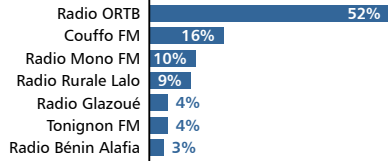
Radio remained an important and influential medium in the Republic of Benin, playing a vital role in shaping public opinion, promoting cultural identity, and fostering social and economic development.

TOP 10 RADIO STATIONS BY DEPARTMENT

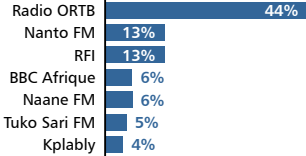
ALIBORI/KANDI



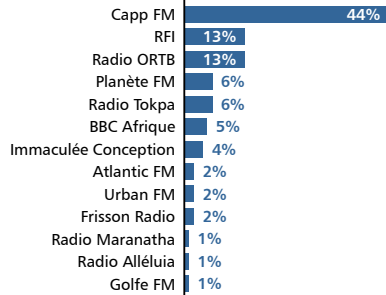
DONGA/DJOUGOU



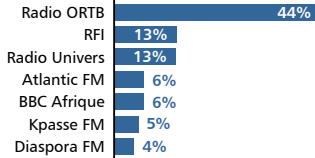
ATACORA/NATITINGOU



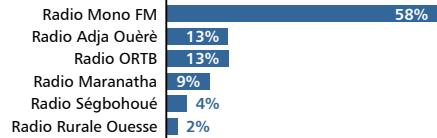
LITTORAL/COTONOU



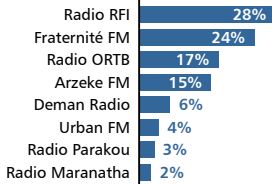
ATLANTIQUE/CALAVI



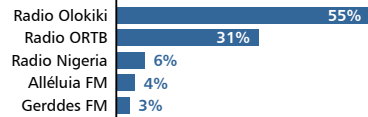
MONO/COME



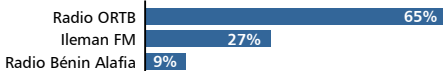
BORGOU/PARAKOU



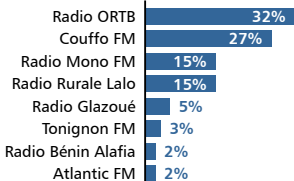
PLATEAU/POBE

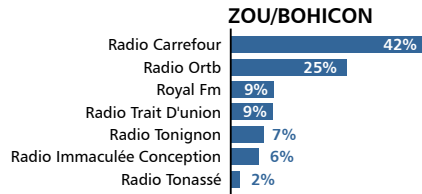
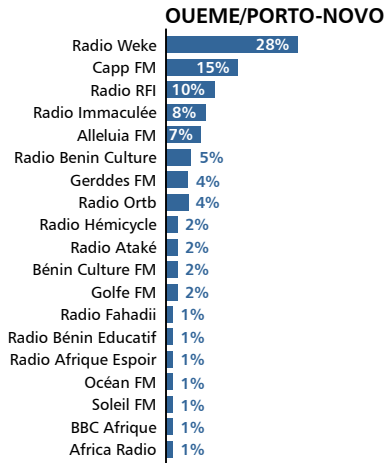


COLLINES/DASSA



COUFFO/APLAHOUÉ





SEGMENTATION OF RADIO STATIONS CATERING TO VARIOUS AUDIENCE GROUPS

SEGMENTS	RADIO
Mass Market	Radio National, Radio Tokpa, Frissions Radio, Capp FM, Urban FM, Radio Olokiki, Nanto FM, Radio Ilemá, 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.



Information About
COTE D'IVOIRE
Capital **Abidjan**
"Fellowship, Justice, Labour"

Population

29.34
Million

Côte d'Ivoire, also known as Ivory Coast, is a country located on the western coast of Africa with a rich history and diverse geography.

Historically, Côte d'Ivoire was settled by various ethnic groups, including the Akan, Baoulé, and Senufo, who established kingdoms and traded with other groups along the West African coast. In the late 19th century, the country became a French colony, and was ruled as a part of French West Africa until it gained independence in 1960. During the colonial period, the French established a system of forced labor and administration, which had a profound impact on the country's economy and society.

Geographically, Côte d'Ivoire covers an area of approximately 322,460 square kilometers and is located on the western coast of Africa, bordered by Liberia to the west, Guinea to the northwest, Mali to the north, Burkina Faso to the northeast, and Ghana to the east. The country has a diverse geography, ranging from lush tropical forests in the south to savannas and plateaus in the north.

The southern region of the country is dominated by the dense rainforests of the Guinean Forest-

Savanna Mosaic, which is one of the largest and most biologically diverse ecosystems in West Africa. The region is home to a wide variety of plant and animal species, including several species of primates, elephants, and large cats. The central region of the country is characterized by rolling hills and plateaus, and is well-suited for agriculture, particularly the production of cocoa, coffee, and palm oil. The northern region of Côte d'Ivoire is dominated by savannas and grasslands and is characterized by a drier climate and a sparser vegetation compared to the south.

The country's coastline is dotted with lagoons and mangrove forests, which provide habitat for a wide variety of marine species and support important fishing and tourism industries. Côte d'Ivoire is also home to several national parks and protected areas, including the Tai National Park, which is a UNESCO World Heritage Site and one of the largest rainforests in West Africa.

The history and geography of Côte d'Ivoire are intertwined and have had a profound impact on the country's political, economic, and social development. The country's rich history, diverse geography and abundant natural resources provide a foundation for future growth and development.

POLITICAL CONTEXT

Côte d'Ivoire, also known as Ivory Coast, has a complex political context that has been shaped by several historical, social, and economic factors.

After gaining independence from France in 1960, Côte d'Ivoire was initially led by President Félix Houphouët-Boigny, who ruled the country as a single-party state until his death in 1993. After his death, the country experienced a period of political instability, with power struggles among various political factions and ethnic groups leading to a civil war in 2002. The civil war was followed by a period of political instability, with tensions between different ethnic and political groups and occasional outbreaks of violence.

In recent years, the country has experienced relative stability, with presidential elections held in 2010 and 2015. The current President of Côte d'Ivoire is Alassane Ouattara, who has been in office since 2010. President Ouattara, a former International Monetary Fund economist, is credited with implementing a series of economic reforms aimed at promoting growth and reducing poverty and has been praised for his efforts to restore stability and promote reconciliation following the civil war.

The country has a presidential system of government, with the president serving as both the head of state and the head of government.

Despite some progress in recent years, the country continues to face significant challenges, including political instability, corruption, and weak governance, but its political institutions and governance systems, along with the leadership of President Ouattara, provide a foundation for future growth and development.

ECONOMIC OVERVIEW

Côte d'Ivoire has a diverse and rapidly growing economy.

One of the key highlights of the country's economy is its abundant natural resources, including cocoa, coffee and palm oil, which form the backbone of its agricultural sector and provide significant export earnings. The country is also home to a growing manufacturing sector, particularly in the areas of textiles, food processing, and construction materials, which is helping to diversify its economy and create new job opportunities.

Despite its economic growth, Côte d'Ivoire remains one of the poorest countries in the world, with high levels of inequality and a large informal economy. The government has implemented a number of economic reforms aimed at promoting growth and reducing poverty, including the liberalization of trade and investment policies, the development of infrastructure, and the improvement of the business environment.

In recent years, Côte d'Ivoire has experienced significant macroeconomic and financial developments, including sustained economic growth, low inflation, and improved fiscal management. The country's gross domestic product (GDP) has grown at an average rate of around 7% per year since 2011, driven by investments in infrastructure, the expansion of the agricultural sector, and the growth of the manufacturing and services sectors.

The country has also made significant progress in reducing poverty and improving access to basic services, including health and education, although significant challenges remain in these areas. The government has also taken steps to improve the financial sector, including the development of a modern banking system and the strengthening of financial regulation and supervision, which is helping to promote stability and growth.

The economic overview of Côte d'Ivoire is one of a diverse and rapidly growing economy that is facing several challenges, including poverty, inequality, and weak governance, but is making significant progress in a number of areas and provides a foundation for future growth and development.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Following a COVID-19-related slowdown in 2020, the economy is rebounding with 6% GDP growth in 2021, driven by demand-side factors like investment and consumption as well as supply-side factors like agricultural exports, extractive and manufacturing industries, buildings and public works, transportation, and business. Inflation increased from 2.4% in 2020 to 4.2% in 2021 as a result of rises in food costs brought on by a shortage in local production. Between 2020 and 2021, credit to the economy increased by 12.5%, boosted by actions to support the banking system.

According to estimates, the budget deficit will drop from 5.6% of GDP in 2020 to 5.0% of GDP in 2021 as a result of better tax and nontax revenue mobilization. The regional financial market, project and program loans, as well as additional foreign currency financing, all contribute to its funding. The budget shortfall was filled with the \$925.6 million received from the SDR allotment. Due to the increase in COVID-19-related spending, public debt, which has a moderate risk of debt crisis, is predicted to have increased to 51.4% of GDP in 2021. The current account deficit is expected to have widened from 3.2% in 2020 to 3.8% of GDP in 2021, due to lower services and

primary sector revenues. The COVID-19 pandemic exacerbated poverty in 2021, with 20.2% of the population living on less than \$1.90 per day, up from 18.3% in 2020, according to the United Nations Sustainable Development Goals Report 2021.

OUTLOOK AND RISKS

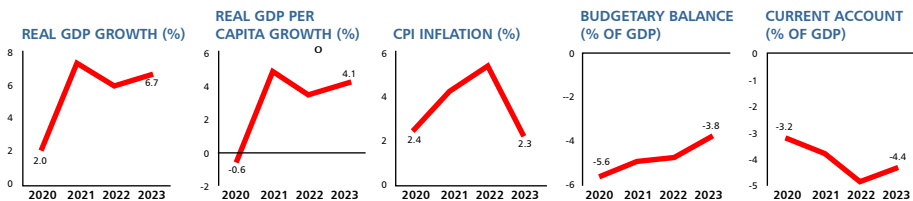
The Russia-Ukraine conflict may have a negative effect on the outlook for 2022–2023. Nonetheless, it will gain from reforms and investments made in the National Development Plan (NDP) 2021–2025 (NDP) and the Côte d'Ivoire 2030 Strategic Plan, as well as from a more stable sociopolitical situation. Therefore, growth will mostly be fueled by agriculture, industrial activity, buildings and public works, transport, commerce, telecommunications, as well as investment and consumption before slowing to 6.0% in 2022 and then picking up to 6.7% in 2023.

Due to the inflationary strain brought on by the conflict between Russia and Ukraine, inflation should rise to 5.4% in 2022 before being contained at 2.3% in 2023. With deeper tax measures, the budget deficit should be gradually reduced to 4.7% of GDP in 2022 and 3.8% of GDP in 2023. Given the worsening terms of exchange, the current account deficit is predicted to decline to 4.8% of GDP in 2022 and 4.4% in 2023. Throughout the years 2022 to 2023, the public debt is expected to be constant at 51.6% of GDP on average. This view, however, might be jeopardized by the escalation of the Russia-Ukraine conflict, a fresh pandemic outbreak, a drop in the price of agricultural commodities, and ineffective resource mobilization.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

In the GCRI for 2021, Côte d'Ivoire is ranked 130. Coastal erosion affects more than two thirds of its coastline. Agriculture, livestock, aquaculture and energy are the climate-sensitive industries that are essential to its economy. The World Bank estimated the GDP losses caused by climate change between now and 2040 to be between \$681 million and \$1.4 billion in constant 2017 dollars. The government is implementing many efforts to reduce the hazard. It agreed to reduce its GHG emissions by 30.4% between then and 2030 during COP26 (instead of the initial aim of 28.2% in 2015).

The government only devotes an average of \$400 billion annually to environmental preservation, so funding the new NDC, which would cost roughly \$22 billion, will come from the private sector and climate funds. The NDP 2021-2025 aims to accelerate the development of the low-carbon strategy, increase contributions to RE in the energy mix from 39.5% to 42% between 2019 and 2025, and decrease losses and damages associated with natural disasters in order to support the energy transition and strengthen resilience.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

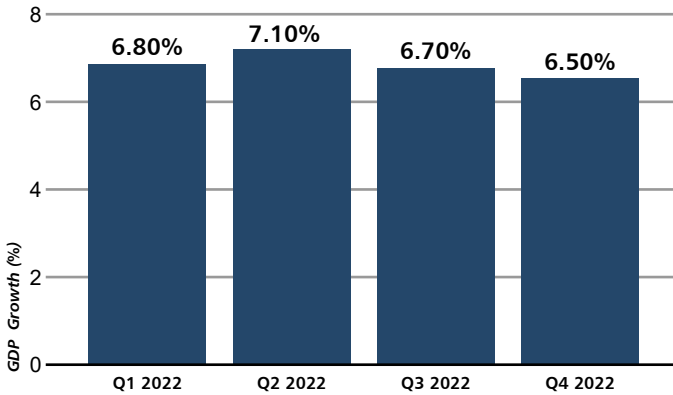
KEY FACTS

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% (2018 est.) - Arable land: 9.1% (2018 est.) - Permanent crops: 14.2% (2018 est.) - Permanent pasture: 41.5% (2018 est.) Forest: 32.7% (2018 est.) Other: 2.5% (2018 est.)
PEOPLE	
Population:	29,344,847 (2022 est.)
2015 census:	24,905,843
Age structure:	0-14 years: 38.53% (male 5,311,971/female 5,276,219) 15-24 years: 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) (2020 est.)
Population growth rate:	2.19% (2021 est.)
Urbanization:	Urban population: 53.1% of total population (2022)
Infant mortality rate:	Total: 54.04 deaths/1,000 live births Male: 61.2 deaths/1,000 live births Female: 46.65 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 62.71 years Male: 60.51 years Female: 64.97 years (2022 est.)
Total fertility rate:	3.47 children born/woman (2022 est.)
Languages:	French (official), 60 native dialects of which Dioula is the most widely spoken
ECONOMY	
GDP (purchasing power parity):	\$146.323 billion (2022 est.)
GDP - per capita (PPP):	\$5,850 (2022 est.)
GDP real growth rate	7.0% (2022 est.)
GDP - composition by sector:	Agriculture: 20.67% (2020 est.) Industry: 21.19% (2020 est.) Services: 43.11% (2020 est.)
Exports:	\$13,232 billions 2(2020 est.)
Imports:	\$16,326 billions (2020 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
Internet TLD:	.ci
Internet users:	Total: 9.94 million (2022) Percent of population: 36.3% (2022est.)

Sources: CIA World Factsbook & World Bank's Doing Business Report


GDP QUARTERLY GROWTH RATE 2022



Source: tradingeconomics.com

The latest data from Q4 2022 show economic growth of 6.5%, which is a decrease from the rate of growth of 6.7% in the previous quarter and a decrease compared to the growth rate of 7.7% in the same quarter last year.

MONTHLY INFLATION RATE: 2022



MONTH	2022
January	5.6
February	4.6
March	4.5
April	4
May	3.5
June	5.4
July	5.4
August	6.2
September	6.3
October	6.3
November	5.7
December	5.1

Source: <https://tradingeconomics.com/ivory-coast/inflation-cpi>

The annual inflation rate in the Ivory Coast stood at 5.1 percent in December of 2022.

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

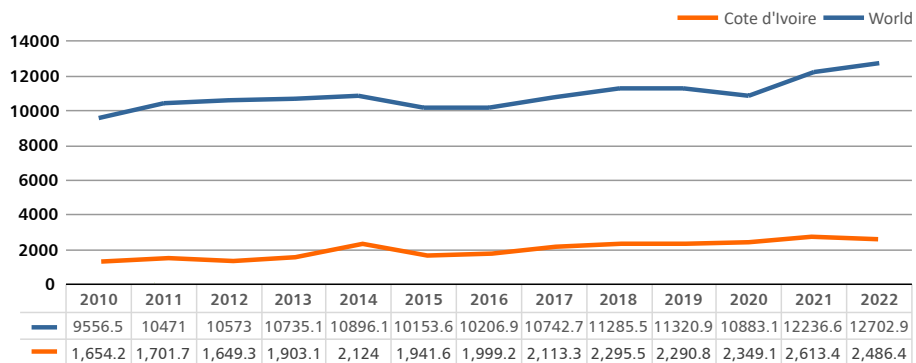


MONTH	2022
January	587.9
February	588.3
March	587.7
April	616.3
May	626.3
June	629.0
July	643.1
August	647.5
September	657.7
October	667.0
November	643.2
December	619.9

Source: <https://knoema.com/atlas/Ivory-Coast/topics/Economy/Short-term-indicators/Exchange-rate>

Exchange rate of Côte d'Ivoire rose from 587.9 XOF Franc per US dollars in January 2022 to 619.9 XOF Franc per US dollars in December 2022.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Cote D'Ivoire is \$2,486.4 in 2022.

2022 data	Cote D'Ivoire	World
Gross annual income / capita	\$2,486.4	\$12,702

LIST OF PROVINCES

District	District capital	Region	Regional capital
Abidjan (Autonomous District)			
Yamoussoukro (Autonomous District)			
Lakes	Dimbokro	N'zi Iffou Ram Moronou	Dimbokro Daoukro Toumodi Bongouanou
Comoé	Abengourou	Indénié-Djuablin South Comoé	Abengourou Aboisso
Denguélé	Odienné	Folon Kabadougou	Minignan Odienné
Gôh-Djiboua	Gagnoa	Gôh Lôh-Djiboua	Gagnoa Divo
Lagoons	Dabou	Agnéby-Tiassa Mis Great Bridges	Agboville Adzopé Dabou
Mountains	Man	Tonkpi Cavally Guémon	Man Guiglo Duékoué
Sassandra-Marahoué	Daloa	Upper Sassandra Marahoué	Daloa Bouaflé
Savannahs	Korhogo	Poro Tchologo Bagoué	Korhogo Ferkessedougou Boundiali
Bas-Sassandra	San-Pedro	Nawa San-Pedro Gbôklé	Soubre San-Pedro Sassandra
Bandama Valley	Bouaké	Hambol Gbéké	Katiola Bouaké
Woroba	Séguéla	Bere Bafing	Mankono Touba
Zanzan	Bondoukou	Worodougou Bounkani Gontougo	Séguéla Blow Bondoukou

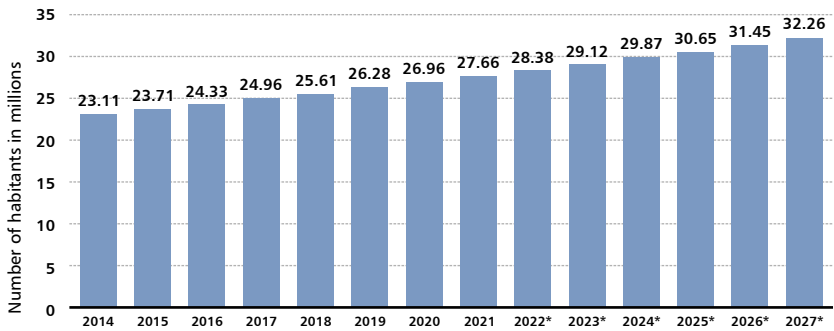
Source: <http://www.citypopulation.de/en/ivorycoast/abidjancity/>

POPULATION BY REGION

DISTRICTS	POPULATION	AREA (KM2)	AREA(%)
Abidjan	4,707,404	2,119 km ²	0.66%
Bas-Sassandra	2,280,548	25,800 km ²	8.79%
Comoé	1,203,052	14,173 km ²	4.39%
Denguélé	289,779	20,997 km ²	6.48%
Goh-Djiboua	1,605,286	17,580 km ²	4.87%
Lac	1,258,604	28,500 km ²	8.09%
Lagunes	1,478,047	23,280 km ²	6.34%
Montagnes	2,371,920	31,050 km ²	9.56%
Sassandra-Marahoué	2,293,304	23,940 km ²	7.43%
Savanes	1,607,497	40,323 km ²	12.47%
Vallee du Bandama	1,440,826	28,518 km ²	8.78%
Woroba	845,139	31,088 km ²	9.65%
Yamoussoukro	355,573	3,500 km ²	0.64%
Zanzan	934,352	38,251 km ²	11.85%
Total	26,378,274	322,463	100.00%

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

TOTAL POPULATION OF IVORY COAST FROM 2014 TO 2027(IN MILLIONS)



Source: <https://fr.statista.com/statistiques/687716/population-totale-cote-d-ivoire/>

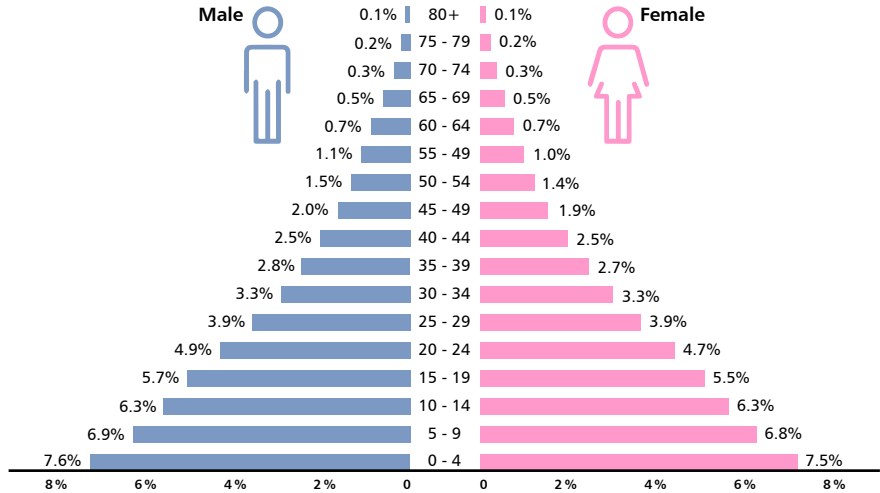
This statistic presents the evolution of the total population of Côte d'Ivoire from 2014 to 2027, in millions of inhabitants. The population of Côte d'Ivoire is growing rapidly. According to the source, the total population is expected to reach over 32 million in 2027.

POPULATION OF CÔTE D'IVOIRE (2020 AND HISTORICAL)

Year	Population	Yearly %Change	Yearly Change	Migrants (net)	Median Age	Fertility Rate	Density (P/Km2)	Urban Pop %	Country's Share of World Pop.	World Population	Global Rank
2020	26,378,274	2.57 %	661,730	-8,000	18.9	4.68	83	51.3 %	0.34 %	7,794,798,739	53
2019	25,716,544	2.58 %	647,314	-8,000	18.4	4.89	81	50.9 %	0.33 %	7,713,468,100	53
2015	23,226,143	2.50 %	538,639	-16,000	18.3	4.95	73	49.2 %	0.31 %	7,379,797,139	56
2010	20,532,950	2.27 %	435,687	-40,000	17.9	5.25	65	47.0 %	0.30 %	6,956,823,603	56

Source: Worldometer (www.Worldometers.info)

2022 CÔTE D'IVOIRE AGE PYRAMID

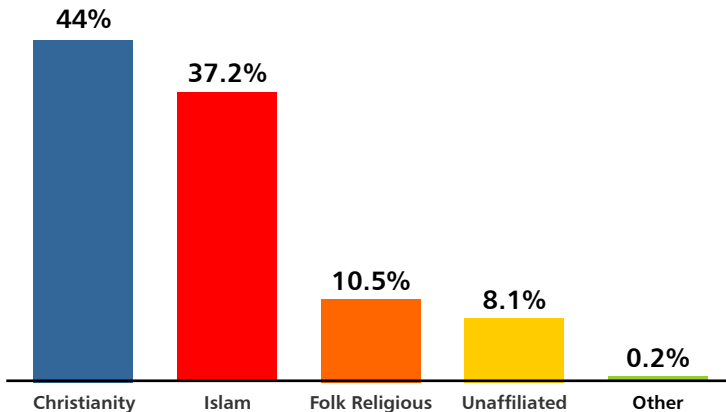


Source: populationpyramid.net

Population: 219,879,949

RELIGION IN COTE D'IVOIRE

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



Source: en.wikipedia.org

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
Ebríé	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	26,378,274	100.0%		

LANGUAGES BY REGION

French is the official language of Côte d'Ivoire. It is the language of instruction and 34% of the country's inhabitants understand it, including 69% of the inhabitants of the country's largest city Abidjan.

The languages of African origin in Côte d'Ivoire belong to four main language groups: Akan and Krou in the south of the country, Mandé and Voltaic in the north; there are 66 indigenous languages and a total of 112 languages. Dioula (Mandingo language) is the main language used for trade and is used for these purposes by 70% of the population but is the mother tongue of only 14.8% of the population. This language is extremely close to Malinké and Bambara; Senoufo (Gour tongue), Baoulé (Akan language) and Beté (Krou language). Other languages such as Yacouba and Agni are also important languages. These six ethnic groups alone represent the majority of Ivorians. In addition, the Dioula language is used by most of the often illiterate merchants (markets). Other languages used include the dialects Gouro, Krou (including Neyo, Dida, Nyabwa and We called Krahn in Liberia), Kwa languages (such as Ab, Acu, Abron, Adjoukrou and Avikam). In addition, many of the country's inhabitants speak French, the official language of the state.

Côte d'Ivoire is a member of the International Organization of The Francophonie. In addition, the cities of Abidjan, Bouaké, Grand-Bassam, Yamoussoukro and the Union of Cities and Municipalities of Côte d'Ivoire are members of the International Association of Francophone Mayors.

English speakers are also not uncommon, particularly with the presence of many migrants from Nigeria, Liberia and Sierra Leone.

Source : https://fr.wikipedia.org/wiki/Langues_en_C%C3%B4te_d%27Ivoire

MEDIA TRENDS

The media industry in Côte d'Ivoire is diverse and growing, with a mix of traditional and digital media platforms serving the needs of a diverse population. However, there are still challenges, including media regulation, press freedom, and the need for more investment in the media industry to improve its quality and reach. Here are some of the current media trends in the country:

RADIO BROADCASTING:

Radio broadcasting in Côte d'Ivoire has been a popular medium for entertainment and information dissemination for many years. These trends reflect the changing nature of radio broadcasting in Côte d'Ivoire, as the industry continues to evolve and adapt to new technology and changing audience preferences. Here are some of the current trends in radio broadcasting in Côte d'Ivoire:

- **Increased use of technology:** Radio stations in Côte d'Ivoire are now using advanced technology to improve the quality of their broadcasts and reach a wider audience. This includes the use of digital audio broadcasting, social media, and mobile apps to connect with listeners.
- **Rise of community radio:** Community radio stations are becoming more popular in Côte d'Ivoire, as they provide a platform for local communities to share their stories and perspectives. These radio stations are often run by volunteers and are funded by local organizations and businesses.
- **Expansion of FM broadcasting:** FM radio is the most widely used type of radio broadcasting in Côte d'Ivoire, and it continues to expand as more radio stations switch from AM to FM broadcasting. This provides a higher quality of sound and a wider reach for radio stations.
- **Growth of talk radio:** Talk radio has become increasingly popular in Côte d'Ivoire, as listeners tune in to hear discussions on a variety of topics, including politics, economics, and social issues.
- **Focus on local content:** Radio stations in Côte d'Ivoire are placing a greater emphasis on local content, as they recognize the importance of catering to the interests and needs of their local audience. This includes music, news, and other programs that are relevant to the local community.

There are more than 150 private and community radio stations operating in the country, serving a diverse range of communities and interests.

In terms of private radio stations, there are several well-established players in the market, including Radio Fréquence2 and Radio Nostalgie, which are among the most popular radio stations in the country. These radio stations offer a mix of music, news, and talk shows, and they have a strong following among listeners.

Community radio stations, on the other hand, are typically smaller and locally focused, serving specific communities and offering programs that cater to their specific interests and needs. These radio stations are often run by volunteers and are funded by local organizations and businesses.

In addition to these private and community radio stations, there are also several state-owned radio stations in Côte d'Ivoire, such as Radio Côte d'Ivoire and Radio Nationale, which provide a mix of news, music, and cultural programming.

Local radio stations are of local interest and take into account the social, economic and cultural life of a community (located within a 10 km radius). Since June 1998, radio stations have started broadcasting following the decree of 13 September 1995 setting their operating rules.

There are nearly 52 local radio stations (associations). They have all received accreditation (including 26 licences for municipalities and 26 for private entities). However, there is prohibition of political programming and brand advertising. Their numbers have shed considerably, especially in Abidjan.

A dozen local radio stations still broadcast in the capital:

- Radio Yopougon (community radio),
- Radio ATM Port-Bouet (community radio),
- City FM (private morals, Treichville),
- Abidjan radio 1 (ex RFS) (private morals, Cocody),
- Abidjan.net FM
- Cocody FM (private legal entities, Cocody
- Radio Alohé BINGERVILLE, 100.8 FM (community radio),
- Radio Hope,
- Zenith FM,
- Friendship Radio,
- Radio Anyama

Only five private radio stations are allowed to broadcast advertising:

The broadcast media in Ivory Coast are subject to government regulation, and there are only a few private radio stations that are allowed to air commercials. This is done in order to maintain some level of control over the material that is broadcast over the airwaves and to stop the spread of inaccurate or misleading information. Additionally, it aims to support a diverse and pluralistic media environment where various points of view and perspectives can be expressed. The following radio stations:

-
- Radio Nostalgie, a subsidiary of Nostalgie International, received in Abidjan, JAM FM, authorized since March 1993, finally started broadcasting in early 2000. The decree approving its general convention for the operation of a public broadcasting service was signed in the Council of Ministers on 24 April 1996, and since 2004 it has been the first Radio in terms of sound quality, broadcasting and the most listened to in Côte d'Ivoire.
- HIT RADIO CI, a subsidiary of HIT RADIO Morocco, authorized in May 2015. Music radio for young people has a national vocation and broadcasts in Abidjan on frequency 93.3.
- VIBE Radio, a subsidiary of the Lagardère group, broadcasts in Abidjan.
- Trace FM, a subsidiary of Trace TV.

Finally, the three foreign radio stations captured on the FM band: RFI (Abidjan and Korhogo), Africa No. 1 (Abidjan) and BBC (Abidjan) do not have access to the commercial. Voice of America (VOA) was licensed to broadcast on FM in Abidjan in September 2001.

Radio CI and Frequency 2

Big ambitions and small means the two national radio stations cover the whole territory. They broadcast on FM 24 hours a day, and synchronize their broadcast news programs until 8 a.m. The national station is more focused on institutional information and also takes into account the information needs of listeners through mainstream programmes, debates on current issues, society, politics, economics and culture. Frequency 2, the second station, is aimed at a younger audience who want to have fun. Its program is made mainly of magazines and music programs. The two radio stations that aspire to be the best and closest to listeners are handicapped by the lack of resources. Journalists and hosts complain about being poorly paid. For several years now, RTI has adopted radio and television news programmes in national languages, in addition to

moré, the language of the Mossi, of which a community of 3 million people live in Côte d'Ivoire.

Sources: https://fr.wikipedia.org/wiki/M%C3%A9dias_en_C%C3%B4te_d%27Ivoire-R%C3%A9gulation

TELEVISION BROADCASTING:

While television broadcasting has been evolving with digital migration and the growth of pay-TV, free-to-air channels continue to be widely consumed in Côte d'Ivoire. Stations such as Radiodiffusion Télévision Ivoirienne (RTI), continue to capture a large audience. Here are some of the current trends in radio broadcasting in Côte d'Ivoire:

- Digital Terrestrial Television (DTT) Migration: Like many countries, Côte d'Ivoire has been transitioning from analog to digital broadcasting to improve signal quality, expand channel options, and free up spectrum for other purposes. The country has been working to complete its migration to DTT, which will offer viewers a better television experience with higher picture quality and more channels.
- Growth of Pay-TV: The Pay-TV market has been growing steadily in Côte d'Ivoire. Major players such as Canal+ Afrique and StarTimes have been offering various channel packages to cater to different market segments, from premium content to more affordable offerings. This trend has increased competition and led to better services and more diverse content for viewers.
- Local Content Production: With the growth of television broadcasting, there has been an increased focus on producing local content that resonates with Ivorian audiences. Production companies are investing in creating locally relevant TV shows, movies, and news programs to meet the growing demand for content that reflects the culture, values, and stories of the people of Côte d'Ivoire.
- Expanding Regional Channels: Television broadcasters have been working to develop and expand regional channels to cater to diverse language groups and cultural interests within Côte d'Ivoire. This includes channels that target specific ethnic groups or regions, allowing them to broadcast content tailored to the unique preferences of their target audiences.
- Online Streaming and Video on Demand (VoD): As in many countries, there has been a growing interest in online streaming and VoD.

NUMBER OF TV

Côte d'Ivoire has 3 public service TV channels owned by the RTI group and 5 private channels created as a result of the liberalization of the audio-visual sector after 2010.

- RTI 1 (Public Service Media)
- RTI 2 (Public Service Media)
- The 3 (Public Service Media)
- NCI (Private Media)
- Ivory Ivory (Private Media)
- Life TV (Private Media)
- Al Bayane TV (Private Media)
- Ivoire TV Music (Private Media)
- 7Info (Private Media)

In addition to these local channels, programming is also served by foreign television operators via satellite on such platforms as Canal (France), Startimes (China) and DSTV (South Africa).

PRINT MEDIA:

Print media, including newspapers and magazines, have faced challenges due to the growth of digital media and declining print circulation. However, some prominent newspapers, such as *Fraternité Matin* and *Notre Voie*, still play an important role in providing news and information to Ivorians. Publishers have been focusing on improving their online presence to adapt to changing consumer habits. Here are some of the key trends and developments in Côte d'Ivoire's print media industry:

- Growth of digital media: While print media remains popular in Côte d'Ivoire, digital media is rapidly gaining ground. Many traditional print publications have launched online editions, and new digital-only media outlets are emerging.
- Political polarization: Côte d'Ivoire's print media is often politically polarized, with newspapers and magazines aligned with different political parties and interests.
- Diversification of content: There is a growing trend towards diversifying the content offered by print media in Côte d'Ivoire. In addition to traditional news and political coverage, there is an increasing focus on lifestyle and entertainment content, as well as niche topics such as sports, fashion, and technology.
- Increased competition: The growth of digital media has led to increased competition in Côte d'Ivoire's print media industry. This has resulted in a more dynamic and innovative media landscape, but also increased pressure on traditional print media to adapt to changing audience habits and preferences.
- Challenges for independent media: Independent media in Côte d'Ivoire faces a number of challenges, including limited access to funding, political pressure, and competition from well-established media outlets. Despite these challenges, there is a growing demand for independent and impartial media in Côte d'Ivoire, and a number of new independent media outlets are emerging.

NUMBER OF PRESS/MAGAZINE TITLES

A government publication as well as publications belonging to political parties and private organisations populate the print media landscape in Cote d'Ivoire.

- Allo Police
- Inter
- Fraternity Morning
- Our Way
- The New Awakening
- Evening Info
- The Patriot
- North-South
- Gbich
- The Day
- Time
- The Intelligent of Abidjan
- Le Sport
- Click magazine
- Prestige magazine
- Mousso
- Top Faces
- Life
- Mimosas
- LG Info

OOH MEDIA TRENDS:

Ivory Coast display consists of several formats; road display, wall display and LED display. As far as road displays are concerned, they follow the formats between 8m2 and 75m2. Several players share the market including JCDecaux, the world leader in Out-of-Home advertising.

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 Out-of-Home space has seen the introduction of policies aimed at bringing order to the sector.

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.

The High Authority for Audiovisual Communication (HACA)

It is the audiovisual regulatory body (television and radio) in Côte d'Ivoire. It operates as an independent administrative authority.

The Higher Advertising Council (CSP)

The Higher Advertising Council is the advisory body responsible for assisting the Ministry of Communication and Media of Cote d'Ivoire in the management of the national advertising sector. The Higher Advertising Council (CSP) in its vision to be able to help agencies and authorities, allows you to make your payment directly on its website.

The Higher Advertising Council is responsible for Control of the conduct of advertising activities by:

- Issuing authorizations for access to the practice of advertising professions (communications consulting agencies, advertising editions and boards, advertising brokerage, exploitation of advertising media);
- The annual renewal of the authorizations for practice;
- Verification of the compliance of advertising messages (pre-issue and post-mortem control). Contribution to the development of the legal framework for advertising communication by:
- The drafting of draft laws and decrees;
- The adoption of ethical rules;
- Opinion on any draft or proposal for legislation or regulation;

Arbitration for the settlement of disputes between players in the advertising communications sector;

The application of disciplinary sanctions against violators of the profession's obligations; As such, the C.S.P. may impose sanctions on:

1. The purpose of the offence:

- The cessation of the ad broadcast;

- Stopping the advertising campaign;
- The distribution of one or more corrective advertisements at the offender's expense;
- The suspension of the manufacture of new media;
- The seizure of the media manufactured or in the process of being manufactured.

2. The offender:

- The warning; - Blame;
- The temporary withdrawal of the professional accreditation card or the professional identity card;
- The definitive ban on the exercise of all advertising activities.

3. Checking the distribution and audience of media by:

- The initiation of audience studies and the dissemination of media;
- The recording of statements relating to the dissemination and hearing of the media;
- The analysis and interpretation of the results of studies and statements.

The National Press Authority (NPA)

As far as the print media is concerned, the National Press Authority (ANP) is the regulatory body. It carries out its duties as an independent administrative authority, following Law 2004-643 of 14 December 2004 under the press legal regime, and punishes offences committed by the media in violation of this in violation of this law.

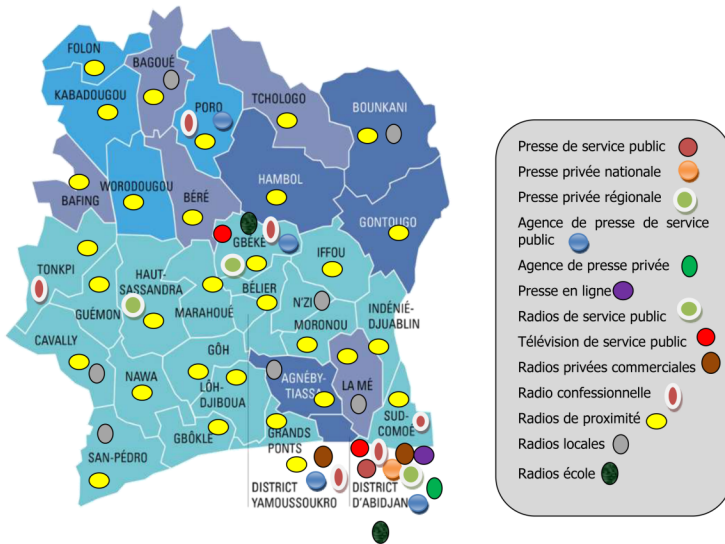
Sources: <https://news.abidjan.net/h/636224.html>

<https://www.acp-csp.com/about.php?a=mission>

https://fr.wikipedia.org/wiki/M%C3%A9dias_en_C%C3%B4te_d%27Ivoire-R%C3%A9gulation

TELEVISION	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Over 25 titles - Dailies - Midweek/Weekend - Sports/business - Audience measurement: quarterly sales
MAGAZINES	<ul style="list-style-type: none"> Over 20 titles - Weeklies & monthlies - News magazines/entertainments - Business/sports - Foreign/international titles - Audience measurement: quarterly sales short out by CNP
OUTDOOR	<ul style="list-style-type: none"> 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



Excluding regional radio stations, almost 80% of media organisations are located in Abidjan.

In the last 2 years, inflation has been observed in 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

In Côte d'Ivoire, emerging media trends are characterized by a growing use of digital technology and the Internet. Some of the key emerging trends include:

Increased use of social media: Social media platforms such as Facebook, Twitter, and Instagram are becoming increasingly popular in Côte d'Ivoire, with a growing number of users using these platforms to share news, information, and opinions.

Rise of mobile technology: The increasing availability of affordable mobile phones and mobile data services is leading to a growing number of people in Côte d'Ivoire accessing the Internet and social media through their mobile devices.

Growth of online journalism: Online journalism is becoming increasingly popular in Côte d'Ivoire, with a growing number of news websites and online news portals being launched to cater to the

growing demand for online news and information.

Emergence of new media: New forms of media such as podcasts, online videos, and virtual reality are emerging as popular ways of delivering news and information to audiences in Côte d'Ivoire.

Increased focus on citizen journalism: Citizen journalism is becoming increasingly important in Côte d'Ivoire, with citizens using social media and other digital platforms to share news and information, and to hold those in power accountable.

These trends are having a significant impact on the media landscape in Côte d'Ivoire and are likely to continue to shape the future of media in the country.

SPECIFIC TRENDS OF THE COUNTRY IN THE MEDIA SPACE

EMERGENT TRENDS

Below are the latest statistics on the internet, mobile phones and social media in Côte d'Ivoire, as well as essential information on the use of digital technology in Côte d'Ivoire in 2021.

Internet users in Côte d'Ivoire

- As of January 2022, Côte d'Ivoire had 9.84 million Internet users.
- The number of Internet users in Côte d'Ivoire increased by 248,000 (up 2.6%) 2021 to 2022.
- The internet penetration rate in Côte d'Ivoire was 36.3% in January 2022.

Note: We no longer include data from social media platforms in our internet user figures, so the figures above and in our full Digital 2022 reports are not comparable to the figures published in our previous years' reports.

Social media statistics for Côte d'Ivoire

- As of January 2022, Côte d'Ivoire had 6.40 million social media users.
- The number of social media users in Côte d'Ivoire increased by 500 thousand (up 8.5%) 2021 to 2022.
- The number of social media users in Côte d'Ivoire was equivalent to 23.4% of the total population in January 2022.

Note: The social media user figures shown here and in our full Digital 2022 reports may not correspond to unique individuals. We have also included new sources in this year's social media figures, so the figures shown here and in our Digital 2021 reports will not be comparable to the figures published in our previous reports.

Mobile connections in Côte d'Ivoire

- As of January 2022, there were 37.75 million mobile connections in Côte d'Ivoire.
- The number of mobile connections in Côte d'Ivoire increased by 252 (0%) January 2021 to January 2022.
- The number of mobile connections in Côte d'Ivoire in January 2022 was equivalent to 137.8% of the total population.

Note: Many people have more than one mobile connection, so mobile connection numbers can exceed 100% of the total population.

Source: <https://datareportal.com/reports/digital-2022-cote-divoire>

NEW AND EMERGING PLAYERS

The liberalisation of the Ivorian audio-visual space with the arrival of new TV channels in addition to those held exclusively by the Ivorian State through the RTI Group, which sees the once international competition adorned with local colours. Therefore, the programming options available to the public have increased tenfold to the delight of Ivorian viewers.

Life TV owned by Fabrice Sawegnon, boss of Voodoo Communication and NCI, have entered the

Ivorian audiovisual market. Real competitors of the public service channels, Life TV and NCI are already impressing with the content they offer to Ivorian viewers. In addition, Albayene TV, an Islamic religious channel also marks its entrance. Ivory, the local channel of the A-Group with its covers of literary works, the strokes of life, marked the audiovisual landscape during the first half of 2020. With a mix of already well-known actors and the talents of Ivorian cinema, A-Ivoire has managed to position itself in the hearts of Ivorians.

The rapid growth of the Internet with the advent of social networks has created a new type of player that has become indispensable in the global advertising landscape. Cote d'Ivoire is no exception to the emergence of influencers.

An influencer is a person who, through his exposure on the Internet, has an influence on the Internet users who follow him and on their purchasing decisions. They have become indispensable in the communications strategies of global and local brands. From the telecommunications sector to breweries to the agri-food industry, there is no denying the impact and reach of influencers in brand communication campaigns. As a group or individually, influencers are part of the corporate audiovisual landscape and come from various sectors of activity (sport, music, art, media).

The group SA C KOI SA ENKOR and Braising Girl for Unievers brand of toothpaste, CloseUp, Paul Yves Ettien and his famous expression "the movement is ice" have married the assent of Internet users and the big companies present in Ivory Coast including Danone and Solibra. DJ Thierry Yake aka DJ TIK TOK, a DJ on the famous app, Tik Tok, has enjoyed phenomenal success through the use of humour and trendy songs and the catch phrase, "You have to see," has convinced millions of African Internet users to the point of attracting brands and advertising contracts.

The brand/influencer partnership benefits both parties. Brands benefit from the visibility of influencers. Influencers have branded products for free and are paid to advertise. Even if this collaboration seems simple from an external point of view, it is not always easy for a company to find the right person to sell its product.

According to the Reech study in its 2021 edition, 81% of creators have made at least one partnership this year. But the study reveals that in 2020, 51% of creators received more applications for partnerships than in 2019. 47% say they have been contacted more live by brands. The average compensation for partnerships is up 15%.

Having become a reference over the years, the annual Reech study aims to paint an accurate portrait of influencers, to know their uses of platforms and to better understand what motivates them to collaborate with brands. Through this new edition, you'll also discover how the crisis has impacted the activity of influencers, what they think about amplification of their content, why Instagram remains their favorite network and which brands activate the most influencers.

Source: <https://www.reputationvip.com/fr/guide/definitions/qu-est-ce-qu-un-influenceur>

<https://www.reech.com/fr/influence-etude-reech-2021>

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 RT11 and RT12.

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 equipment. 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.

In Côte d'Ivoire, the TNT signal now covers 72% of the territory according to Communication Minister Sidi Touré. He announced the news on Monday, February 8, at a press conference he hosted at his office. "For the state, switching to TNT makes it possible to optimize the management of the space resource, i.e. to reduce the volume of bandwidth dedicated to television. This reduction makes room for other universal services such as the Internet and telephone. This open space, called the digital dividend, is an opportunity for important resources for the State, but also for companies involved in the audiovisual sector.

"A television entrepreneur no longer needs to make an investment across the entire value chain, from publishing to broadcasting. Now, a single platform ensures the broadcast of programmes for all operators, both for public service and for private channels, thus reducing the costs of creating a television channel by more than half," explained the Minister.

The first analogue signal was switched off in Korhogo at the end of January. The country will be counted among the nations that have actually migrated to TNT as soon as it reaches a coverage rate of 80%, which should be soon.

Source: <https://www.agenceecofin.com/audiovisuel/1102-85106-la-tnt-couvre-desormais-72-du-territoire-ivoirien>

TOP 10 TELEVISION 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%

Source: Geopoll 2020

TOP 10 TV STATIONS/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%

Source: Geopoll 2020

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%

Source: Geopoll 2020

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%

Source: Geopoll 2020

YAMOUSOUKRO	
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%

TOP 10 RADIO STATIONS BY VARIOUS AUDIENCE GROUPS

FEMALE	
Radio 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	
Radio 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	
Radio 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	
Radio 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	
Radio 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%

Source: Geopoll 2020

TOP 10 RADIO STATIONS/DEPARTMENTS

MONTAGNES	
Radio 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	
Radio 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	
Radio 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	
Radio 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%

YAMOOUSSOUKRO	
Radio 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	
Radio 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%

Source: Geopoll 2020

VALLÉE DU BANDAMA	
Radio 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%

Source: Geopoll 2020

SAVANES	
Radio 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%



Information About

BURKINA FASO

Capital **Ouagadougou**
"Unity, Progress, Justice"

Population

22.48
Million

Burkina Faso is a landlocked country located in West Africa. It is bordered by six countries: Mali to the north and west, Niger to the east, Benin to the southeast, Togo and Ghana to the south, and Côte d'Ivoire to the southwest. The country has a total area of about 274,200 square kilometers and a population of approximately 21 million people. The official language is French, but many local languages are spoken, such as Mossi, Dyula, Fula, and Gourma.

Historically, the region was inhabited by various ethnic groups who established powerful kingdoms and empires, including the Mossi Kingdoms, the Kingdom of Gourma, and the Fulani Empire. Burkina Faso was a part of the Mossi Kingdoms, which were established around the 11th century and lasted until the late 19th century.

During the late 19th century, the scramble for Africa led to the colonization of the region by European powers. In 1896, France conquered the Mossi Kingdoms and integrated the region into French West Africa. The area was known as Upper Volta, named after the Volta River, which runs through the country. The French imposed their rule and sought to extract resources from the region, primarily focusing on forced labor to support infrastructure development.

On August 5, 1960, Upper Volta gained independence from France, and Maurice Yaméogo became the country's first president. However, the country faced political instability and a series of military coups throughout the 1960s and 1970s. In 1983, Thomas Sankara, a military officer, seized power and changed the country's name to Burkina Faso, meaning "Land of the Upright People" in the local languages of Moore and Dioula.

Sankara implemented various radical social, political, and economic reforms aimed at promoting self-reliance and reducing dependence on foreign aid. However, his regime was also marked by human rights abuses and authoritarian rule. He was overthrown and assassinated in a coup led by his former ally Blaise Compaoré in 1987.

Compaoré ruled for 27 years until a popular uprising in 2014 forced him to resign and flee the country. A transitional government was established, and in 2015, Roch Marc Christian Kaboré was elected president in free and fair elections, marking a new era of democracy for Burkina Faso.

Today, Burkina Faso faces numerous challenges, including widespread poverty, inadequate infrastructure, lack of access to education and healthcare, and food insecurity. The country has also been grappling with an escalating security crisis, with extremist groups operating in the region, leading to a significant increase in violence and displacement.

DEMOGRAPHIC PROFILE

As of 2022, Burkina Faso has an estimated population of around 21 million people. The population is characterized by its diversity and youthful age structure. Here is an overview of the demographic profile of the country:

Age structure:

Burkina Faso has a very young population, with a high birth rate and a relatively low life expectancy. The age structure is as follows:

- 0-14 years: 44.3% (approximately 9.3 million)
- 15-24 years: 19.2% (approximately 4 million)
- 25-54 years: 29.4% (approximately 6.2 million)
- 55-64 years: 4.2% (approximately 882,000)
- 65 years and over: 2.9% (approximately 609,000)

Population growth rate:

The population growth rate in Burkina Faso is relatively high, estimated at around 2.8% per year as of 2022.

Fertility rate:

The total fertility rate in the country is high, with an average of about 5.2 children born per woman (as of 2022).

Life expectancy at birth:

The life expectancy at birth in Burkina Faso is relatively low, averaging around 61.6 years as of 2022 (59.8 years for males and 63.5 years for females).

Ethnic groups:

The population of Burkina Faso is composed of numerous ethnic groups, with the Mossi being the largest, accounting for about 52% of the population. Other significant ethnic groups include the

Fulani (8.4%), Gurma (7%), Bobo (4.2%), and Senufo (4.1%). Various other smaller ethnic groups make up the remaining percentage of the population.

Languages:

The official language of Burkina Faso is French, but it is spoken mainly in urban areas and among the educated population. Many indigenous languages are spoken throughout the country, with the most widely spoken being Moore (spoken by the Mossi), Dyula, Fula, and Gourmanche.

Religion:

The majority of the population in Burkina Faso is Muslim, accounting for approximately 61.6% of the population. Christianity is the second most practiced religion, with about 23.2% of the population identifying as Christian (primarily Roman Catholic). Traditional African religions are practiced by about 7.3% of the population, and the remaining 7.9% identify with other religions or have no religious affiliation.

POLITICAL CONTEXT

Following the coup d'état of January 24, 2022 that ousted President Roch Marc Christian Kaboré, Lieutenant Colonel Paul Henri Sandaogo Damiba, the leader of the Patriotic Movement for Preservation and Restoration (MPSR), was sworn in as President of the Transition on March 2, 2022. Under the Transition Charter adopted by a national conference, Damiba will not be eligible to run in the next presidential elections.

The transitional bodies are the Transition Policy and Monitoring Council (conseil d'orientation et de suivi de la transition), the transitional government that comprises 25 ministers and includes a civilian prime minister, and a 71-member transitional legislative assembly.

In the wake of the coup, the Economic Community of West African States (ECOWAS) and the African Union have suspended Burkina Faso from their decision-making bodies until constitutional order is restored. However, ECOWAS and the transitional authorities have agreed to a 24-month transition timetable, starting on July 1, 2022.

Since 2015, the country has been the target of terrorist attacks that have resulted in population displacements. While there were fewer than 50,000 internally displaced persons (IDPs) in the country in January 2019, this number stood at roughly 1.5 million on April 30, 2022.

In April 2022, more than 4,000 schools (more than 16% of educational facilities) were closed as a result of insecurity, affecting more than 700,000 students.

ECONOMIC OVERVIEW

The economy recovered strongly in 2021, growing by an estimated 6.9% (4% per capita). This growth was driven by a rebound in services (+10.4%) and a steady increase in gold exports. However, low rainfall led to a decline in agricultural production, resulting in a 4.1% contraction in the primary sector.

Buoyed by the gold sector, exports grew by 6.5% in 2021 and imports also increased by 15.5%, driven mainly by purchases of electricity and hydrocarbons. This has widened the current account deficit, estimated at 3.0% of GDP, compared to just 0.1% in 2020.

Strong domestic demand driven by growth in 2021, coupled with the effects of congestion on global supply chains throughout the year, led to record inflation of 3.9%, the highest in 10 years.

Lastly, as a result of the sharp increase in defense and security-related expenditure (20% of total expenditure), a structurally high public wage bill, and ever-increasing humanitarian needs, the fiscal deficit increased to

6.0% of GDP in 2021 (compared to 5.7% in 2020). At the same time, public debt topped the 50% of GDP mark (55.5%), with domestic debt now accounting for a majority share (54%).

MEDIUM-TERM OUTLOOK

Over the medium term, and against a backdrop of uncertainty, real growth is expected to continue on its pre-COVID-19 trajectory. While the medium-term outlook is generally positive, real GDP growth is nevertheless expected to slow in 2022, owing mainly to (i) an anticipated decline in private investment (including in the mining sector); (ii) the spread of insecurity in certain mining and agricultural areas, and lastly (iii) the Russia-Ukraine war and its impact through higher prices for food, fertilizers, and petroleum products.

Growth in 2022 is projected at 4.3% (1.4% per capita) and is expected to be driven by private consumption as well as exports, while investment could decline amid increased insecurity and uncertainty. With high oil prices and a decline in grants as a result of the political context, the current account deficit could widen to 6.0% of GDP and inflation could reach 7%.

In the medium term, growth is expected to return to its potential level of 5.3% (2.4% per capita). Services and the secondary sector are expected to remain the main drivers of this growth, while agricultural production is expected to continue its historical cyclical trend.

In light of the security, humanitarian, and social challenges (including those related to the food crisis) and the ongoing COVID-19 pandemic, the fiscal deficit could reach 7.4% of GDP in 2022 (compared to the initial projection of 6.5%). Its gradual return to the WAEMU ceiling of 3% is not expected before 2025.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Despite a difficult security situation, economic growth recovered to 6.7% in 2021 from 1.9% in 2020. On the supply side, it was bolstered by the secondary sector (up 8.2% in 2021 from 5.8% expansion in 2020), especially manufacturing and mining, and by the tertiary sector (up 12.7% in 2021 against a contraction of 2.7% in 2020), largely on improved accommodation–restaurant activities and commerce. The primary sector contracted by 6.4% in 2021, after 6.5% growth in 2020, due to poor rainfall and crop areas reduced by the security situation. On the demand side, growth was driven by final consumption and net exports. Inflation was 3.9% in 2021, reflecting increased food prices.

NPLs accounted for 7.8% of all loans in 2020. The budget deficit widened to 5.6% of GDP in 2021, reflecting increased expenditure (25.3% of GDP in 2021 against 24.3% in 2020), especially for payroll and capital expenditure, while tax revenues (13.5% of GDP in 2020 and 15.5% in 2021) remain low. with a public debt ratio of 51.4% of GDP in 2021, Burkina Faso faces moderate risk of debt distress. The current account, which is usually in deficit, was in surplus at 3.8% of GDP in

2020 and 5.2% in 2021, owing to the increased value of gold and cotton exports. COVID-19 increased the poverty rate to 37.1% in 2020, from 36.0% in 2019. The SDR allocation of \$163 million was used primarily to strengthen the health system and support vulnerable households.

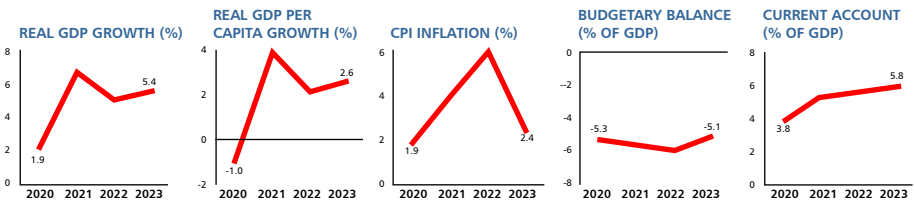
OUTLOOK AND RISKS

Prospects for economic growth are expected to be undermined by sociopolitical instability, after the coup d'état of January 24, 2022, and the worsening of the security situation. Economic activity is forecast to slow, to 5.0% in 2022 and 5.4% in 2023. The main growth drivers—trade and gold mining—should support growth in the short term. Inflation is expected to rise to 5.8% in 2022, due to higher cereal prices and the impact of the Russia–Ukraine conflict on the prices of imported goods. The budget deficit is projected to remain high, at 5.9% of GDP in 2022 and at 5.1% in 2023, reflecting increased expenditure in order to respond to security and humanitarian challenges. The debt ratio is projected to rise to 52.2% on average over the two years (2022–23), due to the increased use of government securities (Treasury bonds). The current account balance should remain in surplus, owing to the rising value of gold and cotton exports. These forecasts are exposed to major risks, particularly delayed reestablishment of the constitutional order, a pronounced worsening in security, inflationary pressure, a drop in gold and cotton prices, slowing of global economic growth owing to the Russia–Ukraine conflict, and a COVID-19 resurgence.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Burkina Faso is 130 on the 2021 GCRI and remains very vulnerable to climate variations. Socioeconomic costs stem from the loss of crops, decreases in agricultural yields and water resources, and land degradation. The government implemented its 2015–2020 National Climate Change Adaptation Plan and 2015–2020 NDC. The amount of sequestered carbon increased from 1.52 million tons (Mt) in 2018 to 3.9 Mt in 2020, and 149,295 ha of degraded land was rehabilitated from 2016 to 2020. The country initiated an energy transition with the development of solar power plants as part of its Desert-to-Power initiative.

Climate funding remains low, however. Financial needs for the 2021–2025 NDC amount to \$4.12 billion, and only 39% of this has been acquired. The country is on track to achieve SDG 13 on climate action by 2030 as it has already accomplished about 90% of that goal. More widely, medium-term options involve increasing the amount of sequestered carbon to 10 Mt in 2023, monitoring and assessing the reduction of GHGs, increasing the share of RE to 50% of the energy mix by 2025, and mobilizing green climate funds.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

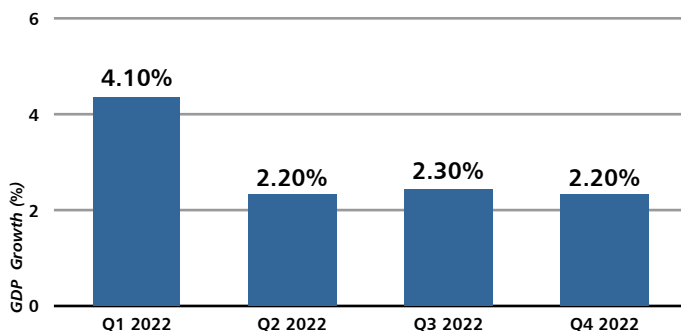
KEY FACTS

GEOGRAPHY	
Climate:	Three climate zones including a hot tropical savanna with a short rainy season in the southern half, a tropical hot semi-arid steppe climate typical of the Sahel region in the northern half, and small area of hot desert in the very north of the country bordering the Sahara Desert.
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% (2018 est.) - Arable: 22% (2018 est.) - Permanent crops: 37% (2018 est.) - Permanent pasture: 21.93% (2018 est.) Forest: 19.3% (2018 est.) Others: 36.5% (2018 est.)
PEOPLE	
Population:	22,489,126 (2022 est.)
Age structure (2020 est.):	0-14 years: 42.19% (male 4,813,760/female 4,674,649) 15-64 years: 54.62% (male 5,899,774/female 6,383,134) 25-54 years: 29.36% (male 2,850,621/female 3,265,926) 65 years and over: 3.19% (2022 est.) (male 305,233/female 412,576)
Population growth rate:	2.46% (2022 est.)
Urbanization:	urban population: 32.5% of total population (2022) rate of urbanization: 4.75% annual rate of change (2020-25 est.)
Infant mortality rate:	Total: 48.17 deaths/1,000 live births Male: 52.39 deaths/1,000 live births Female: 43.83 deaths/1,000 live births (2022 est.)
Total fertility rate:	4.14 children born/woman (2022 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 63.2%, Roman Catholic 24.6%, Protestant 6.9%, traditional/animist 4.2%, none 0.7%, unspecified 0.4% (2017-18 est.)
Language:	The major languages spoken natively in Burkina Faso were Mooré 50.5%, Fula 9.3%, Gourmanché 6.1%, Bambara 4.9%, Bissa 3.2%, and other languages (2006)
ECONOMY	
GDP (purchasing power parity):	\$48.175 billion (2022 est.)
GDP- per capita (PPP):	\$2,394 (2022 est.)

GDP- real growth rate:	6.91% (2021 est.) 1.93% (2020 est.) 5.69% (2019 est.)
GDP composition by sector:	Agriculture: 20.43% (2020 est.) Industry: 29.96% (2020 est.) Services: 41.22% (2020 est.)
Population below poverty line:	40.1% (2009 est.)
Inflation rate (consumer prices):	3.65% (2021 est.) 1.88% (2020 est.)
Exports:	\$5.356 billion (2020 est.) \$4.468 billion (2019 est.)
Export- commodities:	Gold, cotton, livestock
Export- partners:	Switzerland 59%, India 21% (2019)
Imports:	\$4.779 billion (2020 est.) <i>Note: data are in current year dollars.</i> \$5.023 billion (2019 est.) <i>Note: data are in current year dollars.</i>
Imports commodities:	refined petroleum, delivery trucks, packaged medicines, electricity, aircraft (2019)
Imports: partners:	Cote d'Ivoire 15%, China 9%, Ghana 8%, France 8%, India 6%, United States 5% (2019)
Currency (code):	West African CFA franc (XOF)
COMMUNICATION	
Internet users:	Total: 4.84 million (2022 est.) Percent of population: 22% (2022 est.)
Telephones - mobile cellular:	Total subscription: 24,678,315 (2021 est.) Subscriptions per 100 inhabitants: 112 (2021 est.)

Source: CIA World Facts Book & World Bank's doing Business report


GDP QUARTERLY GROWTH RATE 2022



Source: theglobaleconomy.com

The latest data from Q4 2022 show economic growth of 2.2%, which is a decrease from the rate of growth of 2.3% in the previous quarter and a decrease compared to the growth rate of 6.1% in the same quarter last year.

MONTHLY INFLATION RATES (IN %) 2022




MONTH	2022
January	7.0%
February	10.1%
March	13.5%
April	15.1%
May	15.3%
June	17.8%
July	18.2%
August	18.1%
September	16.5%
October	15%
November	12.2%
December	9.6%

Source: <http://www.tradingeconomics.com/burkina-faso/inflation-cpi>

The annual inflation rate in Burkina Faso eased to 9.6% from 12.2% in November 2022.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	647.5
September	657.7
October	667.0
November	643.2
December	619.9

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

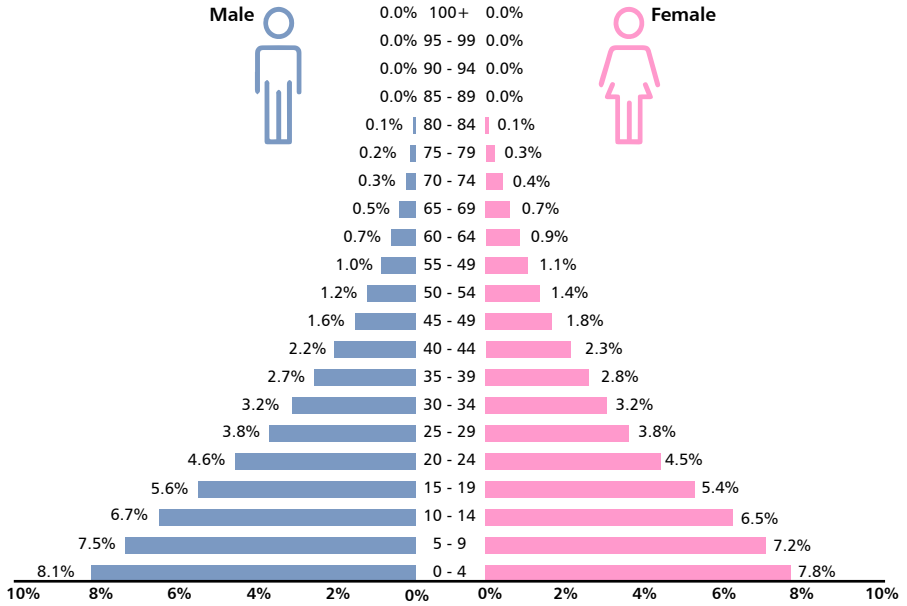
Exchange rate of Burkina Faso increased from 539 LCU per US dollars in January 2021 to 619.9 LCU per US dollars in December 2022 growing at an average annual rate of 0.68%.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population		
			(Census) 1996	(Census) 2006	(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
Central	Ouagadougou	2,805	941,894	1,727,390	2,854,400
East Central	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
South Central	Manga	11,313	530,696	641,443	871,900
East	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
North	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
South West	Gaoua	16,153	485,313	620,767	866,700
Total		270,764	10,312,609	14,017,262	20,244,100

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

2022 BURKINA FASO AGE PYRAMID

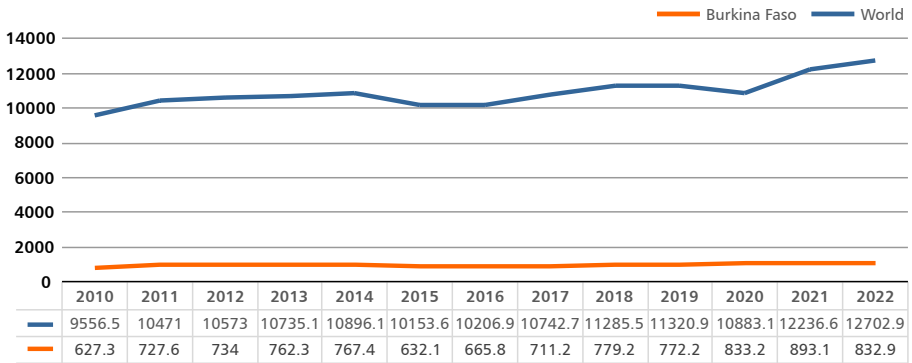


Source: populationpyramid.net

Population: 22,489,126

	627.3	727.6	734	762.3	767.4	632.1	665.8	711.2	779.2	772.2	833.2	893.1	832.9
World	9,558.0	10,473.	10,575.	10,738.	10,898.	10,157.	10,208.	10,746.	11,290.	11,330.	10,895.	12,335.	12,702.

YEARLY INCOME PER CAPITA



The average yearly income per capita in Burkina Faso in 2022 is \$832.9.

2022 data	Burkina Faso	World
Gross annual income / capita	\$832.9	\$12,236.60

Source: Data.worldbank.org

Source: Data.worldbank.org

MEDIA TREND IN BURKINA FASO

Media trends in Burkina Faso have seen a significant increase in the use of digital and online platforms in recent years. The country has seen a rapid growth in mobile phone and internet penetration, leading to an increase in the number of people accessing news and information through these channels.

Traditional media, such as radio and television, still play a dominant role in the dissemination of news and information in Burkina Faso. However, the rise of digital media has resulted in a more diverse media landscape, with an increasing number of online news websites and social media platforms offering alternative sources of information.

Another trend in Burkina Faso's media landscape is the growing importance of citizen journalism. With the increasing availability of smartphones and other digital devices, more and more people are able to capture and share news and events as they happen. This has led to a democratization of the media, with more voices and perspectives being heard in the public discourse.

In terms of challenges, the media in Burkina Faso operates in a difficult environment, with limited freedom of speech and press freedom. Journalists often face harassment, intimidation, and violence, which can impact their ability to report on sensitive issues. Additionally, limited access to information and resources can limit the ability of journalists to produce high-quality, in-depth reporting. Here are some key trends observed in the country's media landscape:

Growth in digital media: Similar to many other countries, Burkina Faso has seen a significant increase in digital media usage. More people are using the internet and social media platforms such as Facebook, Twitter, and WhatsApp to access and share news and information. This has led to the growth of online news portals and blogs, providing a diverse range of viewpoints and opinions.

Traditional media still plays a vital role: Despite the rise in digital media, traditional media forms, such as radio and television, continue to be essential sources of information for many people in Burkina Faso, especially in rural areas. Radio remains the most popular medium, with several stations broadcasting in local languages.

Press freedom challenges: Burkina Faso has a relatively free press environment, but journalists and media outlets still face challenges. These include occasional instances of censorship, intimidation, and violence against journalists, particularly those who cover sensitive issues such as corruption, terrorism, and human rights abuses. However, the government and various stakeholders continue to work towards improving press freedom and ensuring the safety of journalists.

Media capacity-building efforts: To improve the quality and professionalism of journalism in Burkina Faso, international organizations, NGOs, and media associations have been providing training and capacity-building programs for journalists. These initiatives aim to strengthen investigative journalism, fact-checking, and digital skills, enabling local journalists to report on important issues more effectively and responsibly.

Media's role in promoting development and democracy: Burkina Faso's media has played a crucial role in fostering a sense of national identity, promoting democratic values, and raising awareness about development issues. Media outlets, both traditional and digital, have been engaging citizens in debates and discussions on important topics, such as education, health, and good governance.

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.

Broadcast media

Since the official inauguration of Terrestrial Digital Television (TNT) in December 2017, Burkina Faso now has 14 digital TV channels among which 2 are state-owned; there are more than 140 radio stations (commercial, religious, community) available throughout the country including a national and regional state-owned network; the state-owned Radio Burkina and the private Radio Omega are among the most widespread stations and both include broadcasts in French and local languages (2019)

The Ministry of Communication and Culture regulates the media. 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.

Source: CIA Factbook

PRESS

- L'Evenement Monthly
- L'Hebdomadaire du Burkina Weekly
- L'Independent 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)
- Sa 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>



Information About
REPUBLIC OF THE CONGO
Capital **Brazzaville**
"Justice, Peace and Work"

Population

5.67
Million

The Republic of the Congo, also known as Congo-Brazzaville, is a country located in Central Africa. It is situated on the west-central coast of Africa and shares borders with several countries, including Gabon to the west, Cameroon and the Central African Republic to the north, the Democratic Republic of the Congo to the east and south, and the Atlantic Ocean to the southwest. The country covers an area of approximately 342,000 square kilometers (132,000 square miles), making it the 64th largest country in the world.

The Republic of the Congo had an estimated population of around 5.2 million people. The capital and largest city of the country is Brazzaville, which is located on the Congo River.

The Republic of the Congo has a diverse population, consisting of different ethnic groups. The major ethnic groups include the Kongo, Sangha, M'Bochi, Teke, and Pygmy. The official language is French, which was inherited from the colonial period, but Lingala, Kikongo, and other local languages are also widely spoken.

The country has a tropical climate, with high temperatures and humidity throughout the year.

The Congo River, one of the largest rivers in Africa, flows through the country, providing a vital transportation route and a source of hydroelectric power.

The Republic of the Congo has a rich history, with evidence of human habitation dating back thousands of years. The region was once part of the powerful Kingdom of Kongo before coming under colonial rule. The French established control over the area in the late 19th century, and the country gained independence from France on August 15, 1960.

The economy of the Republic of the Congo is largely dependent on oil and natural resources. It is one of the largest oil producers in sub-Saharan Africa, with oil accounting for a significant portion of its export earnings. Other important industries include forestry, mining, and agriculture. The country is known for its vast rainforests, which are home to diverse wildlife, including elephants, gorillas, and chimpanzees.

Despite its natural resource wealth, the Republic of the Congo faces various challenges, including poverty, limited infrastructure, and political instability. The country has experienced periods of civil unrest and armed conflict in the past.

In recent years, the government of the Republic of the Congo has taken steps to promote economic diversification and improve social development. Efforts have been made to invest in infrastructure projects, healthcare, education, and sustainable development.

Overall, the Republic of the Congo is a country with a rich cultural heritage, abundant natural resources, and a resilient population striving for progress and stability.

POLITICAL CONTEXT

The political context of the Republic of the Congo is characterized by a history of political transitions, struggles for power, and occasional periods of political instability. Since gaining independence from France in 1960, the country has witnessed different forms of government and political systems.

After independence, the Republic of the Congo initially adopted a parliamentary system with a multi-party framework. However, political instability plagued the country in its early years, with frequent changes in government and military coups. The first President, Fulbert Youlou, faced opposition and was overthrown in a 1963 coup led by Alphonse Massamba-Débat.

Massamba-Débat's government, under a one-party rule, sought to establish socialism and implemented a series of economic and social reforms. However, his regime faced resistance and was itself overthrown in a coup in 1968, led by Marien Ngouabi, who became the country's new President.

Under Ngouabi's leadership, the Republic of the Congo shifted towards a Marxist-Leninist ideology, with the ruling Congolese Labour Party (PCT) as the sole political party. Ngouabi implemented a policy of nationalization, centralized planning, and close ties with other socialist countries. However, his rule ended abruptly in 1977 when he was assassinated in a military coup.

Following Nguabi's assassination, Colonel Joachim Yhombi-Opango took power. However, his presidency was short-lived, as he was ousted in 1979 by Denis Sassou Nguesso, a former ally of Nguabi. Sassou Nguesso became the country's new President and has played a significant role in shaping the political landscape of the Republic of the Congo.

Sassou Nguesso initially led a Marxist-Leninist government but later embraced a more market-oriented economy and introduced political reforms. In 1991, under pressure from domestic and international actors, he initiated a transition to a multiparty system and introduced a new constitution. This led to the adoption of a multi-party system and the holding of the country's first multi-party elections in 1992.

However, the transition to democracy faced challenges, and the Republic of the Congo experienced a period of civil war and political turmoil in the late 1990s. In 1997, Sassou Nguesso was overthrown by rebel forces led by Pascal Lissouba. This resulted in a brief period of Lissouba's rule until Sassou Nguesso, with the support of Angolan and Chadian troops, regained power in 1997 and has since remained in office.

In 2002, a new constitution was adopted, allowing Sassou Nguesso to run for re-election. He won the elections in 2002, 2009, and 2016, amidst allegations of electoral irregularities and limited political competition. His presidency has been marked by a consolidation of power and dominance of the PCT.

Sassou Nguesso's presidency has been characterized by a combination of authoritarianism, clientelism, and limited political freedoms. Opposition parties have faced challenges in organizing and participating in elections, with reports of intimidation, harassment, and restrictions on media freedom.

In 2015, the Republic of the Congo held a constitutional referendum that controversially removed presidential term limits and age restrictions, allowing Sassou Nguesso to run for a third term in the 2016 elections. The referendum sparked protests and opposition from civil society and some international actors, who criticized it as an attempt to consolidate power.

The 2016 elections were marred by allegations of irregularities and a lack of transparency, leading to protests and clashes between security forces and opposition supporters. Sassou Nguesso was declared the winner and has continued his presidency, extending his rule for another term.

The political opposition in the Republic of the Congo has faced challenges in organizing and effectively challenging the ruling party. Opposition leaders have at times faced arrest, harassment, and legal restrictions on their activities. Additionally, there have been concerns about the concentration of power within the ruling party and limited checks and balances on executive authority.

The international community has closely watched the political developments in the Republic of the Congo. There have been calls for greater respect for human rights, political freedoms, and

inclusive governance. The country has faced criticism for its handling of elections, human rights abuses, and allegations of corruption.

Despite these challenges, efforts have been made to promote dialogue and reconciliation in the country. National dialogues and peace agreements have been held to address political tensions and conflicts. The government has also implemented some reforms aimed at promoting economic development, poverty reduction, and social welfare.

In recent years, there have been discussions on the need for political reforms, including constitutional changes and electoral reforms, to enhance political participation and democratic processes. However, the extent and pace of these reforms remain a subject of debate and contention.

The political context of the Republic of the Congo is complex and evolving, shaped by historical legacies, power dynamics, and socio-economic factors. The country continues to grapple with challenges related to governance, democratic consolidation, and ensuring political stability while addressing the aspirations and demands of its citizens.

OVERVIEW OF THE ECONOMY

The Republic of the Congo has an economy that is heavily dependent on natural resources, particularly oil. The country is one of the largest oil producers in sub-Saharan Africa, and oil exports account for a significant portion of its revenue and foreign exchange earnings. Here is a detailed overview of the economic situation in the Republic of the Congo:

Oil and Natural Resources:

Oil production has been the mainstay of the Congolese economy since the 1970s. The country possesses significant oil reserves, and oil exploration and production activities are mainly concentrated in the coastal region. Major international oil companies operate in the country, contributing to oil production and investment.

The oil sector plays a crucial role in the economy, accounting for a substantial share of the government's revenue. However, the country's heavy dependence on oil makes it vulnerable to price fluctuations in the global market, impacting its fiscal stability and economic performance.

Diversification Efforts:

Recognizing the risks associated with over-reliance on oil, the government has initiated efforts to diversify the economy. These initiatives aim to reduce dependence on oil and promote the development of other sectors such as agriculture, forestry, mining, and tourism.

Agriculture:

Agriculture has the potential to contribute significantly to the economy of the Republic of the Congo. The country has fertile land and favorable climatic conditions for agriculture. Key agricultural products include cassava, maize, rice, yams, and various fruits and vegetables. However, the agricultural sector faces challenges such as limited infrastructure, low productivity, and the need for modernization and investment.

Forestry:

The Republic of the Congo possesses vast forest resources, including tropical rainforests. The forestry sector contributes to the economy through timber production and exports. The country is known for its production of high-quality tropical hardwoods. However, sustainable management practices and efforts to combat illegal logging are necessary to ensure the long-term viability of the sector.

Mining:

The mining sector in the Republic of the Congo is relatively underdeveloped compared to its oil industry. Mineral resources include iron ore, gold, diamonds, potash, and phosphates. Efforts are being made to attract investment and develop the mining sector, but infrastructure limitations and regulatory challenges hinder its growth potential.

Infrastructure and Investment:

Improving infrastructure is crucial for economic development and diversification. The government has focused on infrastructure development projects, including road networks, ports, and electricity generation, to facilitate trade and investment. However, there is a need for increased investment and sustainable financing to address infrastructure gaps effectively.

Challenges and Opportunities:

The Republic of the Congo faces several challenges in its economic development. These include limited economic diversification, vulnerability to oil price fluctuations, inadequate infrastructure, governance issues, and social inequality. Political stability and effective governance are critical for creating an enabling environment for sustainable economic growth.

Nevertheless, the country possesses significant opportunities. Its rich natural resources, strategic location, and potential in sectors such as agriculture and tourism offer avenues for economic expansion. Encouraging private sector investment, promoting entrepreneurship, and enhancing human capital development are essential for unlocking these opportunities and achieving long-term sustainable development.

The economy of the Republic of the Congo is heavily reliant on oil exports, but efforts are underway to diversify into other sectors such as agriculture, forestry, and mining. Challenges exist, but with effective governance, infrastructure development, and sustainable investment, the country has the potential to achieve greater economic stability and prosperity.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

As other countries, Congo is facing a third year of COVID-19, which is disrupting socioeconomic patterns already badly damaged by five years of recession. Added to the negative effects of the pandemic were floods in the northern part of the country in November 2021. Increased output and prices of oil were not enough to offset the effects of the pandemic and floods. Though smaller than its contraction of 6.2% in 2020, the economy shrunk by 0.2% in 2021. In 2020, unemployment was estimated at 10.3% and the poverty rate at 46.1%, exacerbated by job losses after COVID-19 hit. Central government operations resulted in a budget surplus of 1.4% of GDP, after a deficit of 1.7% in 2020. The debt ratio fell to 84.7% of GDP in 2021 from 101% in 2020.

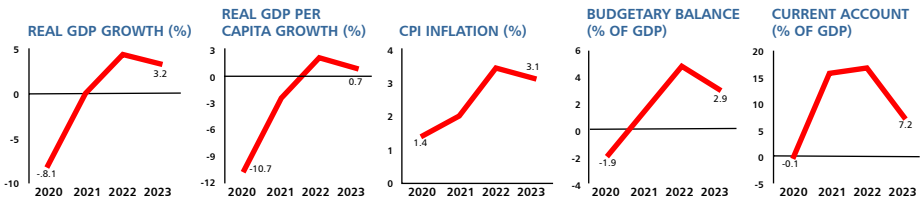
Inflation was moderate at 2.0% in 2021, within CEMAC’s criterion. Credit to the economy grew by only 1.6% in 2021, reflecting weak demand for credit in a period of uncertainty. NPLs declined to 17%, helping to reduce vulnerabilities in the banking system. In 2021, supported by oil prices, the current account showed a surplus of 15.5% of GDP, after a deficit of 0.2% in 2020. Foreign exchange reserves strengthened from 2 months to 2.7 months of imports from 2020 to 2021.

OUTLOOK AND RISKS

The outlook is favorable but remains fragile in a context marked by the persistence of the COVID-19 pandemic and the global consequences of the Russia–Ukraine conflict. GDP growth is projected at 4.3% in 2022 and 3.2% in 2023, driven by the accelerated vaccination campaign, higher oil production, and dynamics in the agricultural and mining sectors, allowing growth of the nonoil sector (building and public works, wood, mining, and services) to pick up to 3.3%. Oil output is forecast to rise by 1.0% with the resumption of investment by the largest producers, with a forecast average price per barrel of \$70. Inflation is projected to rise to 3.4% in 2022 and to 3.1% in 2023. Medium-term fiscal consolidation, combined with strong oil revenues, should lead to budget surpluses of 4.7% and 2.9% of GDP in 2022 and 2023. Public debt is expected to continue declining marginally, to 83.6% of GDP in 2023. The current account should remain in surplus at 16.5% of GDP in 2022 and 7.2% in 2023, driven by the trade balance. Prospects also remain dependent on the implementation of structural reforms launched with the IMF and on the duration of the Russia–Ukraine conflict.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Congo is 109 on the 2021 GCRI. It is experiencing an increase in intensity and frequency of extreme events caused by climate change. They are more pronounced in urban areas, where 70% of the population lives and where the ability to be resilient and adapt is still lacking. Indeed, infrastructure (including housing, roads, and drainage and sanitation) is either weak or destroyed. The country is ranked 165 on the Country Index of the Notre Dame Global Adaptation Initiative 2020. The government’s NDC provides for a reduction in national emissions of 48% and 55%, by 2025 and 2035. The country has also started planting 40,000 ha of forest to sequester more than 10 Mt of carbon, thus protecting the Congo Basin peatlands, which serve as an important carbon sink. On the energy transition, the country is improving its energy supply, based on RE including natural gas. To this end, 300 MW of electricity production capacity has been installed in addition to that from four hydropower stations. The drinking water access rate is 66% in urban areas and 47% in rural areas, for a 56% national average.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

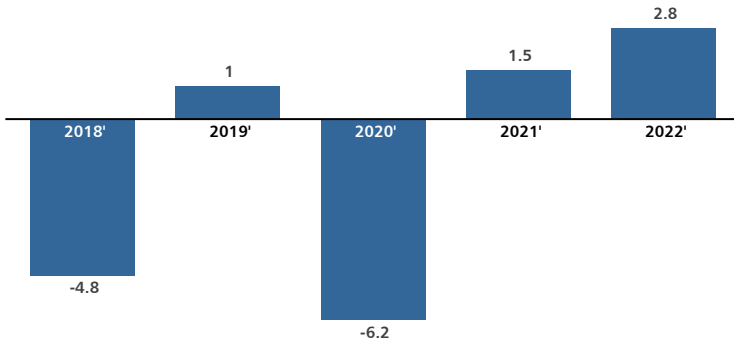
KEY FACTS

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% (2018 est.) Arable land: 1.6% (2018 est.) - Permanent crops: 0.2% (2018 est.) - Permanent pasture: 29.3% (2018 est.) Forest: 65.6% (2018 est.) Other: 3.3% (2018 est.)
PEOPLE	
Population	5,677,493 (2022 est.)
Age structure	0-14 years: 41.57% (male 1,110,484/female 1,089,732) 15-64 years: 56.15% (male 1,598,111/female 1,590,032) 65 years and over: 3.41% (2022 est.) (male 88,323/female 105,262)
Population growth rate	2.33% (2022 est.)
Urbanization	urban population: 69.2% of total population (2022)
Infant mortality rate	Total: 46.62 deaths/1,000 live births Male: 51 deaths/1,000 live births Female: 42.11 deaths/1,000 live births (2022 est.) Country comparison to the world: 24
Life expectancy at birth	Total population: 62.51 years Male: 61.02 years Female: 64.05 years (2022 est.) Country comparison to the world: 215
Total fertility rate	4.32 children born/woman (2022 est.) country comparison to the world: 21
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)	\$ 20.7363 billion (2022 est.)
GDP per capita income	\$577.2 (2022 est.)
GDP - composition by sector	Agriculture: 62.15% (2020) Industry: 9.78% (2020) Services: 25.1% (2020)
Exports	\$6.31 billion (2020 est.)
Imports	\$6.09 billion (2020 est.)
Imports - commodities	Capital equipment, construction materials, foodstuffs

Currency (code)	Central African CFA franc (XAF)
Time Zone	UTC+1 (WAT)
Driving side	Left
Calling code	+242
ISO 3166 code	CG
Internet TLD	.cg
COMMUNICATIONS	
Internet users	Total: 1.45 million internet users in the Congo (2022 est.) Percent of population: 25.4 % (2022 est.)

Sources: CIA World Factsbook & World Bank's Doing Business Report


GDP GROWTH RATE 2018-2022



Source: tradingeconomics.com

The Gross Domestic Product (GDP) in Republic of the Congo expanded 2.80 percent in the fourth quarter of 2022 over the same quarter of the previous year.

MONTHLY INFLATION RATES (IN %) 2022



MONTH	2022
January	5.21%
February	5.3%
March	5.85%
April	6.46%
May	7.26%
June	8.43%
July	9.03%
August	9.99%
September	11.38%
October	12.19%
November	12.88%
December	14.06%

Source: <http://www.tradingeconomics.com/congo/inflation-cpi>

Inflation Rate in Congo increased to 14.06% in December from 5.21% in January of 2022.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	652.6
September	661.2
October	667.9
November	642.4
December	620.1

Source: <http://knoema.com/atlas/congo/topics/Economy/Short-term-indicators/Exchange-rate>

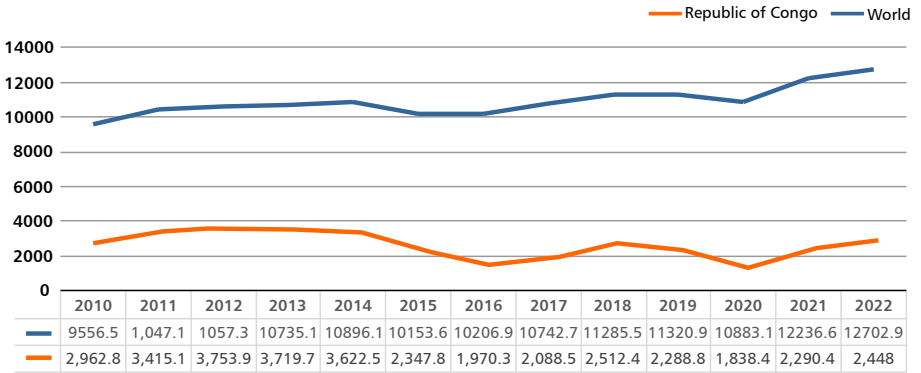
In December 2022, exchange rate for Congo was 620.1 LCU per US dollars. Exchange rate of Congo increased from 584.0 LCU per US dollars in January 2022 to 620.1 LCU per US dollars in December 2022.

POPULATION BY REGION

Ethnic	Department	Population
Brazzaville	Brazzaville	1,373,382
Pointe-Noire	Pointe-Noire	715,334
Dolisie	Niari	83,798
Nkayi	Bouenza	71,620
Impfondo	Likouala	33,911
Ouessou	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

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Republic of Congo in 2022 is \$2,448.

2022 data	Republic of Congo	World
Gross annual income / capita	\$2,448	\$12,702.9

MEDIA AND MARKET SNAPSHOT

POPULATION - DEMOGRAPHICS				
Country demography (Country / Capital)	5,712,732			
Reach of the media by region / department				
OVERVIEW OF HOUSEHOLDS/CONSUMERS				
Languages by region	Regions / Departments	Languages		
	La Likoula	Lingala		
	La Sangha	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	0-14 years: 41.57%			
	15-64 years: 55.23%			
	65 and over: 3.2%			
Monthly household income	\$164.38			
SOCIO-ECONOMIC PROFILE				
MEDIA TRENDS				
Regulatory bodies in the country	Superior Council for Freedom of Communication			
Number / list of television and Radio stations	No. TV	Television	No. Radios	Radios
	23	-Télé Congo (Couverture Nationale)	43	- Radio Congo (Couverture Nnationale)
		- DRTV		- Radio Brazzaville
		- VOX TV		- Radio Liberté
		- ESTV		- Radio Rurale
		- Luxe TV		- DRN*1
		- TPT 1		- Radio Louzolo
		- Télé Lekana		- Radio MUCODEC
		- Télé Nkéni		- Radio Sion
		- Télé Owando		- Radio Magnificat
		- Télé Makoua		- Radio Evangélque
		- Télé Fanion		- Radio Sangu Ya Mboté
		- Canal Ouesso		- Ponton Fm
		- Canal Pokola		- DVSD+ Fm
		- Télé Ngombé		- Radio Lekana
		- TNA		- Radio Nkeni
		- Télé Dol		- Radio Djambala
		- Télé CN		- Radio Owando
		- TCM		- Radio Bundji Alima
		- Télé Sibiti		- Radio Proder
		- Télé Nkayi		- Radio Akoua Panda
		- Télé Dvoubá		- Radio Mbongo

- Yakala TV
- MCR TV

- 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 Colombe
- Radio Kéllé
- Radio Mbomo
- Radio Enyele
- Radio Moka
- Radio Digitale Impfondo
- Radio Mokouka
- Radio CK
- Radio C Mindouli
- Yakala FM

Number of press publications (Journal) and magazine	6												
OOH Media trends	64%												
GLOBAL TRENDS IN THE MEDIA AREA													
Country specific trends in the media area	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	<table border="1"> <thead> <tr> <th>Review of the current year</th> <th>Forecast for the next three years</th> </tr> </thead> <tbody> <tr> <td>Television: 87%</td> <td>Television: 93%</td> </tr> <tr> <td>Radio: 71%</td> <td>Radio: 71%</td> </tr> <tr> <td>Press: 25%</td> <td>Press: 25%</td> </tr> <tr> <td>OOH: 64%</td> <td>OOH: 70%</td> </tr> <tr> <td>Digital: 12%</td> <td>Digital :30%</td> </tr> </tbody> </table>	Review of the current year	Forecast for the next three years	Television: 87%	Television: 93%	Radio: 71%	Radio: 71%	Press: 25%	Press: 25%	OOH: 64%	OOH: 70%	Digital: 12%	Digital :30%
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MEDIA OVERVIEW

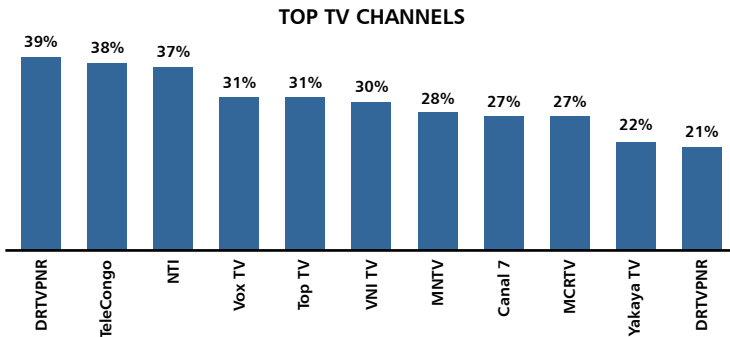
The media landscape in the Republic of the Congo comprises various forms of media, including television, radio, print, and digital platforms. Here is a detailed overview:

Television:

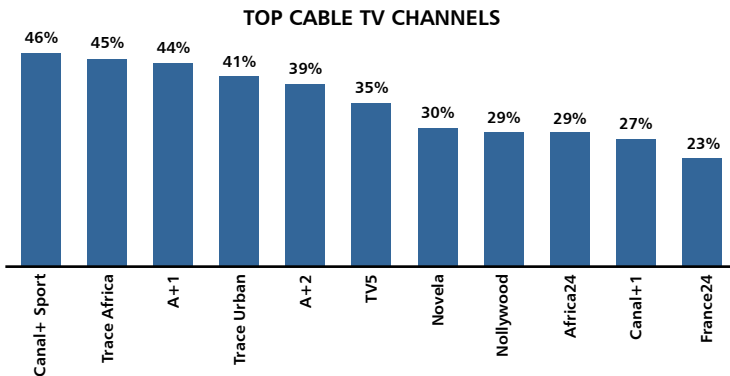
The Republic of the Congo has a limited number of television stations. The state-owned national broadcaster, Télé Congo, operates several channels, including Télé Congo, Télé Congo Education, and Télé Congo Sport. These channels provide news, educational content, and entertainment programming. In addition to the state broadcaster, there are a few privately-owned television stations, such as DRTV and RTN, which offer a mix of news, sports, and entertainment content.

PAY TV

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



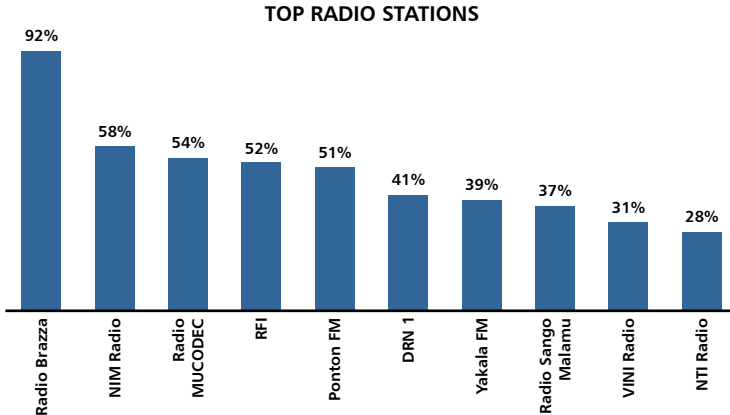
Source: <http://www.bbc.com/news/world-africa-13285760>



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

RADIO

Radio is an important medium in the Republic of the Congo, providing wide coverage and accessibility, particularly in rural areas. The state-owned national radio broadcaster, Radio Congo, operates several radio channels that offer news, cultural programs, music, and educational content. Private radio stations also exist, including Radio-Télé Nostalgie (RTN), Radio Liberté, and Radio MUCODEC, which provide a mix of news, music, and entertainment programming.



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

Print Media:

The print media sector in the Republic of the Congo is relatively small, with a limited number of newspapers and magazines. State-owned publications, such as La Semaine Africaine and Les Dépêches de Brazzaville, are among the most widely circulated newspapers, providing news and analysis on a range of topics. Private newspapers, such as La Griffie and Talassa, also contribute to the print media landscape.

Digital Media:

Digital media and online platforms have gained popularity in recent years, offering alternative sources of news and information. Online news portals, blogs, and social media platforms are increasingly used by both media organizations and individuals to share news and engage with audiences.

Media Freedom and Challenges:

The media landscape in the Republic of the Congo faces challenges related to media freedom and independence. There have been reports of restrictions on press freedom, including limited access to information, intimidation of journalists, and occasional censorship. Journalists and media organizations have advocated for greater media freedom and the protection of journalists' rights.

Regulatory Framework:

The regulatory framework governing the media sector in the Republic of the Congo is primarily overseen by the High Council for Freedom of Communication (CSLC), also known as the Conseil Supérieur de la Liberté de la Communication. Here is a detailed explanation of the regulatory framework:

High Council for Freedom of Communication (CSLC):

The CSLC is an independent regulatory body established to ensure the protection of freedom of expression, press freedom, and the right to information. It is responsible for regulating media activities, monitoring compliance with media laws and regulations, and addressing complaints related to media content.

Media Laws and Regulations:

The media sector in the Republic of the Congo operates within a legal framework governed by various laws and regulations. These include the Law on Press Freedom, the Law on Audiovisual Communication, and the Law on the High Council for Freedom of Communication. These laws define the rights and responsibilities of media professionals, set standards for media content, and establish the powers and functions of the CSLC.

Licensing and Registration:

Media outlets, including television and radio stations, are required to obtain licenses from the CSLC to operate legally. The licensing process involves meeting specific criteria related to technical capabilities, content quality, and adherence to media regulations. The CSLC reviews license applications, monitors compliance, and has the authority to revoke licenses in cases of non-compliance or violations.

Content Regulation:

The CSLC is responsible for ensuring compliance with content standards and regulations. It monitors media content to ensure it aligns with ethical and professional guidelines, respects the principles of journalistic integrity, and upholds national values. The CSLC has the authority to impose sanctions, such as warnings, fines, or suspension, in cases of content violations.

Media Ethics and Professional Standards:

The CSLC promotes and enforces media ethics and professional standards in the Republic of the Congo. It provides guidelines and codes of conduct for media professionals, emphasizing accuracy, fairness, impartiality, and respect for privacy. The CSLC also addresses complaints from individuals or organizations regarding media ethics and professional conduct.

Complaints and Dispute Resolution:

The CSLC serves as a mechanism for addressing complaints related to media content or conduct. Individuals or organizations can file complaints with the CSLC regarding issues such as defamation, invasion of privacy, or violation of ethical standards. The CSLC investigates complaints, mediates disputes, and takes appropriate actions, including issuing warnings or imposing sanctions.

Press Freedom and Media Independence:

The CSLC plays a crucial role in safeguarding press freedom and ensuring media independence. It is tasked with protecting the rights of journalists, media organizations, and citizens to freely express themselves and access information. The CSLC works to create an environment that supports media pluralism, diversity, and editorial independence.

International Standards and Cooperation:

The Republic of the Congo is a signatory to international agreements and conventions that promote press freedom and freedom of expression. These include the Universal Declaration of Human Rights and the African Charter on Human and Peoples' Rights. The CSLC collaborates with regional and international organizations to uphold these standards and share best practices.

Media Ownership:

Media ownership in the Republic of the Congo is a mix of state-owned, privately-owned, and foreign-owned outlets. The state has a significant presence in the media landscape through its ownership of Télé Congo, Radio Congo, and state-owned newspapers. Private media outlets are generally independent but face financial challenges and limited resources.

Despite the challenges, the media landscape in the Republic of the Congo continues to play a crucial role in disseminating news, information, and entertainment to the population. Efforts are ongoing to promote media freedom, professionalism, and the development of a vibrant and diverse media sector.



Information About
REPUBLIC OF GABON
Capital **Libreville**
"Union, Work, Justice"

Population

2.39
Million

The Republic of Gabon is a country located on the west coast of Central Africa. It gained independence from France on August 17, 1960. Before European colonization, the area was inhabited by various indigenous tribes with distinct cultures and languages. The Portuguese were the first Europeans to arrive in the region in the late 15th century, followed by the Dutch, English, and French.

In 1839, the French established a protectorate over the region, which became a center for the slave trade and later for the production of palm oil. In 1910, Gabon became part of French Equatorial Africa, a federation of French colonial territories in Central Africa. During World War II, Gabon was an important supply center for the Free French forces, and in 1946 it became an overseas territory of France.

Under French rule, Gabon experienced significant economic growth and modernization, particularly in the areas of infrastructure, education, and health care. In the post-independence era, Gabon has been led by a small group of political elites, with President Omar Bongo holding power for more than 40 years until his death in 2009.

Since independence, Gabon has been relatively stable compared to other African countries and has relied heavily on its oil resources for economic growth. However, the country has faced challenges in recent years, including political instability, corruption, and declining oil revenues. Despite these challenges, Gabon remains one of the more prosperous and developed countries in Central Africa.

GEOGRAPHY AND CLIMATE

Gabon has a total land area of approximately 267,667 square kilometers, making it one of the smaller countries in Africa. The country has a diverse geography, ranging from coastal plains to hills and mountains, as well as dense rainforests and savannas. The coastal plain is narrow, with the majority of the country's land being taken up by the Congo-Gabon Basin, a low-lying plateau that rises gradually towards the interior. The highest point in Gabon is Mount Iboundji, which rises to 1,575 meters.

Gabon has a tropical climate, with high temperatures and high humidity throughout the year. The country experiences two distinct seasons: a rainy season from October to May and a dry season from June to September. During the rainy season, heavy rainfall and thunderstorms are common, while the dry season is characterized by cool, dry air and occasional harmattan dust storms.

In general, the coastal areas of Gabon are hot and humid, with temperatures averaging around 27°C. The interior is slightly cooler, with temperatures ranging from 20°C to 25°C. Despite its location near the equator, Gabon's coastal location helps to moderate its temperatures, and the country is not subject to the extreme heat that is found in many other equatorial regions.

Gabon's geography and climate are diverse, with a mix of coastal plains, hills and mountains, rainforests, and savannas, and a tropical climate characterized by high temperatures and high humidity throughout the year, with two distinct seasons.

POLITICAL CONTEXT

The political context of Gabon is characterized by a presidential republic system of government, with a strong executive branch and limited political opposition.

Since independence from France in 1960, Gabon has been ruled by a single political party, the Democratic Party of Gabon (PDG), and its leaders. The country's first president, Albert-Bernard Bongo, ruled from 1967 until his death in 2009, and was succeeded by his son, Ali Bongo Ondimba.

Gabon's political system is highly centralized, with the president holding significant powers, including the authority to appoint and dismiss the prime minister and cabinet members. The National Assembly, Gabon's legislative branch, is composed of 120 members, who are elected every five years. However, the ruling party has dominated the National Assembly, and opposition parties have limited representation and influence.

Despite its limited political opposition, Gabon has a relatively stable political environment, with peaceful transfers of power and few instances of political violence. The country has also made

efforts to improve its democratic institutions, including the establishment of a constitutional court and the adoption of a new constitution in 1991.

However, there have been some concerns about the transparency of elections and the suppression of political opposition. In recent years, there have been allegations of electoral fraud and irregularities during presidential elections, leading to protests and calls for greater political transparency and accountability.

The political context of Gabon is marked by a dominant executive branch and limited political opposition, but with a relatively stable political environment and efforts to improve democratic institutions.

OVERVIEW OF THE ECONOMY

The Republic of Gabon has a mixed economy that is heavily dependent on the extraction and export of oil and minerals, particularly petroleum and manganese. The country is one of the largest oil producers in sub-Saharan Africa and is a member of the Organization of the Petroleum Exporting Countries (OPEC).

Despite its rich natural resources, Gabon's economy has struggled in recent years due to declining oil prices and production, as well as economic mismanagement and corruption. The country has a high level of income inequality, with a small wealthy elite and a large population living in poverty.

In an effort to diversify its economy and reduce its dependence on oil exports, Gabon has made significant investments in infrastructure and industry, particularly in the areas of agriculture, tourism, and telecommunications. The government has also implemented a number of economic reforms aimed at improving the business climate and attracting foreign investment.

However, these efforts have been hampered by corruption, red tape, and a lack of transparency, which have deterred investment and hindered economic growth. In addition, the country faces challenges related to infrastructure, including poor road networks and limited access to electricity, which limit the development of non-oil sectors.

Despite these challenges, Gabon has a relatively well-developed economy compared to other countries in the region, with a stable currency and a relatively high per capita income. However, in order to fully realize its economic potential, the country will need to continue to address corruption and improve the business environment, while also making investments in infrastructure and human capital development.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

From a contraction of 1.8% in 2020, GDP growth rebounded to 1.7% in 2021, linked to nonoil sector expansion, notably palm oil (120%) and the wood industry (29.8%). Unemployment, estimated at 20.5% in 2020, remains high, particularly for young people, exacerbating poverty, which was estimated at 33.4% in 2017. The budget deficit widened from 2.1% in 2020 to 3.4% because of a rise in health crisis-related capital and current spending. Public debt is estimated at 74.7% of GDP in 2021, down from 77.4% in 2020. In 2021, inflation declined to 1.1% from 1.3% in 2020, owing to control of the price of transport and food products. In March 2022, the BEAC increased its Interest Rate on Tenders from 3.5% to 4% and its Marginal Lending Facility Rate from

5.25% to 5.75%, to replenish regional exchange reserves; from 2020 to 2021, these reserves rose from 3 months to 3.6 months of imports. The current account deficit narrowed from 6% in 2020 to 3.5% in 2021, given a stronger increase in exports (31%) than imports (9%). The performance in the banking sector in 2021 was supported by the supervisory measures implemented by the Central African Banking Commission to mitigate the effects of the health crisis on the quality of assets and bank solvency. A deterioration in the quality of assets is projected for 2022, because at the end of 2021, the Commission removed its supervisory measures.

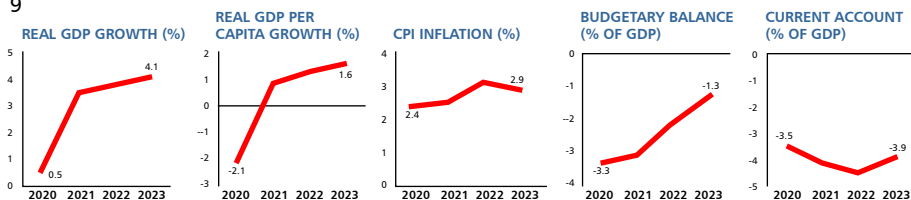
OUTLOOK AND RISKS

The short-term outlook for economic growth is favorable with projected GDP growth of 3.3% in 2022 and 3.4% in 2023, reflecting a dynamic nonoil sector (agriculture, wood, and mining). With the rise in oil prices and reforms initiated within the framework of the IMF program, the budget balance is forecast to post a surplus of 2.3% of GDP in 2022 and 3.4% in 2023. Public debt is forecast to decline further to 70.1% of GDP by 2023. For 2022 and 2023, the Bank projects inflationary pressures, owing to the Russia–Ukraine conflict, which will affect the price of food and transportation. Inflation is expected to be 2.9% in 2022 and 2.5% in 2023. The prime rates established in March 2022 by the BEAC should guarantee internal and external monetary stability. The balance on the current account is likely to improve, owing to the rising price of exported raw materials (oil, palm oil, gold, and manganese), reaching a surplus of 2.9% of GDP in 2022 and 0.7% in 2023. These outcomes are, however, subject to the execution of ongoing structural reforms as well as the pandemic’s trends and the Russia–Ukraine conflict.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Gabon is 130 on the 2021 GCRI. It is exposed to a rising sea level, frequent flooding, and coastal erosion, which affect key sectors such as hydropower, agriculture, fishing, and forests. Authorities have taken steps to protect fauna and flora with the creation of protected areas covering 11% of national territory. The adoption of the Forest Code in 2001 contributed to forestland resilience. Gabon has a relatively developed political, institutional, and legal framework integrated into the national development strategy. The country is revising its NDC with an objective of reducing its carbon emissions by 50% by 2025. Eighty-eight percent of Gabon is covered by forest, which constitutes a carbon pool, absorbing four times more CO₂ than it gives off. The country aims to monetize its carbon credits, estimated at \$5 billion in 2021, and is counting on using and monetizing flared gas to reduce its dependence on finished-product imports and move to green energy. Gabon flares about 35 billion cubic feet of gas a year, which represents about 200 MW of electricity. To reach a more ecological level for electricity and transport, it must overcome technology, infrastructure, finance, and regulations challenges.

9



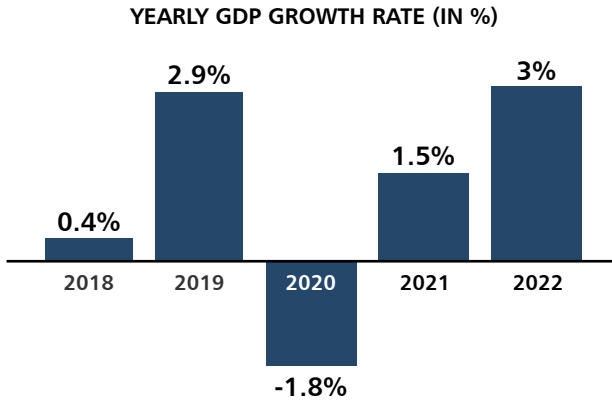
Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) - Arable land: 1.2% (2018 est.) - Permanent crops: 0.6% (2018 est.) - Permanent pasture: 17.2% (2018 est.) Forest: 81% (2018 est.) Other: 0% (2018 est.)
PEOPLE	
Population:	2,397,368 (2022 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:	2.39% (2022 est.)
Urbanization:	urban population: 91% of total population (2022)
Infant mortality rate:	Total: 27.7 deaths/1,000 live births Male: 30.61 deaths/1,000 live births Female: 24.71 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 70.03 years Male: 68.3 years Female: 71.81 years (2022 est.)
Total fertility rate:	3.26 children born/woman (2022 est.)
Languages:	French (official), Fang, Myene, Nzebi, Bapounou/Eschira, Bandjabi
ECONOMY	
GDP (purchasing power parity):	\$ 35.53 billion (2022 est.)
GDP per capita:	\$ 15,175 (2022 est.)
GDP - composition by sector:	Agriculture: 32.36% (2020) Industry: 10.77% (2020) Services: 56.86% (2020)
Exports:	\$7.47 billion (2020 est.)
Imports:	\$3.53 billion (2020 est.)
Imports - commodities:	Poultry meats, excavation machinery, packaged medicines, cars, rice (2019)
Currency (code):	Central African CFA franc (XAF)
Time Zone:	UTC+1 (WAT)

Driving side:	Right
Calling code:	+241
ISO 3166 code:	GA
Internet TLD:	.ga
COMMUNICATION	
Internet users:	Total: 1.656 million (2022 est.) Percent of population: 72% (2022 est.)


Sources: CIA World Factbook & World Bank's Doing Business Report



Source: Trading Economics

The Gross Domestic Product (GDP) in Gabon expanded 3% in the fourth quarter of 2022 over the same quarter of the previous year.

MONTHLY INFLATION RATES (IN %) 2022



MONTH	2022
January	2%
February	2.4%
March	2.9%
April	3%
May	3.3%
June	4.4%
July	5%
August	5.6%
September	5.8%
October	5.8%
November	5.6%
December	5.4%

Source: <https://tradingeconomics.com/gabon/inflation-cpi>

Inflation Rate in Gabon decreased to 5.40 percent in December from 5.60 percent in November of 2022.

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

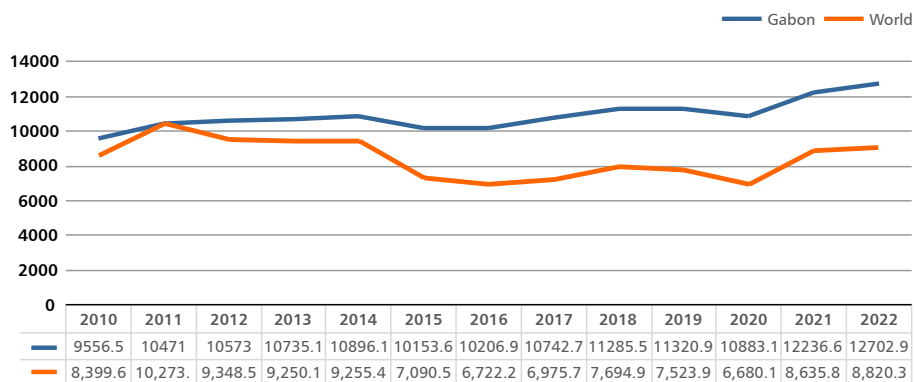


MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	647.8
September	661.2
October	667.9
November	642.4
December	620.1

Source: <https://knoema.com/atlas/Congo/Gabon/Economy/Short-term-indicators/Exchange-rate>

In December 2022, exchange rate for Gabon was 620.1 XAF per US dollars.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Republic of Gabon is \$8,820.3 in 2022.

2022 data	Republic of Gabon	World
Gross annual income / capita	\$8,820.3	\$12,702.9

Source: Data.worldbank.org

MEDIA TRENDS

The media landscape in Gabon has been evolving over the years, characterized by a mix of state-controlled and private media outlets. Although there has been some growth in the sector, the government still holds significant influence over media content. To provide a comprehensive analysis of the media trends in the Republic of Gabon, let's break it down into several categories: print media, radio, television, and digital media.

Print media:

Print media in Gabon is dominated by a few daily newspapers and weekly publications. The most notable newspapers include L'Union, which is partly owned by the state, and the privately-owned Echos du Nord and La Loupe. In recent years, print media circulation has been on the decline due to increasing digitization, leading to a growing preference for online news sources.

Radio:

Radio remains one of the most popular and accessible forms of media in Gabon. State-owned Radio Gabon is the primary radio broadcaster, offering news and entertainment programs in French and local languages. There are also several private radio stations, such as Radio Africa Numéro 1, which has a broader regional reach, and Radio Nostalgie, which focuses on music and entertainment. Radio remains an important medium for information dissemination, especially in rural areas where internet access is limited.

Television:

Television in Gabon is characterized by a combination of state-owned and private channels. The state-owned Gabon Television (RTG) is the primary TV broadcaster, offering a range of news, entertainment, and cultural programs. Private channels, such as TV+, Canal Gabon, and 3A Télésud, also contribute to the television landscape. However, satellite and cable TV have gained popularity, giving viewers access to international channels and content.

Digital media:

The advent of the internet and social media platforms has significantly impacted the media landscape in Gabon. With increasing internet penetration and mobile device usage, more people are accessing news and information online. Many traditional media outlets have adapted to this trend by establishing an online presence, either through websites or social media accounts.

Social media platforms, such as Facebook, Twitter, and WhatsApp, have become popular channels for information dissemination and public discourse. They provide an alternative to traditional media, allowing users to access diverse opinions and content. However, this digital trend has also led to concerns about the spread of misinformation and fake news.

The media landscape in Gabon is characterized by a mix of state-controlled and private outlets, with an increasing shift towards digital platforms. Despite some growth in the private media sector, the government still holds significant influence over content. Radio remains the most popular and accessible medium, especially in rural areas, while print media circulation is on the decline due to digitization. The growing prevalence of the internet and social media has significantly impacted the way people access and consume information, leading to both opportunities and challenges for the media industry in Gabon.

PENETRATION OF MEDIA

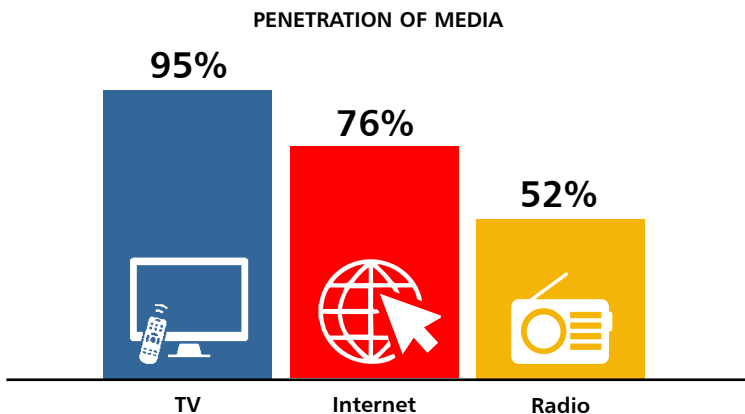
The penetration of media in the Republic of Gabon is relatively high compared to other African countries. The country has a well-developed infrastructure and a growing economy, which has contributed to the growth of the media industry. The majority of the population has access to television and radio, and there is a growing number of internet users.

Television is the most widely used medium in Gabon, with several national and regional channels available. Radio is also widely accessible, with a mix of public and private stations that cover a variety of programming, including news, music, and talk shows.

The internet is becoming increasingly popular in Gabon, with a growing number of users accessing the web via smartphones, laptops, and other devices. Social media platforms, such as Facebook and Twitter, are widely used by both individuals and businesses to connect and share information.

However, the media industry in Gabon is not without its challenges. There have been reports of government censorship and media restrictions, particularly in the coverage of political and sensitive issues. Despite these challenges, the media sector continues to grow and evolve, providing citizens with access to a diverse range of information and perspectives.

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



Source: <https://www.internetworldstats.com>



Information About

MALI

Bamako

Capital

“One people, One goal, One faith”

Population



21.35

Million

The Republic of Mali, located in West Africa, has a rich and complex history that spans thousands of years. Its modern history is rooted in ancient civilizations, powerful empires, and the impact of colonialism. To provide a detailed background of Mali, we will discuss its geography, ancient history, Islamic empires, colonial era, and post-independence period.

Geography:

Mali is a landlocked country bordered by Algeria to the north and northeast, Niger to the east, Burkina Faso and Côte d'Ivoire to the south, Guinea to the southwest, and Senegal and Mauritania to the west. It has diverse landscapes, including the Sahara Desert in the north, the Sahel region in the center, and the savanna and Sudanian woodlands in the south. The Niger and Senegal rivers are crucial for the country's agriculture and trade.

Ancient history:

Mali's history can be traced back to the Nok culture, which emerged in West Africa around 1500 BCE. By the 5th century CE, the Ghana Empire, the first great West African empire, emerged in the region. It was known for its gold resources, which were traded across the Sahara with North African Berber and Arab merchants.

Islamic Empires:

The Mali Empire (1235-1670) – Founded by Sundiata Keita, the Mali Empire replaced the Ghana Empire and became one of the largest and wealthiest empires in West Africa. The empire was known for its prosperity, education, and culture. Mansa Musa, one of its most famous rulers, expanded the empire and made a pilgrimage to Mecca in 1324, putting Mali on the world map.

The Songhai Empire (1340-1591) – This empire emerged as Mali declined, with its capital at Gao. Under the leadership of Sunni Ali and Askia Muhammad, the Songhai Empire grew to encompass a vast territory, including Mali. The empire was known for its wealth, education, and military prowess. However, it fell to a Moroccan invasion in 1591.

Colonial era:

In the late 19th century, France began colonizing West Africa. Mali, then known as French Sudan, became part of French West Africa. The French introduced new administrative structures, education, and infrastructure. In 1958, French Sudan became the Sudanese Republic, and in 1959, it formed the Mali Federation with Senegal. The federation dissolved in 1960, and the Sudanese Republic declared independence, renaming itself the Republic of Mali.

Post-independence:

Mali's post-independence history has been marked by political instability, military coups, and conflict. Its first president, Modibo Keita, pursued socialist policies that led to economic challenges. In 1968, a military coup brought Moussa Traoré to power. His rule was marked by repression and economic struggles, ultimately leading to another coup in 1991.

Alpha Oumar Konaré was elected president in 1992, and under his leadership, Mali became a multiparty democracy. However, the country continued to face challenges, including corruption, poverty, and ethnic tensions. In the 2010s, Mali faced a crisis as Tuareg rebels and Islamist militants seized control of northern regions. A French-led military intervention in 2013 helped regain control, but instability and violence have persisted.

Mali's history is characterized by ancient empires, the influence of Islam, colonial rule, and post-independence challenges. The country continues to grapple with political, social, and economic issues, as well as ongoing security threats.

POLITICAL CONTEXT

The political context of Mali is complex and multifaceted, shaped by a history of colonization, military coups, and ongoing conflict. As of my knowledge cutoff in September 2021, Mali was experiencing considerable instability, which may have evolved or shifted since then. Nonetheless, here is an overview of the key factors and players that shaped Mali's political context up to that point:

Colonization and independence: Mali was colonized by France in the late 19th century and became part of French West Africa. The country gained its independence in 1960, with Modibo Keita as its first president. Keita implemented a one-party socialist state, which led to economic struggles and political repression.

Military coup and democratic transition: In 1968, a military coup led by Lieutenant Moussa Traoré overthrew Keïta. Traoré ruled as a dictator until 1991, when another military coup led by Amadou Toumani Touré ousted him. This resulted in a democratic transition, with a new constitution and multi-party system being implemented.

Contemporary political landscape: Since the 1991 transition, Mali's political landscape has been dominated by several key parties, including the Alliance for Democracy in Mali (ADEMA), the Union for the Republic and Democracy (URD), and the Rally for Mali (RPM). Political power has shifted among these parties and their coalitions, with elected presidents like Alpha Oumar Konaré, Amadou Toumani Touré, and Ibrahim Boubacar Keïta.

Ongoing conflict and instability: In 2012, Tuareg separatists and Islamist extremist groups took advantage of political instability following a military coup led by Captain Amadou Sanogo. They captured northern Mali, prompting French military intervention in 2013, known as Operation Serval. This intervention helped to regain control over the north but did not completely eradicate the extremist groups.

Peace agreements: The 2015 Algiers Peace Agreement was signed between the Malian government, the Coordination of Movements of Azawad (CMA, representing the Tuareg separatists), and the Platform of Armed Groups (pro-government militias). However, implementation has been slow, and violence continues in the region, particularly due to the presence of Islamist extremist groups.

2020 military coup: In August 2020, a military coup led by Colonel Assimi Goïta ousted President Ibrahim Boubacar Keïta. A transitional government was established, with Bah Ndaw as interim president and Goïta as interim vice president. However, in May 2021, Goïta staged another coup, arresting Ndaw and Prime Minister Moctar Ouane, and declared himself interim president.

International response: The international community, including the African Union (AU), the Economic Community of West African States (ECOWAS), and the United Nations (UN), has expressed concern about Mali's political instability and ongoing violence. They have called for a swift return to civilian rule and the implementation of democratic reforms.

The political context of Mali is marked by a history of colonization, military coups, and ongoing conflict. The country has faced challenges in establishing and maintaining a stable, democratic government, which has been further complicated by internal and external armed groups.

ECONOMIC OVERVIEW

Mali is a landlocked country in West Africa with a predominantly agrarian and informal economy. Despite abundant natural resources, including gold, Mali remains one of the poorest countries in the world, with over 60% of its population living below the poverty line.

The economy of Mali is heavily dependent on agriculture, which employs about 80% of the country's labor force and contributes to over 40% of its gross domestic product (GDP). The main agricultural products include cotton, livestock, and cereals. However, the sector is often hindered by drought and limited access to markets and financial services.

Mining is another significant contributor to Mali's economy, with gold being the most important mineral extracted. However, the mining sector has faced challenges, including declining gold prices and increased competition from other African countries.

In recent years, the government of Mali has taken steps to improve the business climate and attract foreign investment, but the country still faces significant challenges, including weak infrastructure, corruption, and political instability. The COVID-19 pandemic has also had a significant impact on the country's economy, affecting both domestic demand and exports.

Despite these challenges, the economy of Mali has shown some signs of growth in recent years, with a projected growth rate of 5.3% in 2022. The government is also focused on implementing structural reforms and improving the business environment to attract foreign investment and boost economic growth.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

with no economic sanctions in 2021 after the coup d'état in May that year, Mali saw an economic recovery with growth of 3.2% after a contraction of 1.2% in 2020, caused by COVID-19 and a previous coup d'état in August 2020. On the supply side, expansion in 2021 was based on agriculture (growing by 2.4%) and services (5.3%). On the demand side, private (up 5.2%) and public (up 4.0%) investment, with household consumption (up 3.0%) enabled this outcome. The continuing rise in prices (4.1% in 2021 versus 0.5% in 2020) can be attributed to high food product prices, propelled by surging fuel and transport costs and a 10.5% drop in national grain production. The Central Bank of west African States (BCEAO) has maintained an accommodating stance on monetary policy.

The banking system NPL ratio was 4.8% in September 2021. The budget deficit improved to 4.7% of GDP in 2021. The financing gap (11.2% of GDP in 2021) is covered mainly by domestic financing—77.6% of total financing. Public debt, however, is still buoyed primarily by foreign debt, which was 30.6% of GDP versus 21.44% for domestic debt. Although public debt increased to 52.0% of GDP in 2021 from 47.3% in 2020, the risk of debt distress remains moderate. The current account deficit widened to 4.5% of GDP in 2021 from 2.3% in 2020 owing to high domestic demand and declining terms of trade. The recovery in economic activity in 2021 translated into a slight drop in the poverty rate - 44.2%, versus 44.9% in 2020. Unemployment was 7.4% in 2021.

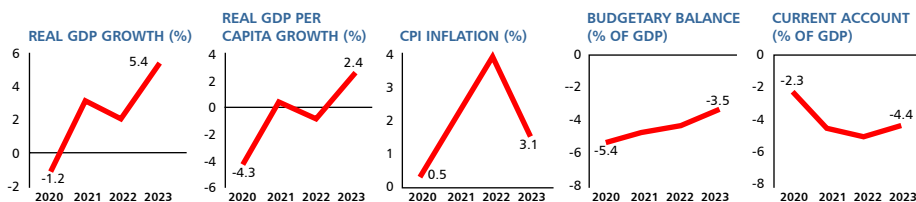
OUTLOOK AND RISKS

GDP growth is expected to fall to 2.1% in 2022 due to the effects of the west African Economic and Monetary Union (wAEMU) and the Economic Community of west African States (ECOWAS) sanctions in association with the impact of Russia–Ukraine conflict, which would reduce services and interior demand by 4.2% (3.4% versus 4.5% in 2021). However, growth should bounce back to 5.4% in 2023, sustained by recoveries in cotton output (25.5%), in cereals (5.5%) and in gold (5.6%), combined with favorable global prices. A strong pickup in the industrial sector (6.1% versus 2.3% in 2022) and services (5.5%) and increased domestic demand of 5.5% will also support strong economic performance in 2023. Inflation is expected to strongly rise to 7.8% in

2022 due to the embargo and the Russia–Ukraine conflict but should fall to 3.1% in 2023, alongside an increase in cereal production, a fall in petroleum-product prices, a drop in the taxable base of 50% on imported foodstuffs, and the setting of maximum price limits. Budget consolidation will allow for a decline in the deficit to 4.4% of GDP in 2022 and 3.5% in 2023, driven by tax reforms and spending rationalization. Public debt is expected to slightly grow to 52.9% of GDP in 2022 and 53.0% in 2023. From 2023, domestic debt is expected to surpass foreign debt, raising concerns about sustainability and a potential crowding-out effect on business access to credit. The embargo imposed on the country, political instability, worsening security, the Russia–Ukraine conflict, and pandemic surges are major risks to the outlook.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Mali is the country eighth most susceptible to climate risks. The rainfall shortage brought about a 10.5% drop in grain production in 2021. Drought caused the loss of 225,000 acres of crops, affecting 3 million Malians. Given these and earlier events, Mali has established climate resilience as one of its focuses in its Strategic Framework for Economic Recovery and Sustainable Development (2019–2023) and prepared its NDC committing to reduce GHGs by 2030 —31% in energy, 29% in agriculture, and 21% in land and forest use changes. Public policy options should first be focused on strengthening climate resilience via optimal water management and hydro-agricultural development. Second, Mali should modify its public investment program to prioritize RE to transition to green energy growth by 2030 in compliance with the Desert to Power initiative of the African Development Bank. Mali is endowed with one of the largest potential solar sources in the world: electricity supply was underpinned by an energy mix of 61.5% thermal power stations and 38.5% RE in 2020. Finally, Mali should increase its funding for environmental protection, which was just 1.9% of the budget in 2021.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

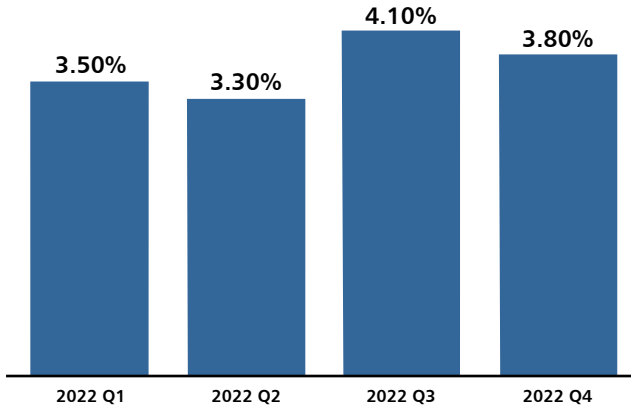
KEY FACTS

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% (2018 est.) - Arable land: 5.6% (2018 est.) - Permanent crops: 0.1% (2018 est.) - Permanent pasture: 28.4% (2018 est.) Forest: 10.2% (2018 est.) Other: 55.7% (2018 est.)
PEOPLE	
Population:	21,359,722 (2022 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:	2.93% (2022 est.)
Urbanization:	46.2% of total population (2022)
Infant mortality rate:	Total: 58.99 deaths/1,000 live births Male: 64.31 deaths/1,000 live births Female: 53.5 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 62.81 years Male: 60.56 years Female: 65.13 years (2022 est.)
Total fertility rate:	5.63 children born/woman (2021 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):	\$ 51.03 billion (2022 est.)
GDP - per capita (PPP):	\$ 2,329 (2022 est.)
GDP real growth rate:	3.1% (2022 est.)

GDP - composition by sector:	Agriculture: 36.1% (2020) Industry: 21.24% (2020) Services: 34.41% (2020)
Exports:	\$5.196 billion (2020 est.)
Imports:	\$6.339 billion (2020 est.)
Imports commodities:	Petroleum, machinery and equipment, construction materials, foodstuffs, textiles
Currency (code):	West African CFA franc (XOF)
Time Zone:	UTUTC (GMT)
Calling code:	+233
Internet TLD:	.ml
COMMUNICATION	
Internet users:	Total: 6.33 million (2022 est.) Percent of population: 29.9% (2022 est.)

Sources: CIA World Factsbook & World Bank's doing Business Report


GDP QUARTERLY GROWTH RATE 2022



Source: tradingeconomics.com

The data from Q4 2022 show economic growth of 3.8 percent, which is a decrease from the rate of growth of 4.1 percent in the previous quarter and a decrease compared to the growth rate of 4.1 percent in the same quarter last year.

MONTHLY INFLATION RATES (IN %) 2022




MONTH	2022
January	8.7%
February	7.5%
March	8.3%
April	9.2%
May	9.7%
June	9.5%
July	11.8%
August	13.9%
September	11.3%
October	10.2%
November	8%
December	7.7%

Source: <https://tradingeconomics.com/mali/inflation-cpi>

Inflation rate in Mali stayed at 7.7% in December from 8.7% in January of 2022.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	647.5
September	657.7
October	667.0
November	643.2
December	619.9

Source: <https://knoema.com/atlas/mali/topics/Economy/Short-term-indicators/Exchange-rate>

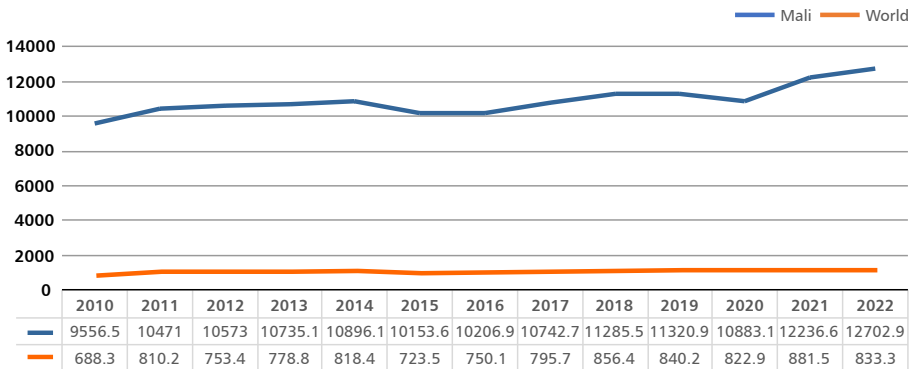
In December 2022, exchange rate of Mali increased from 584.0 LCU per US dollars in January 2021 to 619.9 LCU per US dollars in December 2022.

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>

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Mali is \$833.3 in 2022.

2021 data	Mali	World
Gross annual income / capita	\$ 833.3	\$12,702.2

MEDIA TRENDS

The media landscape in Mali is characterized by a mix of traditional and digital media platforms, as well as government censorship and the emergence of independent media outlets. Here's a closer look at the key features of the media landscape in Mali:

- **Traditional media:** Radio is the most popular and accessible form of media in Mali, with over 100 radio stations operating in the country. Television is less widespread, with only a handful of stations available, and many households do not have access to television. Print media, including newspapers, are also limited in reach and circulation, with most people relying on radio and television for news and information.
- **Digital media:** The rise of digital media has had a significant impact on the media landscape in Mali in recent years. Social media platforms such as Facebook and Twitter are increasingly used by journalists and media outlets to disseminate news and information. Online news websites, such as Mali Web, are also becoming popular sources of news and information for many people in the country.
- **Community media:** Community media, including community radio stations, is an important source of information for many rural communities in Mali. These media outlets provide information on local issues, such as agriculture, health, and education, which are not covered by national media. They also provide a platform for local voices to be heard and for community members to express their opinions.
- **Government censorship:** The Malian government has been accused of censoring news and limiting press freedom, and journalists in Mali face threats and intimidation, especially when reporting on sensitive topics. The government has also been known to shut down radio stations and restrict the broadcasting of news and information deemed to be critical of the government.
- **Independent media:** Despite the challenges posed by government censorship, there has been an increase in the number of independent media outlets in Mali in recent years. These outlets are providing alternative perspectives and independent reporting on important issues facing the country. However, they often operate with limited resources and face financial constraints, which can limit their ability to carry out in-depth reporting and analysis.

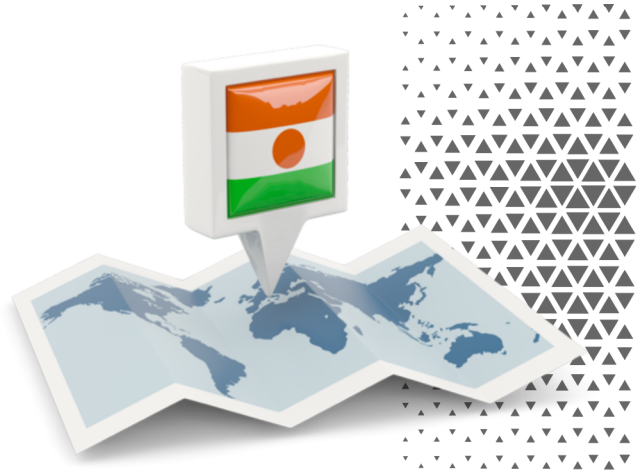
The media landscape in Mali is complex and diverse, with traditional and digital media platforms coexisting alongside government censorship and the emergence of independent media outlets. Despite the challenges faced by journalists and media outlets, the media sector in Mali is continuing to evolve and grow and is playing an important role in shaping public discourse and shaping the future of the country.

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



Information About

NIGER

Niamey

Capital

“Fraternity, Work, Progress”

Population



25.39

Million

Niger, officially known as the Republic of Niger, is a landlocked country in West Africa named after the Niger River. It is the largest country in West Africa, covering a land area of about 1.27 million square kilometers. The country shares borders with seven countries: Libya to the northeast, Chad to the east, Nigeria and Benin to the south, Burkina Faso and Mali to the west, and Algeria to the northwest.

The geographical terrain of Niger is mostly desert plains and sand dunes, with flat to rolling savannah in the south and hills in the north. The Niger River, after which the country is named, flows through the southwestern part of the country. The country's climate is predominantly hot and dry, with much desert area.

The country has a rich history, with evidence of human habitation dating back to 10,000 BC. The Songhai Empire, one of the largest Islamic empires in history, had its capital in the southwestern part of what is now Niger. Following the fall of the Songhai Empire, several states existed on the territory of present-day Niger, including the Sultanate of Damagaram, which was a powerful pre-colonial state in the southeast.

In the late 19th century, Niger came under French colonial rule as part of French West Africa. It gained independence from France on August 3, 1960, under the leadership of its first president, Hamani Diori. Since then, Niger has experienced several military coups and periods of political instability.

Niger's economy is largely based on subsistence agriculture, livestock, and significant uranium deposits. It is one of the least developed nations in the world and consistently ranks at the bottom of the United Nations' Human Development Index. The country faces several challenges, including insecurity due to insurgency, economic underdevelopment, and environmental issues like desertification and recurrent drought.

The population of Niger is multiethnic, consisting of several ethnic groups. The largest ethnic group is the Hausa, followed by the Zarma-Songhai. The official language is French, but Hausa, Djerma, Fulfulde, and other indigenous languages are widely spoken. The majority of Nigeriens are Muslim, with Islam profoundly influencing Nigerien culture.

Despite the challenges it faces, Niger has an active civil society and is known for its cultural richness, particularly in music and dance. It is also home to several wildlife reserves and national parks, providing habitats for a variety of wildlife, including some of the last wild populations of the West African lion, Northwest African cheetah, and African bush elephant.

POLITICAL CONTEXT

The political system of Niger is based on the constitution of the Seventh Republic, which was adopted in 2010. This came after a period of political instability and military rule that followed the overthrow of the former President Mamadou Tandja, who attempted to modify the constitution to extend his rule beyond the mandated term limit.

According to the 2010 constitution, Niger is a semi-presidential republic, which means that the President of Niger is the head of state, while the Prime Minister is the head of government. The President is elected by the population for a five-year term and can serve a maximum of two terms. The President appoints the Prime Minister, who then forms the government.

The President also has the power to initiate legislation and dissolve the National Assembly, the country's unicameral legislative body. The National Assembly is composed of 171 members who are elected for five-year terms. The Assembly has the power to pass laws and control the action of the government through inquiries and debates.

The judiciary is independent of both the executive and the legislature, with the Constitutional Court being the highest court in constitutional matters. The Supreme Court is the highest court for other legal issues.

Despite these democratic structures, Niger's political environment has been characterized by repeated instances of instability and military intervention since it gained independence in 1960. The country has had multiple constitutions and shifts between civilian and military rule.

The most recent military coup occurred in 2010, resulting in the current Seventh Republic. The military has often justified its interventions as necessary corrections to political mismanagement and corruption.

Mohamed Bazoum is the President of Niger, having assumed office in April 2021. Bazoum is a member of the Nigerien Party for Democracy and Socialism (PNDS-Tarayya), which is a major political party in the country. His presidency represents a rare peaceful transfer of power in a country that has been marked by political instability.

Political challenges in Niger include corruption, governance issues, and a tense security situation due to the presence of extremist groups in the region. Niger is also part of the G5 Sahel group (consisting of Burkina Faso, Chad, Mali, Mauritania, and Niger), which collaborates in the fight against terrorism and organized crime in the Sahel region.

The government has been making efforts to tackle these issues while also addressing the high levels of poverty and unemployment in the country. However, the task is daunting, given Niger's ranking among the world's poorest countries, its fast-growing population, and its vulnerability to climate change.

OVERVIEW OF THE ECONOMY

Niger's economy is largely agrarian, with over 80% of its population relying on subsistence farming and livestock rearing as their primary means of livelihood. The country's agriculture, however, is heavily dependent on rainfall and is thus vulnerable to changes in weather patterns and climate change.

A significant part of Niger's economy is also based on the extraction of valuable natural resources. The nation is one of the world's largest exporters of uranium ore, a product that has historically accounted for a substantial part of its export earnings. Niger also has sizeable reserves of other minerals such as gold, coal, and oil. However, fluctuations in global commodity prices can have a major impact on the economy.

Niger's economic performance has been restrained by several long-standing structural problems. One of the most significant is its landlocked position, which increases the cost of transportation and limits the country's ability to trade. In addition, the economy suffers from a lack of infrastructure development, particularly in the sectors of transportation, power, and water supply.

Moreover, Niger's rapidly growing population places increasing pressure on its limited resources, contributing to one of the highest rates of poverty in the world. The country has a low literacy rate and a high rate of unemployment, particularly among the youth, which further hampers its economic development.

Security issues in the region, particularly insurgency and terrorism, also pose challenges to Niger's economic stability. The presence of extremist groups in the region disrupts trade and discourages investment.

Despite these challenges, Niger has been making efforts to diversify its economy and improve its economic resilience. For example, it is trying to attract investment into sectors such as mining and oil production to reduce the economy's reliance on uranium exports. The government is also working to improve the business environment and attract foreign direct investment (FDI).

International donors, including the World Bank, the International Monetary Fund (IMF), and the African Development Bank (AfDB), play a significant role in Niger's economy. These institutions provide financial aid and support for structural reforms aimed at improving governance, enhancing the business environment, and investing in human capital and infrastructure.

While Niger's economy has significant potential, realizing this potential will require addressing its structural issues, improving governance, investing in education and infrastructure, and ensuring security.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Economic growth in Niger was weaker in 2021 than in 2020, owing mainly to lower agricultural production due to poor rainfall. Economic growth in 2021 was led by secondary and tertiary sectors as well as by the modest rise in household consumption and investment. Inflationary pressures were reduced, inflation fell from 4.4% in 2020 to 3.19% in 2021, but the inflation rate remains higher than the wAEMU's 3% standard. The budget deficit stabilized at 5.2% in 2021, with public revenues and expenditures having evolved in nearly the same proportions. Some 85% of the budget deficit was financed by external resources, primarily grants.

Public debt grew to 50.9% of GDP in 2021 from 43.6% in 2020 but remains below the ECOWAS threshold of 70% of GDP, with a moderate risk of debt distress according to the 2021 IMF debt sustainability analysis. The SDR 26 million allocation in 2021 amounted to \$179 million and was used to clear payment arrears and to finance the 2021 agricultural campaign. The chronic current account deficit slightly deteriorated to 13.6% of GDP in 2021 from 13.1% in 2020, while foreign exchange reserves increased to cover 6.1 months of imports, from 5.5 months in 2020. The financial sector, which is neither well developed nor diversified, remains stable despite NPLs to total loans rising to 13.9% in 2021 from 12.6% in 2020. The poverty rate rose to about 42% in 2020, after it had fallen from 45.4% in 2014 to 40.8% in 2019. Access to employment remains problematic—a cause of inequality—with an official unemployment rate of about 16% of the active population.

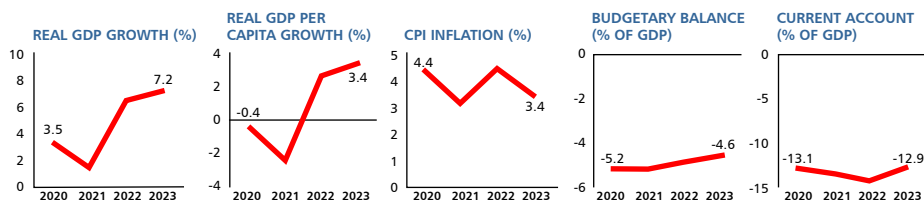
OUTLOOK AND RISKS

Economic growth is projected to accelerate in 2022 and 2023 to 6.5% and 7.2%, led by agriculture and supported by the new “3N” agricultural initiative—Les Nigériens nourrissent les Nigériens—continued public investment in infrastructure, and increased FDI in the extractive sector. Growth in oil, which has been negative in the last two years, should reach 20.6% and 86.2% in 2022 and 2023. Macroeconomic recovery efforts should be pursued, specifically through a new expanded facility program agreed with the IMF in December 2021. But for 2022 and 2023, this will not enable Niger to respect the debt distress standard in regard to the wAEMU's primary convergence criteria, notably public debt of about 60% of GDP. The chronic

current account deficit should begin to fall by 2023 with the start of crude oil exports. However, these good economic prospects remain subject to substantial risks arising from the security situation, international conditions (in particular the impacts of the Russia–Ukraine conflict), and climate change. Niger should increase its mobilization of financial resources to mitigate these risks.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Faced with an austere natural environment, Niger is extremely vulnerable to climate change (including flooding, drought, sand and/or dust storms, extreme temperatures, high winds, locust attacks, and bush fires). Because the economy depends heavily on the agropastoral sector and the country is landlocked, climate change can often cause up to an annual 3% loss of GDP growth. Niger has recently strengthened its institutional and strategic framework for fighting environmental degradation and the effects of climate change, specifically by adopting the new NDC relative to the Paris Agreement and, in 2019, transforming the National Environmental Assessment Office into a directorate-general. In 2021, steps taken improved the country scores for SDG 13 on climate change and the Bank’s Country Policy and Institutional Assessment on Environmental Policies and Regulation. National priorities for mitigating GHG emissions also reflect Niger’s dependence on biomass and the government’s commitment to overcoming it, which means, for example, highlighting conservation, substituting and saving on energy from wood, and promoting solar/thermal hybridization in the energy sector.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

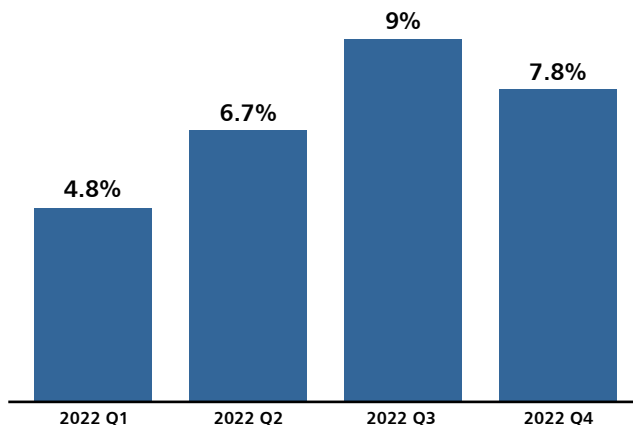
KEY FACTS

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% (2018 est.) - Arable land: 12.3% (2018 est.) - Permanent crops: 0.1% (2018 est.) - Permanent pasture: 22.7% (2018 est.) Forest: 1% (2018 est.) Others: 63.9% (2018 est.)
PEOPLE	
Population:	25,396,840 (2022 est.) Country comparison to the world: 56
Age structure:	0-14 years: 49.7% (male 6,360,952/female 6,261,000) 15-64 years: 47.6% (male 5,896,312/female 6,192,116) 65 years and over: 2.7% (2022 est.) (male 329,421/female 357,039)
Population growth rate:	3.66% (2022 est.) Country comparison to the world: 3
Urbanization:	Urban population: 17.1% of total population (2022)
Rate of urbanization:	4.72% annual rate of change (2020-25 est.)
Infant mortality rate:	Total: 65.53 deaths/1,000 live births Male: 70.46 deaths/1,000 live births Female: 60.46 deaths/1,000 live births (2022 est.) Country comparison to the world: 6
Life expectancy at birth:	Total population: 60.48 years Male: 58.91 years Female: 62.1 years (2022 est.) Country comparison to the world: 218
Total fertility rate:	6.73 children born/woman (2022 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% (2021 est.)
Religions:	Muslim 99.3%, Christian 0.3%, animist 0.2%, none 0.1% (2012 est.)
Languages:	French (official), Hausa, Arabic, Buduma, Fulfulde, Kanuri, Zarma, Songhai, Tamasheq, Tebu, Tassawaq
ECONOMY	
GDP (purchasing power parity):	\$ 32.92 billion (2022 est.)
GDP - per capita (PPP):	\$590.6 (2022 est.)
GDP real growth rate:	1.4% (2022 est.)

GDP - composition by sector:	Agriculture: 8.52% (2020) Industry: 19.06% (2020) Services: 36.56% (2020)
Exports:	\$ 1.42 billion (2020 est.)
Imports:	\$ 3.46 billion (2020 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)
COMMUNICATION	
Internet users:	3.72 million internet users in Niger (2022 est.) Percent of population: 14.5% (2022 est.)
Mobile phones:	Total subscriptions: 8,921,769 Subscriptions per 100 inhabitants: 40.64 (2019 est.) Country comparison to the world: 93

Sources: CIA World Factsbook & World Bank's Doing Business Report

YEARLY GDP GROWTH RATE IN 2022



Source: Source: tradingeconomics.com

The latest data from Q4 2022 show economic growth of 7.8%, which is a decrease from the rate of growth of 9% in the previous quarter and an increase compared to the growth rate of 1.6% in the same quarter last year.

MONTHLY INFLATION RATES (IN %) 2022



MONTH	2022
January	5.4%
February	4.7%
March	5.3%
April	5.4%
May	5.5%
June	4.7%
July	11.8%
August	3.41%
September	3.17%
October	3.02%
November	3.49%
December	3.1%

Source: <https://tradingeconomics.com/mali/inflation-cpi>

The annual inflation rate in Niger stayed at 3.1% in December of 2022 from 3.5% in the previous month.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	652.6
September	583.1
October	663.5
November	629.2
December	611.5

Source: <https://knoema.com/atlas/Niger/topics/Economy/Short-term-indicators/Exchange-rate>

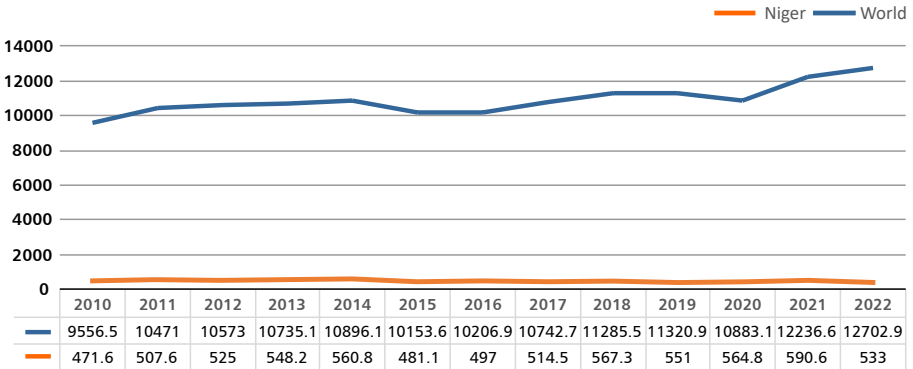
In December 2022, exchange rate for Niger was 611.5 LCU per US dollars.

POPULATION BY REGION

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

Source: <http://www.citypopulation.de/en/niger/cities/>

YEARLY INCOME PER CAPITA



The average yearly income per capita in Niger is \$533 in 2022.

2022 data	Niger	World
Gross annual income / capita	\$533	\$12,702.9

MEDIA OVERVIEW

The media landscape in Niger Republic encompasses a diverse range of platforms and outlets through which information, news, and entertainment are disseminated to the public. It includes traditional media channels such as print, radio, and television, as well as digital and online media platforms. Despite various challenges, the media industry in Niger Republic has experienced significant growth and transformation in recent years.

Print Media:

Print media in Niger Republic consists of newspapers and magazines that provide news, analysis, and commentary on local, national, and international issues. However, the print sector faces several challenges. First, the country has relatively low literacy rates, which limits the potential audience for print publications. Second, limited access to distribution networks in remote areas affects the circulation and reach of newspapers. Finally, financial constraints pose a significant hurdle for sustaining print publications. Nonetheless, newspapers like *Le Sahel* and *La Nation* continue to operate and provide valuable news and information to the population.

Radio:

Radio is a dominant medium in Niger Republic, particularly in rural areas where illiteracy rates are higher compared to urban centers. It serves as a vital source of information and entertainment for a large segment of the population. The government-owned Radio Télévision du Niger (RTN) operates a national network of radio stations, including regional and community stations. These stations broadcast news, educational programs, music, and cultural content in various local languages. In addition to state-owned radio, private radio stations have emerged, contributing to the diverse radio landscape in the country. Examples include Radio Anfani and Radio Bonferey, which provide localized content and cater to specific audience interests.

Television:

Television broadcasting in Niger Republic is primarily controlled by the state-run *Télé Sahel*. It operates a national television channel that broadcasts news, entertainment, and educational programs. Television has a relatively limited reach compared to radio due to factors such as limited electricity access in some regions and the high cost of television sets. However, satellite television has gained popularity, especially in urban areas, where households can access international channels and a broader range of programming.

Digital Media:

Digital media consumption has been on the rise in Niger Republic, driven by increased internet access and the growing availability of mobile devices. Social media platforms such as Facebook, Twitter, and WhatsApp have gained significant popularity, serving as channels for news consumption, communication, and social interaction. Many individuals and organizations use these platforms to share news updates, opinions, and multimedia content. Online news portals and websites have also emerged, providing digital news content to the population. Platforms such as *ActuNiger* and *Niger Inter* offer news articles, reports, and analysis on various topics.

Challenges and Trends:

While the media industry in Niger Republic is evolving and diversifying, it faces several

challenges that impact its development and freedom. One significant challenge is the limited freedom of the press. Instances of censorship and intimidation of journalists have been reported, affecting the independence and integrity of media outlets. Ensuring a conducive environment for press freedom and freedom of expression remains an ongoing concern.

Another challenge is the digital divide, with internet access primarily concentrated in urban areas. Rural areas, where a significant portion of the population resides, often lack reliable and affordable internet connectivity. Bridging this divide is essential to ensure equitable access to digital media and information for all citizens.

Mobile connectivity has played a significant role in shaping the media landscape in Niger Republic. The increasing penetration of mobile phones, coupled with affordable data plans, has led to a rise in digital media consumption. More people are accessing news, information, and entertainment through mobile devices. This trend is expected to continue as internet infrastructure improves and smartphones become more affordable.

Social media platforms have become influential sources of news and information in Niger Republic. However, the spread of misinformation and fake news is a concern. It highlights the importance of media literacy and fact-checking initiatives to enable citizens to critically evaluate the information they encounter online. Efforts to promote media literacy and digital literacy skills are crucial to empower individuals to navigate the digital media landscape effectively.

Community radio stations have gained prominence in Niger Republic, particularly in rural areas. These stations serve as important platforms for localized content, promoting cultural diversity, and addressing grassroots issues. Community radio allows for local representation and participation, giving communities a voice in the media landscape.

The emergence of online journalism has brought about new opportunities for news reporting and analysis. Online news portals, independent bloggers, and citizen journalists have started to play a significant role in providing alternative sources of news and diverse perspectives. This expansion of the media landscape has allowed for a wider range of voices to be heard and has fostered a more pluralistic media environment.

Media regulations and policies also shape the media landscape in Niger Republic. The government has implemented licensing requirements and content regulations to ensure the responsible and ethical dissemination of information. However, striking a balance between media freedom and responsible journalism remains an ongoing challenge. Advocacy for press freedom and the protection of journalists' rights is crucial for the development of a vibrant and independent media industry.

In terms of media trends, the increasing availability of internet access and mobile devices is expected to drive further growth in digital media consumption. As more people gain access to smartphones and affordable data plans, digital platforms will continue to play a significant role in delivering news and information. This trend presents opportunities for media organizations to expand their digital presence and explore innovative ways of engaging with audiences.

Furthermore, the influence of social media on the media landscape is expected to persist. Social media platforms will continue to shape the news agenda, citizen engagement, and public discourse. Efforts to address the challenges of misinformation and fake news on social media will be crucial for maintaining the credibility and integrity of the media ecosystem.

The media landscape in Niger Republic encompasses a variety of traditional and digital platforms. While challenges such as limited press freedom and the digital divide exist, the industry continues to evolve and adapt to changing technologies and audience preferences. The growth of digital media consumption, the rise of community radio, and the emergence of online journalism highlight the dynamic nature of the media landscape in Niger Republic. By addressing challenges and fostering an environment that supports media freedom and innovation, Niger Republic can develop a diverse, independent, and responsible media ecosystem that serves the information needs of its population.

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

REGULATORY BODIES

In Niger Republic, the regulatory bodies for media oversee and enforce regulations and policies related to media operations, content, and standards. These bodies play a crucial role in ensuring the responsible and ethical functioning of the media industry. The key regulatory bodies in Niger Republic include:

High Authority for Audiovisual Communication (HAAC):

The High Authority for Audiovisual Communication is the main regulatory body responsible for overseeing broadcasting activities in Niger Republic. HAAC is an independent body established by law and operates under the supervision of the Ministry of Communication. Its primary mandate is to regulate radio and television broadcasting, ensure compliance with broadcasting standards, and protect the interests of the public. HAAC issues licenses to

radio and television broadcasters, monitors content to ensure adherence to legal and ethical standards, and handles complaints and disputes related to broadcasting.

National Agency for Information Society (ANSI):

The National Agency for Information Society is a regulatory body that focuses on the development and regulation of information and communication technologies (ICTs) in Niger Republic. ANSI works to promote the deployment and use of ICTs, including internet access and digital media. It is responsible for developing policies, regulations, and strategies to foster the growth of the digital sector, ensure cybersecurity, and address issues related to digital inclusion and access.

National Council for the Regulation of the Press (CNRPP):

The National Council for the Regulation of the Press is responsible for regulating print media in Niger Republic. It oversees the application of laws, regulations, and ethics pertaining to the press. CNRPP's role includes issuing press cards to journalists, monitoring compliance with journalistic standards, and addressing complaints and disputes related to print media. It works to ensure the responsible and professional conduct of print media outlets and journalists.

Niger Broadcasting Authority (ORTN):

The Niger Broadcasting Authority is a state-owned entity that operates the national radio and television broadcaster, Radio Télévision du Niger (RTN). ORTN is responsible for managing and regulating the operations of RTN, ensuring compliance with broadcasting regulations, and promoting the public interest through its programming. It works in collaboration with HAAC to oversee the state-owned broadcasting sector in Niger Republic.

Ministry of Communication and Digital Economy:

The Ministry of Communication and Digital Economy is the government body responsible for formulating policies, strategies, and regulations related to the media industry, telecommunications, and digital technologies. The ministry works closely with regulatory bodies such as HAAC and ANSI to develop and implement policies that govern the media landscape and promote the growth of the digital sector.

These regulatory bodies collectively strive to maintain a balanced and accountable media environment in Niger Republic. They ensure adherence to legal and ethical standards, protect the interests of the public, and support the development of a vibrant and responsible media industry. By enforcing regulations and promoting media professionalism, these bodies play a critical role in safeguarding media freedom, fostering quality journalism, and protecting the rights of both media practitioners and the general public.

TOP GOOGLE SEARCH QUERIES 2022

#	SEARCH QUERIES	INDEX	#	SEARCH QUERIES	INDEX
01	Niger	100	11	Geny	9
02	PMU	44	12	Arrivée	9
03	Niger Emploi	20	13	Prono	9
04	Niamey	16	14	Sexy	9
05	Google	15	15	Whatsapp	8
06	Traduction	13	16	Facebook	8
07	PMU Du Jour	12	17	PMU Niger	8
08	Real	12	18	Youtube	7
09	Vidéo	11	19	XXXX	7
10	Wolni	10	20	Definition	7



Information About
SENEGAL
Capital **Dakar**

“One people, One goal, One faith”

Population



18.38

Million

Senegal is a West African country located on the Atlantic coast. It is bordered by Mauritania to the north, Mali to the east, Guinea and Guinea-Bissau to the southeast, and Gambia to the west. Senegal has a rich cultural heritage and a diverse population, with a mix of ethnic groups, languages, and religions.

The country has a long and complex history, with a mix of African, European, and Islamic influences. The Kingdom of Ghana, one of the earliest West African empires, was located in the area that is now Senegal from the 6th to the 13th century. Senegal was later part of the Mali Empire, which dominated West Africa from the 13th to the 16th century.

In the 16th century, the Portuguese established a presence in Senegal, followed by the Dutch and the French in the 17th and 18th centuries, respectively. Senegal became a French colony in the late 19th century and remained so until 1960, when it gained independence.

Since independence, Senegal has had a relatively stable political environment, with a democratic government and a relatively peaceful history compared to many other countries in the region.

The country has a strong economy, driven by agriculture, fishing, and tourism, and is considered one of the most developed and stable countries in West Africa.

Despite its political stability and economic progress, Senegal faces a number of challenges, including poverty, inequality, and political corruption. However, the country has a vibrant civil society, with a number of organizations working to address these issues and promote sustainable development.

Senegal has a rich cultural heritage, a diverse population, and a complex history that has been shaped by a mix of African, European, and Islamic influences. The country has made significant progress in recent years, and is considered a leader in the region, but it still faces a number of challenges as it continues to develop and evolve.

POLITICAL CONTEXT

Senegal is a country located in West Africa, with a population of approximately 17 million people. It is known for its relatively stable political climate and democratic traditions in a region often characterized by political instability and authoritarian rule. To understand the political context of Senegal, it is essential to consider its historical background, political system, major political parties, and key contemporary issues.

Historical background:

Senegal gained independence from France in 1960. The country's first president, Léopold Sédar Senghor, was a poet and philosopher who led Senegal as a one-party state under the Socialist Party until 1980. He was succeeded by Abdou Diouf, who continued to rule the country until 2000. In 1981, Senegal adopted a multiparty system, allowing for more political pluralism and competitiveness.

Political system:

Senegal is a semi-presidential republic, with a president as the head of state and a prime minister as the head of government. The president is elected by popular vote for a five-year term, renewable once. The president appoints the prime minister, who is responsible for running the government's daily affairs. The legislative power is vested in the bicameral Parliament, comprising the National Assembly and the Senate.

Major political parties:

There are several political parties in Senegal, with the most prominent ones being:

The Socialist Party (PS): Historically the dominant political force, the PS was the ruling party during the presidencies of Senghor and Diouf. It is a center-left party with roots in socialism and Pan-Africanism.

The Senegalese Democratic Party (PDS): Led by Abdoulaye Wade, the PDS is a liberal party that came to power in 2000, ending the Socialist Party's rule. Wade served as president from 2000 to 2012.

The Alliance for the Republic (APR): Founded in 2008 by current President Macky Sall, the APR is a center-right party that has been in power since 2012. Sall was re-elected for his second term in 2019.

Key contemporary issues:

Some of the main political challenges and issues in Senegal include:

Economic development: Senegal faces challenges in terms of poverty, unemployment, and income inequality. The government has initiated several development plans, such as the "Plan Sénégal Emergent," aimed at promoting economic growth, industrialization, and social progress.

Corruption: Despite being perceived as one of the least corrupt countries in Africa, Senegal still faces issues related to corruption and transparency, which can hamper its development efforts.

Infrastructure: Senegal has made strides in improving infrastructure, but more investment is needed to enhance transportation, energy, and water resources to meet the needs of its growing population.

Education and healthcare: While Senegal have made significant progress in these areas, challenges remain in terms of access, quality, and funding.

Security: Senegal is relatively stable compared to neighboring countries in the Sahel region, but it faces potential threats from extremist groups and needs to maintain vigilance to ensure continued security.

Senegal's political context is characterized by its democratic traditions, multiparty system, and relative stability. However, the country continues to face various challenges in terms of economic development, corruption, infrastructure, education, healthcare, and security.

ECONOMIC OVERVIEW

Senegal has a diverse economy that has experienced steady growth in recent years. The following sections provide an overview of Senegal's economy, including its key sectors, major economic indicators, trade, and challenges.

Key Sectors:

Senegal's economy is comprised of various sectors, including:

- **Agriculture:** Agriculture is a crucial sector in Senegal, employing a significant portion of the workforce. Major agricultural products include peanuts, millet, corn, rice, cotton, and fishing. The agricultural sector is vulnerable to weather fluctuations and the effects of climate change.
- **Industry:** The industrial sector in Senegal includes food processing, textiles, cement, chemicals, and mining. Senegal has significant phosphate reserves and is also exploring its potential in the oil and gas sector.
- **Services:** The services sector is the largest contributor to Senegal's GDP, with key areas including tourism, telecommunications, banking, and transport. The government is promoting the development of the services sector to diversify the economy and generate employment.

Major economic indicators:

Some of the critical economic indicators for Senegal are:

- **GDP:** Senegal has experienced steady GDP growth in recent years, averaging around 5-6% per year before the COVID-19 pandemic. As of 2021, the GDP was estimated to be around \$27 billion (USD).

- **GDP per capita:** As of 2021, the GDP per capita was estimated to be around \$1,550 (USD).
- **Inflation:** Senegal has maintained relatively low inflation rates, typically ranging between 1-3% in recent years.
- **Unemployment:** Unemployment remains a challenge in Senegal, with rates estimated to be around 6.5% as of 2021. Youth unemployment is particularly concerning, as it is significantly higher than the overall rate.
- **Poverty:** Despite economic growth, poverty remains a pressing issue, with approximately 38% of the population living below the poverty line.

Trade:

Senegal is part of the West African Economic and Monetary Union (WAEMU) and the Economic Community of West African States (ECOWAS), which facilitate regional trade and economic cooperation. The country's main exports include fish, groundnuts (peanuts), gold, phosphate, and petroleum products. Major imports consist of food, machinery, transport equipment, and petroleum. Senegal's primary trading partners are France, Nigeria, India, and other countries within the European Union and Africa.

Foreign investment and aid:

Foreign direct investment (FDI) and development assistance have played essential roles in Senegal's economic growth. The country has attracted FDI in sectors such as mining, energy, and infrastructure. International development agencies and partners, including the World Bank, the International Monetary Fund (IMF), and the African Development Bank, provide support through various programs and initiatives.

Challenges:

Some of the main economic challenges Senegal faces include:

- **Poverty and inequality:** Despite economic growth, a significant portion of the population remains in poverty, and income inequality persists.
 - **Unemployment:** Job creation, particularly for the youth, remains a priority for the government to address the high unemployment rates.
 - **Infrastructure:** Further investment in infrastructure is needed to support economic growth and improve the quality of life.
 - **Climate change:** Senegal's economy, particularly its agricultural sector, is vulnerable to the impacts of climate change, including droughts, floods, and rising sea levels.
 - **Economic diversification:** Senegal needs to continue diversifying its economy to reduce its vulnerability to external shocks and promote sustainable growth.
- Senegal's economy has experienced steady growth in recent years, driven by its diverse sectors, including agriculture, industry, and services. However, the country still faces challenges related to poverty.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

In 2021, the economy began its recovery, in part due to the Adjusted and Accelerated Priority Action Plan, with 6.1% growth against 1.3% in 2020. It was led by the resumption of the extractive sector, construction, and commercial activity connected to strong demand, as well as transport services. Agriculture slowed to 4.6% growth in 2021, after a soaring rise of 23.4% in 2020. On the demand side, growth was sustained by final consumption and resumption of investment. Inflation settled at 2.1% in 2021. The NPL ratio fell from 13.3% in December 2020 to 12.9% in June 2021. Despite expenditure related to the recovery, the fiscal deficit narrowed in

2021 owing to increased tax revenue—a higher 17.6% of GDP in 2021 than 16.7% in 2020. The fiscal deficit of 5.9% of GDP in 2021 was financed by an accumulation of debt drawn down on project/program loans and government securities. Thus, public debt increased to 73% of GDP in 2021 from 68.8% in 2020, though the risk of debt distress remains moderate.

Improved global demand helped to nudge down the current account deficit, to 10.4% of GDP in 2021 from 10.9% in 2020; it remains wide because of imports related to oil investments. With the pandemic, the rate of poverty at the \$1.90-a-day threshold rose from 35.9% in 2019 to 36.9% in 2021. The 2020 unemployment rate was 16.7%, affecting women (26.3%) more than men (9.3%). The SDR allocation of \$460.5 million was used to strengthen the health system, support households, and stabilize prices of basic staple foodstuffs.

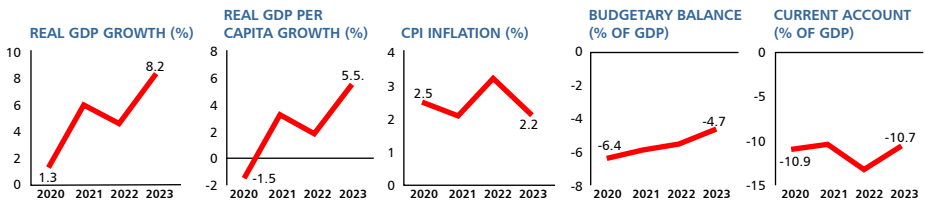
OUTLOOK AND RISKS

With the effects of the Russia–Ukraine conflict, the recovery is forecast to decelerate in 2022 to 4.6% and accelerate in 2023 to 8.2%, the latter due to public and private investments and oil and gas exploitation that year. The rising prices of oil and food products will cause inflation to increase to 3.2% in 2022 then to fall to 2.2% in 2023. Despite expected improved domestic revenue mobilization, the budgetary measures to curb the ongoing crisis would maintain fiscal deficit at the high level of 5.5% of GDP in 2022 before an expected decrease to 4.7% in 2023. With the increase in import invoicing for oil and food products, the current account deficit is forecast to widen in 2022 to 13.2% of GDP, then to ebb in 2023, to 10.7% of GDP, with the start of hydrocarbon exports and the reduction of imports linked to hydrocarbon investments. However, prolongation of the effects of the Russia–Ukraine conflict, deteriorated terms of trade, or delayed oil output could further undermine recovery and lead to a fall in demand and a rise in vulnerabilities linked to public debt.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Senegal is 70 on the 2021 GCRI and remains highly vulnerable to climate change. Agriculture, fishing, and tourism are the sectors most affected. Because of lower rainfall and higher temperatures, the risks of drought could increase by 20–40% in the long term. Moreover, with exploitation of hydrocarbons, emissions will likely rise sharply. Annually, the country emits about 30.8 Mt of CO₂, with about 49% from the energy sector. Carbon projects have enabled the sequestration of 305,768 tons of CO₂ in 2020 compared with 252,000 tons in 2019. The Emerging Senegal Plan (2014–2035) has identified priorities to promote green growth.

The Green Climate Fund mobilized \$153.4 million for Senegal in 2020 to support flood prevention, promotion of RE, sustainable management of land, and ecosystem resilience. Medium-term strategic choices deal with raising RE to 30% of the country's total energy capacity; reducing GHGs through adaptation and mitigation; and strengthening environmental governance frameworks. Prospects for reaching SDG 13 on climate action remain difficult despite government efforts because the implementation rate is expected to be low (13.6% in 2023) under the recovery plan.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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

Land use:

Agricultural land: 46.8% (2018 est.)
- Arable land: 17.4% (2018 est.)
- Permanent crops: 0.3% (2018 est.)
- Permanent pasture: 29.1% (2018 est.)
Forest: 43.8% (2018 est.)
Other: 9.4% (2018 est.)

PEOPLE

Population:

18,384,660 (2022 est.)

2016 census:

14,668,522

Age structure:

0-14 years: 41.19% (male 3,858,937/female 3,714,062)
15-64 years: 55.46% (male 4,925,324/female 5,271,627)
65 years and over: 3.34% (2022 est.) (male 266,485/female 348,225)

Population growth rate:

2.52% (2022 est.)

Urbanization:

Urban population: 49.6% of total population (2022)

Rate of Urbanization:

3.59% annual rate of change (2020-25 est.)

Infant mortality rate:

Total: 31.75 deaths/1,000 live births
Male: 35.05 deaths/1,000 live births
Female: 28.28 deaths/1,000 live births (2022 est.)

Life expectancy at birth:

Total population: 70.25 years
Male: 68.52 years
Female: 72.08 years (2022 est.)

Total fertility rate:

4.17 children born/woman (2022 est.)

Languages:

French (official), Wolof, Pular, Jola, Mandinka, Serer, Soninke

ECONOMY

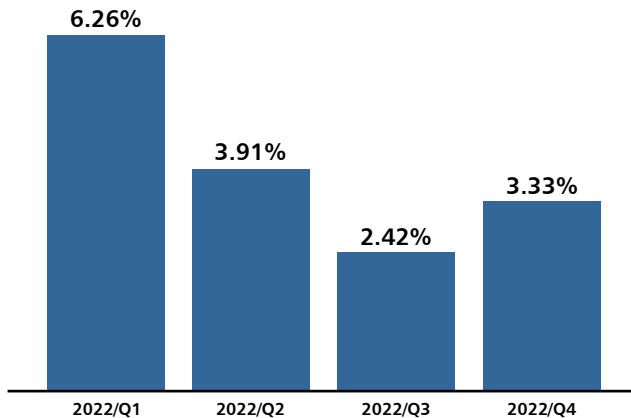
GDP (purchasing power parity):

\$ 64.81 billion (2022 est.)

GDP - per capita (PPP):	\$ 3,840 (2022 est.)
GDP - composition by sector:	Agriculture: 15.8% (2020) Industry: 23.1% (2020) Services: 49.0% (2020)
Exports:	\$ 5.585 billion (2020 est.)
Imports:	\$ 9.191 billion (2020 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
COMMUNICATION	
Calling code:	+221
Internet TLD:	.sn
Internet users:	Total: 8.01 million (2022 est.) Percent of population: 46% (2022 est.)

Sources: CIA World Factsbook & World Bank's doing Business Report


GDP QUARTERLY GROWTH RATE 2022



Source: <https://tradingeconomics.com/Senegal/gdp-growth-annual>

The latest data from Q4 2022 show economic growth of 3.33%, which is an increase from the rate of growth of 2.42% in the previous quarter and a decrease compared to the growth rate of 7.78% in the same quarter last year.

MONTHLY INFLATION RATES (IN %) 2022




MONTH	2022
January	5.5%
February	6.5%
March	6.2%
April	7%
May	7.4%
June	8.9%
July	11%
August	11.3%
September	11.9%
October	13%
November	14.1%
December	12.8%

Source: <https://tradingeconomics.com/Senegal/inflation-cpi>

Senegal's annual inflation rate dropped from 14.1% in November 2022 to 12.8% in December 2022.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	652.6
September	583.1
October	663.5
November	629.2
December	611.5

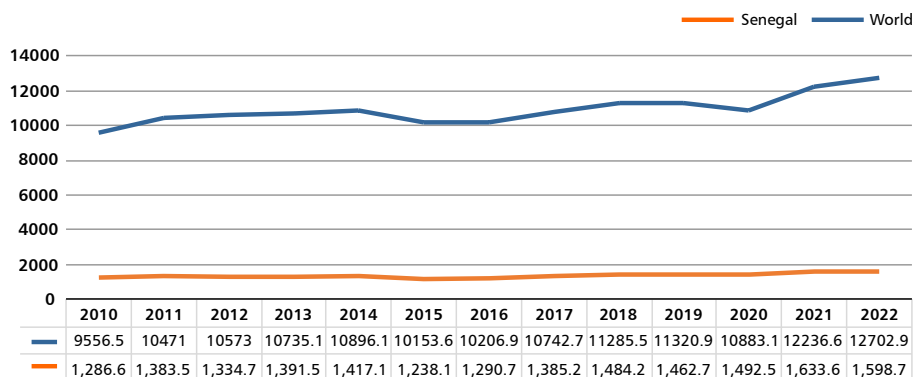
Source: <https://knoema.com/atlas/Senegal/topics/Economy/Short-term-indicators/Exchange-rate>

Senegal exchange rate was at level of 611.5 LCU per US dollars in December 2022, up from 629.2 LCU per US dollars previous month.

POPULATION & DEMOGRAPHICS

Region	Capital	Area Sq. Km	Population	
			(Census) 2002	(Census) 2013
Dakar	Dakar	547	2,168,314	3,137,196
Diourbel	Diourbel	4,824	1,051,941	1,497,456
Fatick	Fatick	6,849	565,000	714,392
Kaffrine	Kaffrine	11,262	439,477	566,992
Kaolack	Kaolack	5,357	675,000	960,875
Kédougou	Kédougou	16,800	102,814	151,357
Kolda	Kolda	13,771	469,591	662,455
Louga	Louga	24,889	677,264	874,193
Matam	Matam	29,445	423,967	562,538
Saint-Louis	Saint-Louis	19,241	694,652	908,942
Sédhiou	Sédhiou	7,341	377,652	452,994
Tambacounda	Tambacounda	42,364	502,881	681,310
Thiès	Thiès	6,670	1,322,579	1,788,864
Ziguinchor	Ziguinchor	7,352	409,780	549,151
Senegal	Dakar	196,712	9,858,482	13,508,715

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Senegal is \$1,598.7 in 2022.

2021 data	Senegal	World
Gross annual income / capita	\$1,598.7	\$12,702.9

MONTHLY HOUSEHOLD INCOME

In Senegal, the average monthly household income varies greatly depending on the region and the source of the income. On average, households in the urban areas tend to have higher monthly incomes compared to those in rural areas. This is due to the availability of more job opportunities and higher wages in urban areas.

The average monthly household income in Senegal is estimated to be around XOF 400,000, which is equivalent to approximately USD 700. However, this is just an estimate and the actual monthly household income can vary greatly based on the household's location, size, and sources of income.

It is important to note that the monthly household income in Senegal is not evenly distributed, and there is a significant income gap between the rich and poor. In addition, the country's economy is heavily dependent on agriculture, which makes it vulnerable to changes in weather patterns and other factors that can affect crop yields and food security.

The monthly household income in Senegal is a crucial factor in determining the standard of living for households and their ability to access basic necessities such as food, housing, healthcare, and education.

LANGUAGES BY REGION

Senegal is a multilingual country, with a diverse range of languages spoken across its regions. The country's official language is French, which is used in government, education, and media. However, there are many other languages that are widely spoken in different regions of the country.

Here are some of the main languages by region in Senegal:

- **Wolof:**

Wolof is the most widely spoken language in Senegal, with an estimated population of 4 million speakers. It is predominantly spoken in the Dakar region, as well as in the central and western parts of the country. Wolof is a West African language and is considered the lingua franca of Senegal.

- **Pulaar:**

Pulaar is a language spoken by the Fulani people, who are predominantly located in the northern regions of Senegal. It is estimated that there are approximately 3 million speakers of Pulaar in Senegal.

- **Serer:**

Serer is a language spoken by the Serer people, who are primarily located in the central and western regions of Senegal. The Serer people are one of the largest ethnic groups in Senegal, and there are estimated to be over 1 million speakers of the Serer language.

- **Diola:**

Diola is a language spoken by the Diola people, who are primarily located in the southwestern regions of Senegal. There are estimated to be over 400,000 speakers of Diola in Senegal.

- **Mandinka:**

Mandinka is a language spoken by the Mandinka people, who are primarily located in the eastern and central regions of Senegal. It is estimated that there are approximately 300,000 speakers of Mandinka in Senegal.

- **Soninke:**

Soninke is a language spoken by the Soninke people, who are primarily located in the eastern and central regions of Senegal. There are estimated to be over 200,000 speakers of Soninke in Senegal.

■ Jola:

Jola is a language spoken by the Jola people, who are primarily located in the southwestern regions of Senegal. There are estimated to be over 150,000 speakers of Jola in Senegal.

These are just some of the main languages spoken in Senegal, and there are many other regional and ethnic languages that are also spoken in the country. 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.

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.

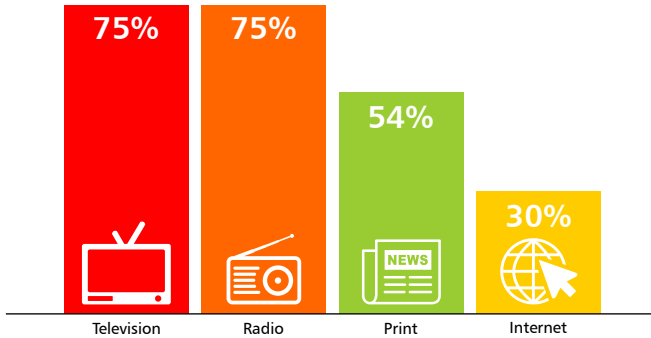
REACH OF MEDIA BY REGION

The reach of media in Senegal varies by region, with some areas having greater access to media and technology than others. In general, urban areas tend to have greater access to media and technology compared to rural areas, where infrastructure and resources can be limited.

In urban areas, the majority of households have access to television and radio, and many also have access to the internet and other digital media platforms. This has created a vibrant media landscape, with a wide range of programming options available to audiences.

In rural areas, access to media and technology is more limited, with fewer households having access to television and radio and fewer still having access to the internet. In some rural areas, community radio stations are the main source of information and entertainment, providing a valuable service to communities that would otherwise be isolated from the rest of the world.

The reach of media in Senegal is also influenced by socio-economic factors, with those who are better off economically having greater access to media and technology. This has created a digital divide, with some segments of the population having greater access to information and resources than others.



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 analyzes, 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

The rise of the internet has had a significant impact on the media landscape in Senegal. The internet has created new opportunities for communication and information sharing and has transformed the way that people access news and entertainment.

One of the most significant effects of the rise of the internet in Senegal has been the democratization of information. With the internet, people now have access to a wider range of information and perspectives, and can engage in online discussions and debates on a range of topics. This has created new opportunities for citizen journalism, and has allowed people to share their experiences and perspectives with a wider audience.

The rise of the internet has also had an impact on the traditional media landscape in Senegal. Many traditional media outlets, such as television and radio stations, have embraced the internet and now offer online versions of their programming. This has created a more vibrant and diverse media landscape, with more programming options available to audiences.

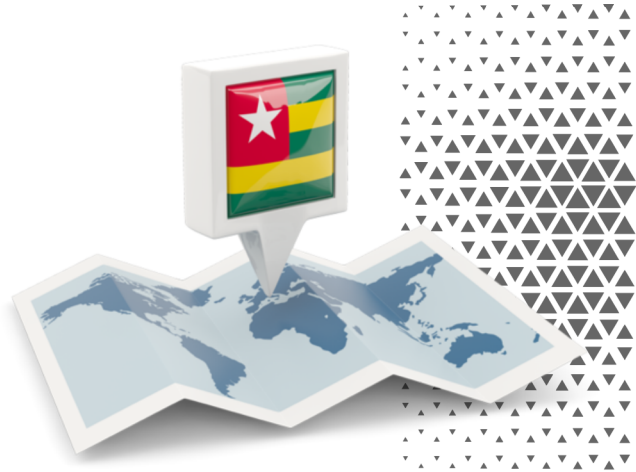
Another important effect of the rise of the internet in Senegal has been the growth of e-commerce and other online services. Many businesses in Senegal now have an online presence, allowing them to reach a wider audience and to conduct transactions more efficiently. This has created new economic opportunities for people in Senegal and has helped to drive progress and development in the country.

Despite these positive effects, the rise of the internet in Senegal has also created some challenges. For example, the digital divide between urban and rural areas remains a significant issue, with many rural communities still lacking access to the internet. There are also concerns about the quality of information available online, as well as the potential for online disinformation and propaganda to spread.

TELEVISION	RADIO	
2STV	Radio Privées et commerciales	Senegalaise (RTS)
Delta NET TV	7 FM 97.3 FM	Sokhna 99.9 FM
Reseu MMDS Excaf	Alhamdoulilah 91.0 FM	Soxna 99.9 FM
Telecom	Diamono 100.8 FM	Sud FM
RTS	Express An Nuur FM 101.0 FM	Teranga 99.7 FM
SEN TV	iRadio 90.3	TOP 107 FM
Sunu TV	Lamp fall 101.7 FM	Wal Fadjiri 99 FM
Touba TV	Love 107.2 FM	Xalima Webradio
Walf	Ocean 98.7 FM	ZIK 89.7 FM
	Radio Convergence FM	Radios etrangres
	Radio Dunya 88.9 FM	Africa n°1
	Radio Futur Medias	Radio Canada International
	Radio Municipale de Dakar 95.5 FM	Radio France Internationale
	Radio diffusion	Vibe radio 102.3
		Voix de l'Ameriue

PRESS	INFORMATION PORTALS	
DAILY NEWSPAPER	WEEKLY MAGAZINE	Agence de presse Sénégalaise
24 Heures Chrono	La Tribune	Au Sénégal
Dakar Soir	Le Journal de	Casamance
Express News	l'Economie	Ferloo
L'AS	Le Temoin	Gouvernement du Sénégal
L'aurore	Nouvel Horizon	Infosen
L'Observateur	MONTHLY MAGAZINE	Journalbic
L'Office	Bulletin D'information	La dépêche diplomatique
La Gazette	Economique	Ministère du Tourisme
La Voix Plus	Dakar Life	Orange Sénégal
Lamb Ji	Emergence Plus	Pressafrik
Le matin	Icône Magazine	Rewmi
Le Populaire	Jet Set	Sénégal online
Le Quotidien	La Dépêche	Sénégalaisement
Le Soleil	Diplomatique Afrique	Sénégo
Rewmi Quotidien	La Sentinelle	Sénétoile
Le Stades	Le 221	Sénéweb
Sud Quotiden	Lifa	Sentv
Thiery Le Journal	Lissa	Tambacounda
Walf Grand Place	Moovin Dak	Xibar
Walf Sports	Performance Magazine	MULTIMEDIA/INTERNET
	Reussir Magazine	ASI24.info
	Sport +	Dakar Info
	Station one	GFM
	Thiof Magazine	Leuk Senegal
	Waaw	Senenews

MARKET 12



Information About

TOGO

Capital **Lomé**

“Work, Liberty, Homeland”

Population



8.70

Million

Togo is a small West African country located on the Gulf of Guinea. It shares borders with Ghana to the west, Benin to the east, and Burkina Faso to the north. The capital of Togo is Lomé, which is also its largest city.

The history of Togo dates back to the 11th century when various ethnic groups inhabited the region. The coastal area was inhabited by the Ewe people, while the northern region was inhabited by the Gur-speaking people. Portuguese explorers arrived in the region in the 15th century, but it was not until the 19th century that the German Empire established a protectorate over Togo. The country was later divided between the British and French after World War I, with the French taking control of the larger part, which became known as French Togo.

Togo gained independence from France in 1960 and became a republic with Sylvanus Olympio as its first president. However, Olympio was overthrown in a military coup in 1963 and replaced by Gnassingbé Eyadéma, who ruled the country for 38 years. Eyadéma's rule was characterized by authoritarianism and political repression, and he was succeeded by his son, Faure Gnassingbé, after his death in 2005.

Togo has a population of approximately 8 million people, with a diverse mix of ethnic groups, including the Ewe, Kabye, Mina, and Yoruba. French is the official language, but many other languages, including Ewe, Kabye, and Yoruba, are also widely spoken. The country has a predominantly Christian population, with a significant minority of Muslims and followers of traditional African religions.

The economy of Togo is primarily based on agriculture, with the main crops being yams, cassava, maize, and coffee. The country has also made significant strides in developing its tourism industry, with its beaches and cultural heritage attracting visitors from around the world. Despite these efforts, Togo remains one of the poorest countries in the world, with high levels of poverty and unemployment. The government has launched various initiatives aimed at boosting economic growth and reducing poverty, but progress has been slow, and much work remains to be done to improve the standard of living for the people of Togo.

POLITICAL CONTEXT

The political context of Togo has been shaped by a history of authoritarian rule, coups, and political repression. The country gained independence from France in 1960 and became a republic, but the first president, Sylvanus Olympio, was overthrown in a military coup in 1963. This was followed by 38 years of authoritarian rule under Gnassingbé Eyadéma, who was succeeded by his son, Faure Gnassingbé, after his death in 2005.

Since 2005, Togo has been ruled by the Rally of the Togolese People (RPT), which was renamed the Union for the Republic (UNIR) in 2012. Faure Gnassingbé has been the president of Togo since 2005, and he was reelected in 2010 and 2015. His rule has been characterized by political stability, but also by a lack of political freedom and the suppression of dissent. The opposition parties in Togo have been limited in their ability to participate in the political process and have faced significant challenges in organizing and campaigning.

In recent years, there have been growing calls for political reform and greater respect for human rights in Togo. Protests and demonstrations have become increasingly common, with opposition parties and civil society organizations calling for free and fair elections, greater political freedom, and an end to corruption. The government has responded to these calls with a mix of repression and concessions, and there have been some limited reforms, including the introduction of a two-term limit for the presidency and the establishment of a national human rights commission.

Despite these reforms, the political context in Togo remains marked by significant challenges. The opposition parties are limited in their ability to participate in the political process, and there are persistent concerns about human rights abuses, corruption, and the lack of transparency in the political and economic spheres. The government has shown some signs of willingness to engage in dialogue with the opposition and civil society, but much work remains to be done to ensure that Togo becomes a fully democratic country with respect for human rights and the rule of law.

Political stability and risk

Togo has seen some degree of political stability since 2005, when Faure Gnassingbé became president after the death of his father, Gnassingbé Eyadéma. Since then, the country has been ruled by the Union for the Republic (UNIR) party, and there have been three presidential elections, in 2010, 2015, and 2020, that have been deemed generally peaceful and orderly, although there have been reports of irregularities and opposition parties have challenged the results.

On the other hand, Togo has a history of authoritarian rule, coups, and political repression, and there are ongoing concerns about the lack of political freedom, the suppression of dissent, and the restriction of civil liberties. The opposition parties are limited in their ability to participate in the political process, and there have been persistent reports of human rights abuses, including the use of force by security forces against protesters, the arbitrary detention of political activists, and restrictions on the media.

In terms of political risk, Togo is rated as a moderate risk by most international organizations and ratings agencies. The country is seen as relatively stable compared to some other countries in the region, but there are concerns about the long-term stability of the political system, the potential for political violence, and the risk of instability in the event of a major political or economic crisis.

In recent years, the government has taken some steps to address these concerns, including the introduction of a two-term limit for the presidency and the establishment of a national human rights commission. However, much work remains to be done to ensure that Togo becomes a fully democratic country with respect for human rights and the rule of law. The political stability and risk in Togo will continue to be influenced by a number of factors, including the government's willingness to engage in dialogue with the opposition and civil society, the ability of the opposition to organize and participate in the political process, and the effectiveness of efforts to address corruption and improve the rule of law.

OVERVIEW OF THE ECONOMY

Togo has a mixed economy with a large informal sector, but also significant potential for growth in key sectors such as agriculture, tourism, and mining. The country's economy has been growing in recent years, but it remains one of the poorest in the world, with high levels of poverty and unemployment. Agriculture is the backbone of Togo's economy, employing more than 60% of the population and accounting for approximately 40% of the country's GDP. The main crops grown in Togo include yams, cassava, maize, and coffee, and the country has significant potential to increase agricultural production and exports.

Tourism is another important sector in Togo, with the country's beaches and cultural heritage attracting visitors from around the world. The government has made significant investments in tourism infrastructure in recent years, and the sector has the potential to become a major source of economic growth and employment.

Mining is also a key sector in Togo, with the country having significant reserves of phosphates, limestone, and marble. The mining sector has the potential to provide significant economic benefits, but there are also concerns about the environmental impact of mining and the need for improved regulations and transparency.

The Togolese economy has been growing in recent years, with real GDP growth averaging around 4-5% per year. However, this growth has not been evenly distributed, and poverty and inequality remain major challenges in the country. The government has launched various initiatives aimed at boosting economic growth and reducing poverty, including investment in infrastructure, improvements to the business environment, and support for small and medium-sized enterprises.

Despite these efforts, the Togolese economy remains highly dependent on external factors, including fluctuations in global commodity prices and the health of the global economy. The country is also

vulnerable to natural disasters, including droughts and floods, which can have a significant impact on agricultural production and economic growth.

The Togolese economy has significant potential for growth and development, but there are also persistent challenges and uncertainties. The government will need to continue to implement reforms and investments aimed at boosting economic growth, reducing poverty, and improving the business environment in order to ensure a sustainable and inclusive economic future for the people of Togo.

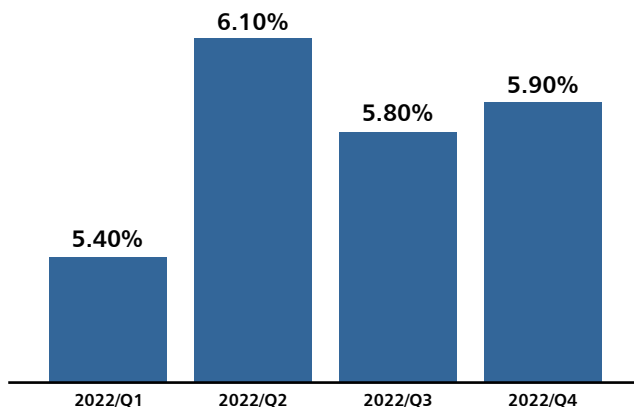
KEY FACTS

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% (2018 est.) Forest: 4.9% (2018 est.) Other: 27.7% (2018 est.)
PEOPLE	
Population:	8,703,961 (2022 est.)
2010 census:	6,191,155
Age Structure:	0-14 years: 38.98% (male 1,720,743/female 1,672,286) 15-64 years: 56.76% (male 2,413,709/female 2,526,816) 65 years and over: 4.26% (2022 est.) (male 153,461/female 216,946)
Population growth rate:	2.45% (2022 est.)
Urbanization:	urban population: 44.5% of total population (2022)
Birth rate:	31.39 births/1,000 population (2022 est.)
Infant Mortality rate:	Total: 39.79 deaths/1,000 live births Male: 44.41 deaths/1,000 live births Female: 35.03 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 71.71 years
Total fertility rate:	4.18 children born/woman (2022 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.)
Religion	Christian 42.3%, folk religion 36.9%, Muslim 14%, Hindu <1%, Buddhist <1%, Jewish <1%, other <1%, none 6.2% (2020 est.)

ECONOMY	
GDP (purchasing power parity):	\$ 20.180 billion (2022 est.)
GDP per capita:	\$973.2 (2022 est.)
GDP - composition by sector:	Agriculture: 18.8% (2020) Industry: 22.7% (2020) Services: 49.3% (2020)
Exports:	\$1.654 billion (2020 est.)
Imports:	\$2.357 billion (2020 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
COMMUNICATION	
Calling code:	+228
Internet TLD:	.tg
Internet users:	Total: 2.23 million internet users (2022 est.) Percent of population: 25.9% (2022 est.)

Sources: CIA World Factsbook & World Bank's doing Business Report


GDP QUARTERLY GROWTH RATE 2022



Source: Trading Economics

The latest data from Q4 2022 show economic growth of 5.9%, which is an increase from the rate of growth of 5.8% in the previous quarter and a decrease compared to the growth rate of 6.5% in the same quarter last year.

MONTHLY INFLATION RATES (IN %) 2022




MONTH	2022
January	7.8%
February	8.5%
March	8.7%
April	7.5%
May	8%
June	6.8%
July	6%
August	7%
September	7.9%
October	7.2%
November	8.7%
December	7.7%

Source: <https://tradingeconomics.com/togo/inflation-cpi>

Inflation Rate in Togo dropped to 7.7% in December from 8.7% in November of 2022.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	652.6
September	657.7
October	667.0
November	643.2
December	619.9

Source: <https://knoema.com/atlas/togo/topics/Economy/Short-term-indicators/Exchange-rate>

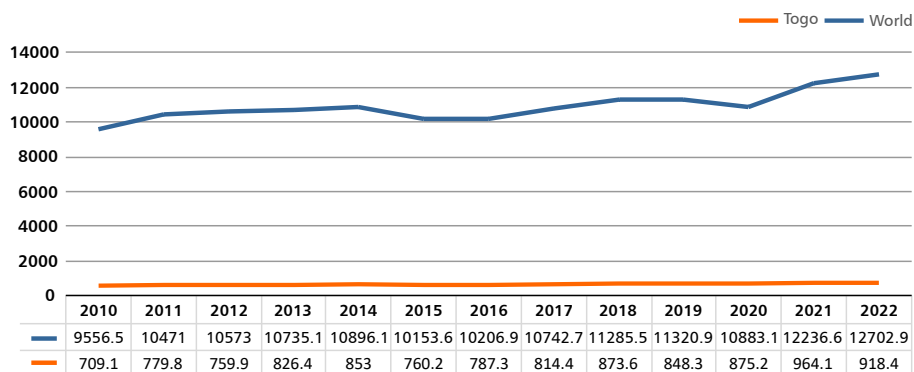
Exchange rate of Togo increased from 584.0 LCU per US dollars in January 2022 to 619.9 LCU per US dollars in December 2022.

POPULATION AND DEMOGRAPHICS

Region	Capital	Area Sq. Km	Population	
			(census) 1981	(census) 2010
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/>

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Togo is \$918.4 in 2022.

2021 data	Togo	World
Gross annual income / capita	\$918.4	\$12,702

MEDIA TRENDS

The media landscape in Togo, a West African nation, has experienced significant changes in recent years, driven by political, economic, and technological factors. This in-depth analysis of the media trends in Togo will provide an overview of the industry, discuss key developments, and assess the implications for journalism, information dissemination, and audience engagement.

Political Landscape and its Impact on the Media

Togo's political environment has undergone considerable transformations in recent years, with its implications resonating across the media landscape. The ruling party, Union for the Republic (UNIR), has been in power since 2005. In 2020, Faure Gnassingbé was re-elected for a fourth term as President, although the election was marred by allegations of fraud and irregularities. These political changes have had a direct impact on media freedom and independence, with some outlets facing government censorship, harassment, and even closure.

Media Ownership and Concentration

The media industry in Togo is characterized by a mix of private and state-owned outlets. The government owns the primary television channel, Télévision Togolaise (TVT), and the national radio broadcaster, Radio Togolaise. In addition, the state owns the Togo Presse, the only daily newspaper in the country. This heavy state control has led to concerns about media freedom and diversity.

However, the private sector has made significant strides in recent years, with several private radio stations and newspapers emerging to challenge the dominance of state-owned media. Some of these include Radio Nana Fm, Radio Zéphyr, and newspapers such as Le Correcteur and Liberté. This increased plurality has contributed to more diverse perspectives and a more vibrant media landscape.

Digital Media and the Emergence of Online Journalism

The proliferation of digital technology in Togo has been a game-changer for the media industry. The rapid growth of internet penetration, particularly through mobile devices, has led to an increase in online news outlets, social media platforms, and citizen journalism. These online platforms are offering new opportunities for news dissemination and audience engagement, but they also present challenges, such as the spread of misinformation and the struggle to monetize content.

The Impact of Social Media on News Consumption

Social media platforms, particularly Facebook, WhatsApp, and Twitter, have become essential tools for Togolese citizens to access news and engage in political discussions. Many traditional media outlets have adapted by developing social media strategies to reach out to their audience, and journalists are increasingly using these platforms to source news and engage with their readers. However, the rise of social media has also led to concerns about the spread of fake news and misinformation, as well as the potential for online harassment of journalists.

The Role of Community Radio Stations

Community radio stations play a vital role in Togo's media landscape, particularly in rural areas with limited access to mainstream media. These stations cater to the specific needs of local communities, providing them with news and information in local languages, and fostering discussions on issues pertinent to their daily lives. Some of the most popular community radio stations in Togo include Radio Maria Togo, Radio Kanal FM, and Radio Planète FM.

Media Regulation and Press Freedom

The media sector in Togo is regulated by the High Authority of Audiovisual and Communication (HAAC), an independent administrative body established in 2004. The HAAC is responsible for ensuring the protection of press freedom, overseeing the compliance of media outlets with relevant laws, and promoting ethical journalism practices. Its mandate also includes granting and revoking licenses for media outlets, monitoring content, and mediating disputes between journalists and the public.

Despite its intended role as a guardian of press freedom, the HAAC has been criticized for its perceived lack of independence and susceptibility to government influence. Critics argue that the HAAC's appointment process, which involves nominations from the President and the Parliament, compromises its ability to act as an impartial regulatory body. This has raised concerns about the potential for political interference in media regulation and censorship.

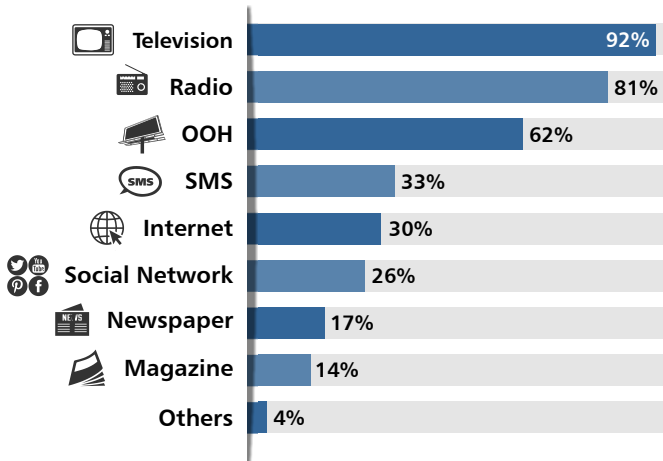
In terms of press freedom, Togo has made some progress in recent years, but significant challenges remain. The 2021 World Press Freedom Index, published by Reporters Without Borders (RSF), ranked Togo 79th out of 180 countries. This ranking reflects the ongoing concerns about media independence, government control, and the harassment of journalists in the country.

Journalists in Togo continue to face various forms of intimidation, including legal actions, arrests, and physical attacks, particularly when reporting on sensitive political issues or allegations of corruption. The country's legal framework has also been criticized for containing provisions that can be used to restrict press freedom. For example, the 2015 Cybersecurity Law has been criticized for its vague definitions of offenses such as "incitement to hatred" and "publishing false information," which can potentially be used to silence critical voices.

Despite these challenges, Togolese journalists and media organizations continue to work towards a more open and transparent media environment. There have been efforts to promote self-regulation within the industry, with the establishment of the Togolese Media Observatory (OTM) in 2018. The OTM is an independent body comprising media professionals and civil society representatives, aimed at fostering ethical journalism practices and defending press freedom in Togo.

While Togo has made some progress in terms of media regulation and press freedom, the country still faces considerable challenges. The perceived lack of independence of the HAAC, the legal framework, and ongoing intimidation and harassment of journalists are all factors that limit the full realization of a free and independent press in Togo. For the country to achieve a more open and transparent media environment, it is crucial to address these issues and continue to support the efforts of journalists and media organizations advocating for press freedom.

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 AUDIENCE BY GENDER, AGE AND OCCUPATION

	TV	Radio	OOH	SMS	Internet	Social Network	News-paper	Magazines
GENDER								
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
TV ZION	Private

THE TOP 10 INTERNATIONAL TV STATIONS

STATIONS	PERCENTAGES
TV5	22%
France 24	14%
RTI	11%
Africa 24	9%
Another International	8%
ORTB	6%
Trace TV	5%
Canal + Family	4%
TF1	4%
Canal Horizon	3%

THE TOP MOST LISTENED RADIO STATIONS

STATIONS	
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 MOST READ NEWSPAPERS

DAILY	
Togo Presse	67%
Forum De La Semaine	13%
L'Alternative	9%
Liberte Hebdo	8%
Akeke	8%
Editogo	6%
Golf Infos	6%
Togonyigba	4%
Chronique De La Semaine	4%
Actu Express	4%

THE TOP MOST READ MAGAZINES

DAILY	PERCENTAGES
Sika'a	93%
Jeune Afrique	32%
Pipo	30%
Viva	10%
Go	4%
Tendances3	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		●	Commercial	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 La Voix de St Jean de Dieu		●	Commercial	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 (RZA)		●	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	●		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
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
Media	Coverage		Frequency of Publication	Ownership
	National	Regional		
MAGAZINES				
SJeune Afrique				
Tala-Tala				
Canard		●	Once in 2 month	
Dagan				



Information About
REPUBLIC OF GAMBIA
Capital **Banjul**
"Progress, Peace, Prosperity"

Population

2.46
Million

The Gambia is a small West African nation, known for its diverse ecosystems and vibrant culture. The country is characterized by its long, narrow shape that follows the Gambia River for nearly 480 kilometers (298 miles) inland, and it occupies an area of approximately 10,689 square kilometers (4,127 square miles). With a population of around 2.5 million people, as of the 2021 estimate, it is the smallest country on the African mainland.

The population of the Gambia is growing at a rate of around 2.3% per year, and the median age is quite young, at 18.9 years. The country is home to a variety of ethnic groups, with the Mandinka being the largest at 33.8%, followed by the Fula at 22.8%, the Wolof at 15.3%, the Jola at 9.6%, and the Serahule at 8.9%. In addition to English, which is the official language, several indigenous languages, including Mandinka, Wolof, and Fula, are spoken throughout the country.

Religiously, the Gambia is predominantly Muslim, with 95.3% of the population adhering to Islam, while Christians make up 4.2% and other faiths constitute 0.5%. The Gambian economy is largely dependent on agriculture, fishing, tourism, and remittances from Gambians living abroad. The nation's GDP was estimated to be \$1.938 billion in 2021, with a per capita GDP of \$755.

Economically, the Gambia has been experiencing growth, with an estimated GDP growth rate of 6% in 2021. However, the unemployment rate remains relatively high at 9.5%, and around 48% of the population lives below the poverty line. The country's main exports include groundnuts, fish, and cotton.

In the realm of education, the Gambia has a literacy rate of 53.3%, with a school life expectancy of 9 years, from primary to tertiary education. The country spends approximately 2.8% of its GDP on education. Health-wise, the life expectancy at birth is 64.5 years, and the infant mortality rate is 45.2 deaths per 1,000 live births. The maternal mortality rate is relatively high at 597 deaths per 100,000 live births. Health expenditure constitutes about 5.5% of the country's GDP.

Geographically, the Gambia is located on the Atlantic coast of West Africa, almost entirely surrounded by Senegal. Its climate is tropical, with a hot and rainy season from June to November, and a cooler, dry season from November to May. The country is endowed with natural resources such as fish, clay, silica sand, and titanium (rutile and ilmenite).

The Gambia is a small, diverse West African country with a young population and a growing economy. Challenges remain in areas such as poverty reduction, education, and healthcare. The country's unique geography and cultural richness make it a fascinating place to explore and study.

POLITICAL CONTEXT

The political context of the Gambia has undergone significant changes in recent years, particularly since the departure of former President Yahya Jammeh in January 2017. Jammeh had been in power for 22 years after a military coup in 1994. His rule was marked by widespread human rights abuses and suppression of political dissent. The current political landscape in the Gambia is marked by a transition towards greater democratic governance and efforts to address past injustices.

After the December 2016 presidential elections, Adama Barrow, a former real estate developer who represented a coalition of seven opposition parties, defeated Jammeh. Initially, Jammeh refused to accept the election results, leading to a political crisis and military intervention by the Economic Community of West African States (ECOWAS). Eventually, Jammeh agreed to go into exile, and Barrow was inaugurated as the president on January 19, 2017.

Since then, President Barrow has implemented a series of reforms to foster democratic governance and the rule of law, including efforts to reform the judiciary, security forces, and public institutions. The government has also established a Truth, Reconciliation, and Reparations Commission (TRRC) to investigate and address human rights abuses committed under Jammeh's regime.

The Gambia has a multiparty political system, with several political parties participating in the political process. The political landscape is characterized by alliances and coalitions that often change, reflecting the fluidity of political affiliations in the country.

The government structure in the Gambia is a presidential republic, where the president serves as both the head of state and head of government. The executive branch consists of the president, vice president, and the cabinet. The president is elected by popular vote for a five-year term, with a limit of two terms as established by the 1997 constitution.

The legislative branch is a unicameral National Assembly, comprising 58 members. 53 members are

elected by popular vote to serve five-year terms, while the remaining five are appointed by the president. The National Assembly is responsible for making laws and overseeing the executive branch.

The judiciary is independent of the executive and legislative branches and consists of several levels, including the Supreme Court, Court of Appeal, High Court, and Magistrates' Courts. The legal system is based on English common law, Islamic law, and customary law.

In the Gambia's political context, there has been an emphasis on fostering democratic norms, including freedom of speech, assembly, and the press. Civil society organizations play a crucial role in promoting human rights, good governance, and social justice.

The country is a member of various international organizations, including the United Nations, African Union, ECOWAS, and the International Monetary Fund. The Gambia's foreign policy is focused on promoting regional integration, international cooperation, and sustainable development.

In summary, the Gambia's political context has evolved significantly in recent years, moving from an autocratic regime to a more democratic system. The country is currently undertaking reforms to strengthen democratic institutions, promote the rule of law, and address past human rights abuses. The political landscape remains dynamic, with multiple parties and alliances shaping the country's governance.

OVERVIEW OF THE ECONOMY

The economy of the Gambia is small and primarily driven by agriculture, tourism, and remittances from Gambians living abroad. As of 2021, the country's nominal GDP was estimated to be \$1.938 billion, with a GDP per capita of \$755. The Gambia has experienced modest growth in recent years, with a GDP growth rate of around 6% in 2021. However, the economy faces several challenges, including a high unemployment rate of 9.5% and a significant proportion of the population (around 48%) living below the poverty line.

Agriculture is the backbone of the Gambian economy, accounting for roughly 25% of the GDP and employing a majority of the workforce. The sector is predominantly characterized by subsistence farming, with groundnuts being the primary cash crop. Other important agricultural products include rice, millet, sorghum, and corn, as well as livestock such as cattle, sheep, and goats. Fishing is also a significant contributor to the economy and a vital source of foreign exchange earnings through exports.

Tourism plays a crucial role in the Gambian economy, mainly driven by the country's attractive beaches, rich culture, and abundant wildlife. The tourism industry accounts for about 20% of the GDP and is a significant source of employment. However, the sector is vulnerable to external factors such as global economic downturns and travel restrictions related to the COVID-19 pandemic, which have led to fluctuations in tourist arrivals.

Remittances from Gambians living abroad contribute substantially to the country's economy, with estimates suggesting that they account for approximately 15-20% of the GDP. These remittances help support household incomes, alleviate poverty, and contribute to overall economic growth.

The Gambia's industrial sector is limited, with a focus on agro-processing, particularly groundnut processing. The manufacturing sector accounts for a small portion of the GDP and primarily consists of small-scale enterprises engaged in the production of food, beverages, textiles, and wood products. The country's underdeveloped infrastructure, particularly in energy and transportation, hinders industrial growth and economic diversification.

The service sector has been growing steadily, with sectors such as finance, telecommunications, and retail showing promising development. However, the country's underdeveloped infrastructure and a lack of skilled workforce present challenges for the growth of the service industry.

The Gambia relies heavily on foreign aid and loans to support its fiscal and development needs. The country has been working with international organizations such as the International Monetary Fund (IMF) and the World Bank to implement economic reforms and improve fiscal management.

The country's trade is characterized by a significant trade deficit, with imports far exceeding exports. Major export products include groundnuts, fish, and cotton, while the main imports consist of food, fuel, machinery, and manufactured goods. The Gambia's primary trading partners include China, Senegal, India, and the European Union.

To conclude, the Gambia's economy is small and primarily driven by agriculture, tourism, and remittances from abroad. The country faces several challenges, including high unemployment, poverty, and underdeveloped infrastructure. However, recent economic growth and ongoing reforms aimed at promoting fiscal responsibility and economic diversification offer potential for future development.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

After a contraction of 0.2% in 2020 due to COVID-19, economic growth rebounded to 5.5% in 2021, on the supply side, supported by construction, trade, and tourism. On the demand side, household consumption and public investment reinforced growth. Monetary policy remained accommodative during 2020 and 2021. Inflation increased to 7.5% in 2021 from 5.9% in 2020 due to high energy prices and freight charges. The fiscal deficit increased to 4.0% of GDP in 2021 from 2.2% in 2020, reflecting higher health sector spending and subsidies to households and public enterprises to mitigate the COVID-19 shock. Public debt declined from 85.0% of GDP in 2020 to 82.9% in 2021, yet the risk of debt distress remains high.

with a fall in exports and rise in imports, the current account deficit widened from 3.3% of GDP in 2020 to 9.3% in 2021, mainly financed by FDI and capital transfers, which also helped stabilize the dalasi. Gross official reserves increased from \$352.1 million in 2020 to \$496.5 million in 2021, boosted by the \$85 million SDR allocation, which was used in part to finance pandemic related spending. The financial sector remained liquid, profitable, and well capitalized, though the shock from COVID-19 weakened asset quality. The ratio of NPLs to gross loans deteriorated to 5.6% by mid-2021 from 4.5% in June in 2020. The poverty rate, measured by the world Bank's \$3.20-a-day 2011 PPP line, stayed high at 35.5% in 2020 and 35.1% in 2021, due to COVID-19.

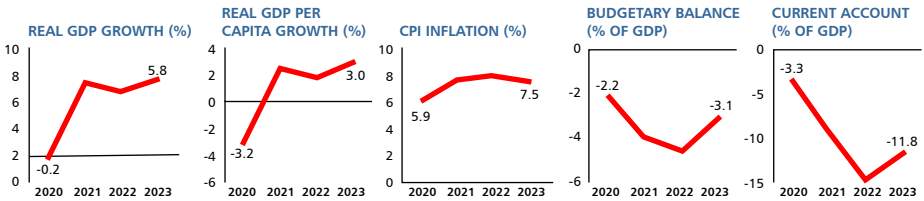
OUTLOOK AND RISKS

The outlook remains challenging and dependent on the global economic recovery through the tourism and trade channels. Growth is projected at 4.8% in 2022 and 5.8% in 2023, on the back of

agriculture, transport, energy, tourism, finance, and the digital economy. Inflation is projected at 8.0% in 2022, driven by higher energy and food prices due to the Russia–Ukraine conflict, but it could fall to 7.5% in 2023 as global supply chains normalize. The fiscal deficit is projected to increase to 4.6% of GDP in 2022, due to higher subsidies and debt service, and then to narrow to 3.1% in 2023, owing to improved tax administration and rationalized spending. The current account deficit is forecast to widen to 14.7% of GDP in 2022, driven by infrastructure-related imports and a rising oil and food import bill due to the Russia–Ukraine conflict, then moderate to 11.8% in 2023 as reexports pick up. Downside risks could stem from new COVID-19 variants, low vaccine rollout, climate disasters, and debt vulnerabilities. Rationalizing subsidies on state-owned enterprises, strengthening health sector, and frontloading growth friendly structural reforms could mitigate growth risks.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

The country is 41 on the 2021 GCRI. Investments in climate adaptation and mitigation are vital. windstorms in 2021 affected nearly 17,000 people in 100 communities, destroyed social infrastructure, and left 100 people injured and 10 dead. The Gambia lags on green energy, with it constituting less than 2% of total energy production. However, the \$86 million, 56 Mw project by the Organization for the Development of the Gambia River—a solar project targeting 1,100 schools and hospitals, constructing a 20 Mw photovoltaic plant, and a 150 Mw solar park—will accelerate progress to the 40% green energy target and contribute to 2021’s updated NDC target of 49.7%, both by 2030. The Gambia is on track to meet SDG 13 on climate action. Although \$66 million has been mobilized, a further \$1.35 billion will be required to achieve the climate targets—\$420.6 million for adaptation and \$925.74 million for mitigation. To leverage private finance, the government should introduce feed-in tariffs, carbon trading, clean energy subsidies, and risk management instruments to mitigate risk in low-emission and climate-resilient investments.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) Forest: 43.9% (2018 est.) Others: 0% (2018 est.)
PEOPLE	
Population:	2,468,569 (2022 est.)
2013 census:	1,857,181
Age structure:	0-14 years: 38.86% (male 484,113/female 475,134) 15-64 years: 57.57% (male 700,049/female 721,057) 65 years and over: 3.57% (2022 est.) (male 38,954/female 49,262)
Population growth rate:	2.23% (2022 est.)
Urbanization:	64.5% of total population (2022)
Infant mortality rate:	36.44 deaths/1,000 live births
Life expectancy at birth:	Total population: 67.98 years (2022 est.)
Total fertility rate:	3.66 children born/woman (2022 est.)
Languages:	English (official), Mandinka, Wolof, Fula, other indigenous vernaculars
Ethnic groups:	Mandinka/Jahanka 33.3%, Fulani/Tukulur/Lorobo 18.2%, Wolof 12.9%, Jola/Karoninka 11%, Serahuleh 7.2%, Serer 3.5%, other 4%, non-Gambian 9.9% (2019-20 est.)
Religion:	Muslim 96.4%, Christian 3.5%, other or none 0.1% (2019-20 est.)
ECONOMY	
GDP (purchasing power parity):	\$ 6.022 billion (2022 est.)
GDP - per capita (PPP):	\$ 2,281 (2022 est.)
GDP real growth rate:	4.3% (2022 est.)
GDP - composition by sector:	Agriculture: 33% (2020 est.) Industry: 8.7% (2020 est.) Services: 58.3% (2020 est.)
Exports:	\$553 million (2020)
Export-commodities:	Peanut products, fish, cotton lint, palm kernels
Export-partners:	Senegal 50%, Mali 25%, Guinea-Bissau 9.07% (2020 est)
Imports:	\$637 million (2019 est.)
Imports commodities:	Foodstuffs, manufactures, fuel, machinery and transport equipment
Import-partners:	Cote d'Ivoire 11.5%, Brazil 10.6%, Spain 10.2%, China 7.8%, Russia 6.4%, Netherlands 5.3%, India 5% (2017)
Currency (code):	Dalasi (GMD)

KEY FACTS

COMMUNICATION

Calling code:

+220

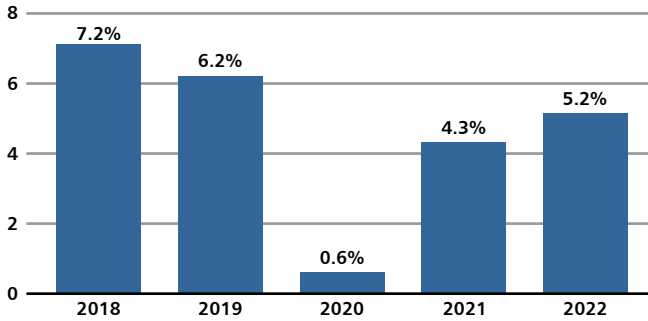
Internet users:

Total: 1.29 million internet users (2022)

Percent of population: 51.0 percent (2022 est.)

Sources: CIA World Factsbook & World Bank's doing Business Report


YEARLY GDP GROWTH RATE 2018 - 2022



Source: tradingeconomics.com

The economy of Gambia is estimated to have grown by 5.2% year-on-year in 2022, according to the country's central bank.

MONTHLY INFLATION RATES (IN %) 2022



MONTH	2022
January	7.81%
February	8.35%
March	8.20%
April	11.68%
May	11.58%
June	11.7%
July	12.3%
August	12.9%
September	13.26%
October	13.23%
November	12.98%
December	13.74%

Source: <https://tradingeconomics.com/gambia/inflation-cpi>

Inflation Rate in Gambia increased to 13.74% in December from 7.81% in January of 2022.

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



MONTH	2022
January	52.65
February	52.70
March	53.30
April	53.60
May	53.80
June	53.69
July	53.40
August	54.70
September	54.95
October	58.35
November	60.50
December	62.00

Source: <https://knoema.com/atlas/gambia/topics/Economy/Short-term-indicators/Exchange-rate>

Gambia exchange rate was at level of 62.00 LCU per US dollars in December of 2022, up from 52.65 LCU per US dollars in January 2022.

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).

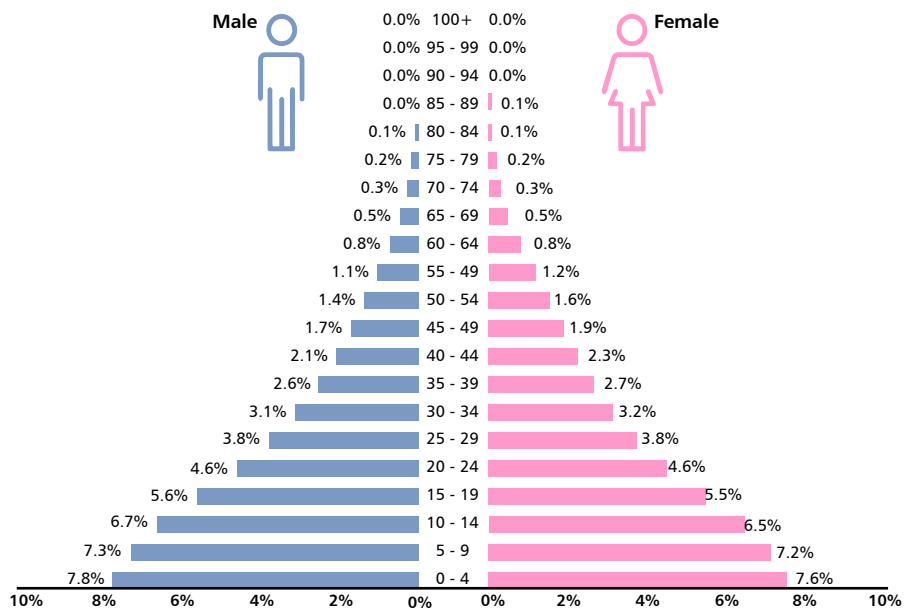
The Gambia's role as a host country to refugees is a result of wars in several of its neighboring West African countries.

POPULATION & DEMOGRAPHICS

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

Source: The Gambia Bureau of Statistics

2022 GAMBIA AGE PYRAMID



Source: *populationpyramid.net*

Population: 2,468,569

LIST OF PROVINCES

Provinces	Capital city	Population 2004	Area
Banjul	Banjul	36,100	12km ²
Low	Bass Santa Su	189,900	2,069km ²
Brikama	Brikama	407,600	1,764km ²
Janjanbureh	Janjanbureh	110,800	1,280km ²
Kanifing	Kanifeng	334,400	76km ²
Kerewan	Kerewan	179,300	2,256km ²
Kuntaur	Kuntaur	82,000	1,614km ²
Mansakonko	Mansa kongo	75,300	1,618km ²
Gambia	—	1,415,400	10,689km ²

Source: <http://www.axl.cefan.ulaval.ca/afrique/gambie.htm>

Region	Population	Area
West Coast	699,704 inhabitants	1,764 km ²
Banjul	413,397 inhabitants	88 km ²
Upper River	239,916 inhabitants	2,069 km ²
Central River	226,018 inhabitants	2,894 km ²
North Bank	221,054 inhabitants	2,256 km ²
Lower River	82,361 inhabitants	1,618 km ²

Source: <http://www.populationdata.net/pays/gambie/divisions>

LANGUAGES & DIALECTS

The official language of Gambia is English de facto.

Other languages include: Mandinka (38.3%), Pulaar (21.2%), Wolof (17.9%), Soninke (9.2%), Jola-Fogny (4.5%), Serer (2.4%), Mandjaque (1.6%), Bainouk-Gunyaamolo (1.6%), Portuguese Creole (1%), English Creole (0.7%), Bamanankan (0.4%), Jahanka (0.2%), Kalanke (0.2%), Khassonke (0.1%), Mansoanka (0.2%), Mankanya and Basari.

LANGUAGES BY REGION

Gambia is known for its diverse linguistic landscape, with over 20 languages and dialects being spoken by its population. Although the official language of Gambia is English, the majority of its population speaks one of the African languages as their first language.

The most widely spoken language in Gambia is Wolof, which is a West Atlantic language and the native language of around 30% of the population. It is also the lingua franca of the country and is widely used for trade and commerce. The Wolof language has several dialects, including the Senegal Wolof, the Gambian Wolof, and the Mauritania Wolof, which are all mutually intelligible.

Another widely spoken language in Gambia is Mandinka, which is a Mande language and the native language of around 24% of the population. It is primarily spoken in the eastern and central regions of the country and is also widely used for trade and commerce. The Mandinka language also has several dialects, including the Gambian Mandinka and the Eastern Mandinka, which are both spoken in Gambia.

Fula is another language spoken in Gambia, which is a West Atlantic language and the native language of around 18% of the population. It is primarily spoken in the central and western regions of the country and is also widely used for trade and commerce. The Fula language has several dialects, including the Pular, the Toucouleur, and the Fulakunda, which are all spoken in Gambia.

Jola is a language spoken in Gambia, which is a West Atlantic language and the native language of around 9% of the population. It is primarily spoken in the western region of the country and is also widely used for trade and commerce. The Jola language has several dialects, including the Casamance Jola, the Bakau Jola, and the Baja Jola, which are all spoken in Gambia.

Akan is a language spoken in Gambia, which is a Kwa language and the native language of around 5% of the population. It is primarily spoken in the western region of the country and is also widely used for trade and commerce. The Akan language has several dialects, including the Fante, the Twi, and the Ashanti, which are all spoken in Gambia.

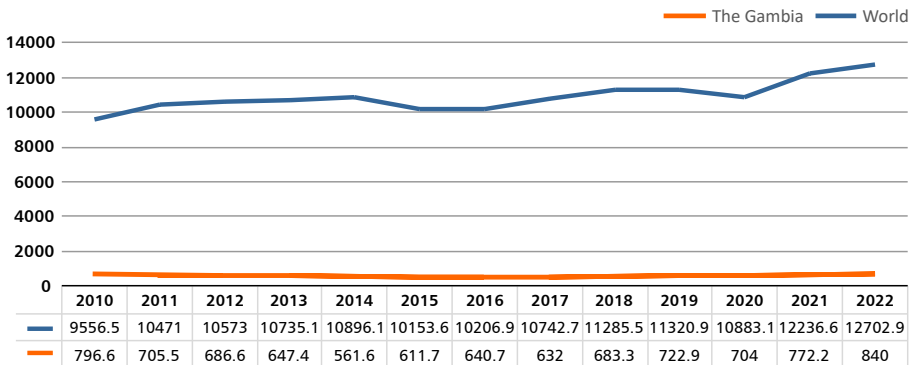
Serahuli is a language spoken in Gambia, which is a West Atlantic language and the native language of around 4% of the population. It is primarily spoken in the western region of the country and is also widely used for trade and commerce. The Serahuli language has several dialects, including the Sereer, the Saafi, and the Serer-Noon, which are all spoken in Gambia.

Other languages spoken in Gambia include Serer, Manjako, Bainuk, and Karoninka, among others. These languages are spoken by smaller populations in Gambia and are primarily used for communication within the local communities.

In addition to the African languages, several European and Asian languages are also spoken in Gambia, including Portuguese, French, Spanish, and Arabic, among others. These languages are primarily spoken by expatriates and immigrant communities in the country.

In conclusion, Gambia is a country with a rich linguistic heritage, with over 20 languages and dialects being spoken by its population. The majority of the population speaks one of the African languages as their first language, with Wolof being the most widely spoken language in the country. The diverse linguistic landscape of Gambia reflects the country's history and cultural heritage and serves as an important aspect of its national identity.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Gambia is \$840 in 2022.

2022 data	Gambia	World
Gross annual income / capita	\$840	\$12,702.9

MEDIA TRENDS

The media landscape in Gambia has undergone significant changes in recent years, particularly since the end of President Yahya Jammeh's regime in January 2017. One of the most notable changes is the increased democratization and press freedom in the country. Journalists and media outlets can now report more openly and critically on various topics, including politics and human rights, without the fear of harassment and persecution that was prevalent during Jammeh's rule.

Another important development in Gambia's media landscape is the growth of online and social media platforms. As internet penetration increases, more Gambians are accessing news, information, and entertainment through online channels. Social media platforms like Facebook, Twitter, and Instagram have become popular for sharing news and opinions, as well as connecting with others. Additionally, blogging and citizen journalism have emerged as alternative sources of news and commentary, contributing to the diversity of the media environment.

The liberalization of the media sector has led to the emergence of several new private media outlets, both in print and broadcasting. These outlets offer diverse perspectives and contribute to a more pluralistic media landscape. In addition to private media, community radio stations have gained popularity in Gambia, particularly in rural areas. These stations focus on local news, culture, and development issues, providing an important platform for community engagement and participation.

As technology advances, media organizations in Gambia are increasingly incorporating multimedia elements into their reporting. This includes the use of video, audio, and interactive graphics to enhance storytelling and engage audiences. This shift toward multimedia journalism is reflective of global trends and has the potential to further enrich the Gambian media landscape.

Capacity building and training have also become a focus for the media sector in Gambia. Various international and local organizations have been providing training programs to Gambian journalists, with an emphasis on improving professional standards, ethics, and responsible journalism. This has contributed to the overall development of the media sector and helped to raise the quality of journalism in the country.

Gambian media outlets and journalists are increasingly collaborating with international media organizations to produce joint content, exchange ideas, and build networks. This has helped Gambian media professionals gain exposure to global best practices and standards, which in turn can contribute to the continued growth and development of the country's media landscape.

In the post-Jammeh era, there has been ongoing discussion and debate about the role of media regulation in Gambia. Efforts have been made to revise and update media laws to better align with international standards on freedom of expression, as well as to establish self-regulatory mechanisms for the media industry.

Lastly, media organizations in Gambia have been making efforts to address gender inequality in the industry, both in terms of representation and content. This includes initiatives to encourage more female journalists and to ensure that media content reflects diverse voices and perspectives.

Despite these positive trends, challenges such as limited resources, low levels of media literacy, and the lingering influence of the previous regime still persist. Continued efforts to address these challenges and foster a vibrant, independent, and pluralistic media environment will be crucial for the country's ongoing democratization process.

REGULATORY BODIES IN THE COUNTRY

In The Gambia, the primary regulatory bodies for media are the Gambia Press Union (GPU) and the Public Utilities Regulatory Authority (PURA). Additionally, there is the Ministry of Information and Communications Infrastructure (MOICI) that plays a role in the media landscape.

Gambia Press Union (GPU): The GPU is a voluntary professional organization representing media practitioners in The Gambia. It was established in 1979 to protect and promote press freedom, as well as the welfare of journalists in the country. The GPU advocates for media policies, provides training and capacity-building programs, and offers legal assistance to journalists facing legal challenges related to their work.

Public Utilities Regulatory Authority (PURA): PURA is the regulatory authority responsible for overseeing the provision of public utilities, including telecommunications and broadcasting services. Established in 2001, PURA's role includes issuing licenses, monitoring compliance, and regulating the activities of service providers in these sectors. While PURA is not explicitly a media regulatory body, its responsibilities include the regulation of broadcast media, which involves monitoring content and ensuring that it adheres to established guidelines and standards.

Ministry of Information and Communications Infrastructure (MOICI): The MOICI is a government ministry responsible for formulating and implementing policies related to information, communication, and technology sectors in The Gambia. This includes oversight of media services and infrastructure, as well as the development of legislation and regulations governing these sectors.

These bodies play crucial roles in ensuring that the media landscape in The Gambia remains diverse, competitive, and adheres to established standards for content and professionalism. They work together to support a free and independent press, which is essential for a healthy democracy.



TOP 5 TV CHANNELS

RANK	TV CHANNELS
1	GRTS
2	CNN
3	CANAL
4	TV
5	TV3



TOP 10 RADIO STATIONS

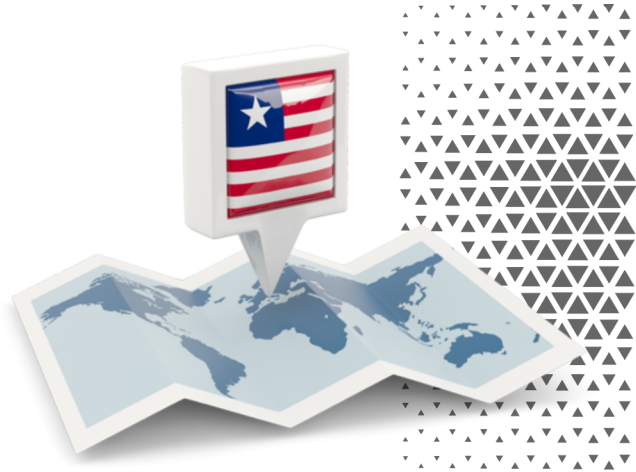
RANK	RADIO STATIONS
1	Hello Gambia
2	Gainako Radio
3	West Coast Radio
4	Paradise FM
5	Unique FM
6	Bigup FM
7	Libidorr Radio
8	Afri Radio
9	Freedom Radio
10	Kibaaro Radio



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>



Information About
LIBERIA
Capital **Monrovia**

“The Love of Liberty Brought Us Here”

Population



5.24

Million

Liberia, officially known as the Republic of Liberia, is a West African country with a rich history and diverse cultural background. Here is a detailed description of the background data of Liberia: Geography: Liberia is situated along the West African coast, bordered by Sierra Leone to the northwest, Guinea to the north, Côte d'Ivoire (Ivory Coast) to the east, and the Atlantic Ocean to the south and southwest. It covers an area of approximately 111,369 square kilometers (43,000 square miles). The country has a tropical climate with a mix of rainforests, coastal plains, and rolling hills.

Population and Ethnic Groups: As of 2021, Liberia's population was estimated to be around 5 million people. The population is composed of 16 distinct ethnic groups, with the Kpelle, Bassa, Grebo, and Gio being the most populous. The official language is English, though there are more than 20 indigenous languages spoken across the country.

History: Liberia has a unique history, having been founded by freed American slaves in the early 19th century. The American Colonization Society established the colony in 1822, and over the next few decades, thousands of freed slaves and free African Americans migrated to Liberia. In 1847, Liberia declared its independence, becoming the first African republic to gain its

sovereignty. It was one of only two African countries that were never colonized by a European power (the other being Ethiopia).

Political System: Liberia is a democratic country with a presidential system of government. The president is both the head of state and head of government. The Liberian government is divided into three branches: the executive, the legislative, and the judiciary. The National Legislature is a bicameral body, consisting of the Senate and the House of Representatives.

Economy: Liberia's economy is largely based on agriculture, with rubber and palm oil being the primary agricultural exports. The mining sector is also significant, as Liberia has rich deposits of iron ore, gold, and diamonds. The country's economy was severely affected by two civil wars (1989-1997 and 1999-2003) and the Ebola outbreak in 2014-2015. In recent years, efforts have been made to rebuild the economy and improve infrastructure.

Education and Health: Liberia's education system consists of primary, secondary, and tertiary levels. The government has made efforts to improve the quality of education, though the country still faces challenges related to inadequate funding, infrastructure, and trained teachers. The health care system has similarly faced challenges due to limited resources and a lack of infrastructure. The government is working to improve access to health care services and address public health issues.

Culture: Liberian culture is a blend of indigenous African and American influences, reflecting the country's history as a haven for freed slaves. Traditional arts, such as weaving, pottery, and mask-making, coexist alongside modern music and dance styles. Christianity is the dominant religion, with a majority of Liberians being Protestant. However, Islam and traditional African religions are also practiced.

Liberia is a West African country with a diverse population and a unique history as a colony established by freed American slaves. The country has faced significant challenges, including civil wars and public health crises, but is working towards stability and development in the 21st century.

POLITICAL CONTEXT

Liberia is a West African country that gained independence from the American Colonization Society in 1847, making it Africa's oldest modern republic. The country has a rich political history marked by periods of stability and instability, including a brutal civil war that lasted from 1989 to 2003.

The political context of Liberia today is one of a young and fragile democracy. The country has made significant progress in terms of democratization and governance since the end of the civil war, but many challenges remain. The Liberian government is based on a presidential system, with the president serving as both head of state and head of government. The president is elected by popular vote to a single six-year term and is assisted by a vice president and cabinet. Liberia has a unicameral legislature, the National Legislature, consisting of the House of Representatives and the Senate. The members of the House of Representatives are elected to

serve a term of six years, while senators serve for nine years. The judiciary is independent and comprises of the Supreme Court, appellate courts, and various lower courts.

Since the end of the civil war, Liberia has held several successful elections, with peaceful transitions of power between different political parties. However, the country's political landscape is still marked by a lack of strong political institutions, widespread corruption, and limited capacity for effective governance.

In recent years, the government has made efforts to address these challenges, including implementing reforms to improve the transparency and accountability of the public sector, as well as strengthening the rule of law and the independence of the judiciary. Despite these efforts, corruption remains a major challenge in Liberia, and the government has been criticized for not doing enough to tackle it.

The political context of Liberia is one of a young and fragile democracy that is still facing many challenges, including a lack of strong political institutions, widespread corruption, and limited capacity for effective governance. Nevertheless, the country has made significant progress in terms of democratization and governance since the end of the civil war, and there is hope for continued improvement in the future.

OVERVIEW OF THE ECONOMY

Liberia is a low-income, least developed country located in West Africa, bordered by Sierra Leone, Guinea, and Côte d'Ivoire. The economy of Liberia is heavily dependent on its natural resources, particularly iron ore, rubber, timber, and diamonds, which make up the majority of the country's exports. However, the country has been grappling with a number of challenges that have limited its economic growth and development.

In recent years, Liberia has made progress towards rebuilding its economy after years of civil conflict and economic mismanagement. The government has implemented a number of reforms aimed at improving the business environment, attracting investment, and fostering economic growth. These include streamlining the process for starting a business, improving access to credit, and reducing bureaucratic hurdles.

However, the country still faces significant challenges. Liberia's economy is heavily reliant on the extractive industries, particularly iron ore, which makes up around 60% of its exports. This leaves the country vulnerable to fluctuations in global commodity prices and has contributed to a lack of diversification in the economy. Additionally, Liberia's infrastructure is in need of significant investment and improvement, particularly in areas such as electricity, transportation, and telecommunications.

Liberia also faces social and political challenges that have a significant impact on its economy. The country has a high level of poverty, with around two-thirds of the population living below the poverty line. High levels of unemployment and underemployment are also major issues. The country's political situation has been relatively stable in recent years, but corruption remains a significant problem that can deter foreign investment.

Despite these challenges, there are reasons for optimism about Liberia's economic future. The country has a young and growing population, which could provide a demographic dividend if harnessed effectively. There are also opportunities for diversification in areas such as agriculture and tourism, which have the potential to create jobs and drive economic growth. However, achieving sustainable economic development in Liberia will require continued investment and reform, as well as a commitment to addressing the country's social and political challenges.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

The Liberian economy recovered in 2021 from COVID-19. GDP is estimated to have recovered to grow by 3.3% from a decline of 3.0% in 2020, largely driven by growth in mining and construction on the supply side and public spending on the demand side, as the economy reopened. Inflation eased from 17% in 2020 to 8.0% in 2021 on a steady decline in food prices. The fiscal deficit is estimated to have narrowed to 3.3% of GDP in 2021 from 3.6% in 2020 due to increased revenue collection. As of October 2021, public debt had increased to 54.7% of GDP from 47.9% in 2020, reflecting increased borrowing. The current account deficit widened to 17.4% of GDP in 2021 from 16.1% in 2020 because of a widening trade deficit, as imports increased.

International reserves stood at \$716 million in December 2021 (4.4 months of import cover), mainly because of the SDR 247.7 million allocation (48% of gross reserves) used to strengthen the international reserves position and help finance the vaccination program and public investment. The exchange rate appreciated 9.8% year on year from LRD162.34/\$ in December 2020 to LRD146.27/\$ in December 2021. The financial sector remained sound with a capital-adequacy ratio of 32.9% in June 2021 compared with 35.1% in June 2020, although the NPL ratio remained high at 22.5%. Extreme poverty also remained high, at 43.0% in 2021, marking just a 1.0% decline from 2020. Unemployment was estimated at 3.3% in 2020.

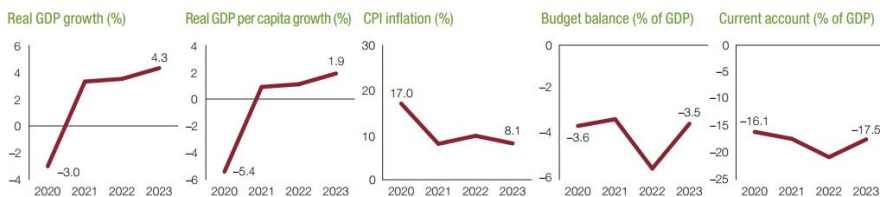
OUTLOOK AND RISKS

The outlook is positive, with risks tilted to the downside due to the Russia–Ukraine conflict. Growth is projected at 3.5% in 2022 and 4.3% in 2023, driven by expansion in mining, services, manufacturing, and agriculture. Inflation is projected to surge to 9.8% in 2022 and 8.1% in 2023, driven by food and energy inflation. The fiscal deficit is forecast to widen to 5.5% in 2022 and to 3.5% in 2023 due to lower grants and higher subsidies. The current account deficit is forecast to widen to 20.8% of GDP in 2022 and to 17.5% in 2023 due to a higher import bill, as fuel and food constitute about 50% of total imports. Downside risks include a prolonged pandemic and slow vaccine rollout; a prolonged Russia–Ukraine conflict; deterioration of the terms of trade on the main exports, especially gold and rubber; and non-adherence to prudent macroeconomic policies.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Liberia is 101 on the 2021 GCRI. It is faced with high climate change risks including cyclones, floods, and a rising sea level because of its location in a tropical rain forest climate belt. Projections on climate change point to average annual rainfall 3.0% greater by 2050, annual temperatures 2.6°C higher by the 2060s, and a rising sea level of 0.56 meters by 2100. These

impacts would lead to massive biodiversity loss, widening inequalities, and rising food insecurity and hunger. The country's Propoor Agenda for Prosperity and Development (2018–23) has integrated green growth, environmental adaptation, and climate change. The 2017 National Policy and Response Strategy on Climate Change guides implementation of mitigation actions. Liberia's GHG emissions were estimated at 3.5 Mt in 2014. In 2021, the country submitted a revised NDC report demonstrating its commitment to tackling climate change challenges. An estimated \$490 million would be needed to finance the country's mitigation and adaptation activities and actions in 2021–30. The GCF in 2021 approved \$10 million for climate information systems to enhance population and infrastructure resilience to climate change. Liberia is on track to meeting SDG 13 on climate action.



Source: Data are as of April 2022 and are from domestic authorities; figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team. Data on the budget balance correspond to Liberia's fiscal year, which runs from July 1 to June 30.

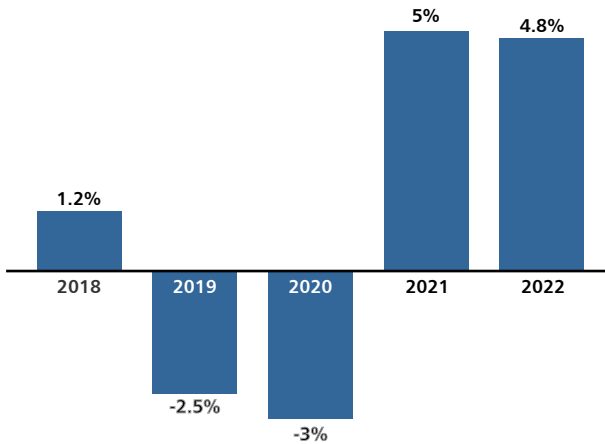
KEY FACTS

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% (2018 est.) - Arable land: 5.2% (2018 est.) - Permanent crops: 2.1% (2018 est.) - Permanent pasture: 20.8% (2018 est.) Forest: 44.6% (2018 est.) Other: 27.3% (2018 est.)
PEOPLE	
Population:	5,248,621 (2022 est.)
2008 census:	3,476,608
Age structure:	0-14 years: 46.24% (male 4,334,264/female 4,231,658) 15-64 years: 51.27% (male 4,646,510/female 4,849,878) 65 years and over: 2.49% (2022 est.) (male 197,450/female 263,405)
Population growth rate:	3.05% (2022 est.)
Urbanization:	Urban population: 24.4% of total population (2022)
Infant mortality rate:	Total: 63.99 deaths/1,000 live births Male: 69.63 deaths/1,000 live births Female: 58.11 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 59.57 years Male: 57.71 years Female: 61.51 years (2022 est.)
Total fertility rate:	5.35 children born/woman (2022 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):	\$24.49 billion (2022 est.)
Real GDP growth rate:	-1.2% (2022 est.)
GDP per capita:	\$1,400 (2022 est.)
GDP - composition by sector:	Agriculture: 43.04% (2020 est.) Industry: 10.99% (2020 est.) Services: 46.86% (2020 est.)
Exports:	\$843 million (2020)
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:	\$1.82 billion (2019 est.) 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
COMMUNICATION	
Calling code:	+231
Internet TLD:	.lr
Internet users:	Total: 3.06 million (2022 est.) Percent of population: 18% (2022 est.)

Sources: CIA World Factsbook & World Bank's doing Business Report


GDP YEARLY GROWTH RATE:2022



Source: tradingeconomics.com

The economy of Liberia expanded 4.8% in 2022, slightly easing from a 5% growth in the previous year.

MONTHLY INFLATION RATES (IN %) 2022



MONTH	2022
January	6.55%
February	7.64%
March	9.51%
April	6.26%
May	6.23%
June	6.32%
July	6.48%
August	7.06%
September	7.23%
October	9.12%
November	9.46%
December	9.19%

Source: <https://tradingeconomics.com/liberia/inflation-cpi>

Inflation Rate in Liberia increased to 9.12% in October from 7.23% in September of 2022.

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



MONTH	2022
January	151.2
February	152.9
March	151.9
April	150.2
May	150.1
June	151.0
July	152.5
August	153.6
September	153.8
October	153.7
November	153.9
December	154.2

Source: <https://knoema.com/atlas/liberia/topics/Economy/Short-term-indicators/Exchange-rate>

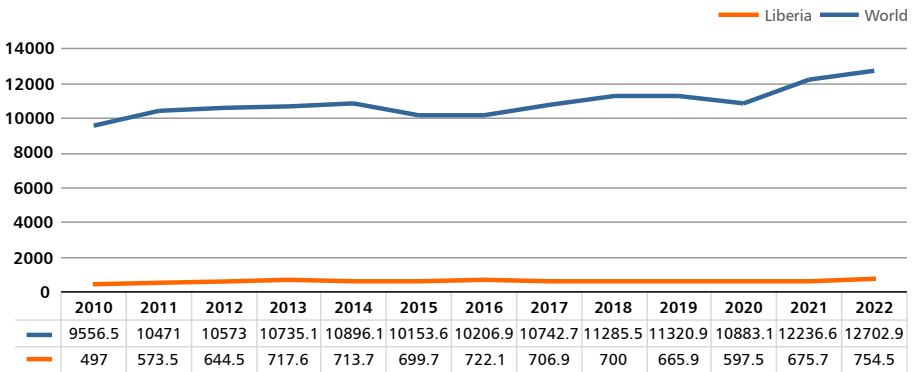
In December 2022, the exchange rate between the US dollar and the LRD increased to 154.2 LRD from the previous month's 153.9 LRD.

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population	
			(census) 1984	(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	Cestos 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>

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Liberia is \$676.

2022 data	Liberia	World
Gross annual income / capita	\$754.5	\$12,702.9

MEDIA TRENDS IN LIBERIA

Liberia has a diverse media landscape, with a range of traditional and new media outlets. There are several television stations in the country, including the state-owned Liberia Broadcasting System (LBS) and several private television stations, such as the Liberia Media Corporation (LMC) and the Heritage Television Network (HTN). There are also several radio stations, including community radio stations, private radio stations, and the state-owned Radio Liberia.

In recent years, the media industry in Liberia has undergone significant changes, particularly with the rise of digital and social media platforms. The growth of digital media has been significant in Liberia, with increasing numbers of people accessing the internet and using digital devices. This has led to the growth of online news portals, such as FrontPage Africa, New Democrat, and the Liberian Observer, as well as social media platforms, such as Facebook, Twitter, and WhatsApp. These digital media outlets are widely used for news dissemination, political discussions, and entertainment.

Despite the growth of digital media, traditional media outlets, such as radio and television, still dominate the media landscape in Liberia. Radio remains the most widely used medium for news and information, particularly in rural areas where access to other forms of media is limited. The government of Liberia has significant control over the media industry, and there have been instances of censorship and intimidation of journalists. This has led to concerns about press freedom and freedom of expression in the country.

Despite the growth of the media industry in Liberia, the diversity of voices and perspectives in the media remains limited. This is due to a variety of factors, including government control, lack of resources, and limited access to education and training opportunities for journalists. The country also has limited media laws and regulations, which has made it challenging to ensure a free and independent press.

The media landscape in Liberia is undergoing rapid change, with the growth of digital media and the increasing use of social media platforms. However, traditional media outlets, such as radio and television, still dominate, and there are ongoing concerns about government control and censorship, as well as limited media diversity. Despite these challenges, the media industry in Liberia continues to evolve, providing important news and information to the people of the country.

REGULATORY BODIES

In Liberia, there are several media regulatory bodies that play a crucial role in overseeing and regulating the media industry. These bodies are responsible for ensuring that media outlets operate within the framework of the law, adhere to ethical standards, and promote freedom of expression while maintaining accountability. In this article, we will explore the various media regulatory bodies in Liberia in detail.

Liberia Telecommunications Authority (LTA):

The Liberia Telecommunications Authority is the primary regulatory body responsible for overseeing the telecommunications and broadcasting sectors in Liberia. It was established under

the Telecommunications Act of 2007 and is mandated to regulate and monitor the activities of telecommunications service providers, including broadcast media.

The LTA has the authority to issue licenses to telecommunication and broadcasting service providers, monitor compliance with regulations, investigate complaints, and enforce sanctions for non-compliance. It is also responsible for managing the allocation and use of radio frequency spectrum in the country.

Independent Information Commission (IIC):

The Independent Information Commission is an autonomous body established under the Freedom of Information Act of 2010. The IIC is responsible for promoting and protecting the right to access information held by public authorities and private entities that perform public functions.

The commission ensures transparency and accountability by facilitating access to public information and handling complaints related to the denial of information. It has the authority to investigate complaints, make recommendations, and enforce penalties for violations of the Freedom of Information Act.

Press Union of Liberia (PUL):

The Press Union of Liberia is a professional organization that represents the interests of journalists and media workers in Liberia. While it is not a regulatory body in the strict sense, it plays a significant role in self-regulation and advocacy for media freedom and ethics.

The PUL sets professional standards for journalists, provides training and capacity-building programs, and promotes ethical journalism practices. It also serves as a platform for journalists to discuss and address issues affecting their profession. The PUL works closely with regulatory bodies and government institutions to advocate for press freedom and defend the rights of journalists.

Liberia Broadcasting System (LBS):

The Liberia Broadcasting System is a state-owned media organization responsible for radio and television broadcasting in Liberia. While it is not a regulatory body, it plays a significant role in disseminating information and providing public service broadcasting.

The LBS operates several radio and television stations across the country and is mandated to provide accurate and impartial news coverage, promote national unity, and support government initiatives. Although it is state-owned, the LBS is expected to maintain editorial independence and uphold professional standards in its programming.

Ministry of Information, Cultural Affairs, and Tourism (MICAT):

The Ministry of Information, Cultural Affairs, and Tourism is the government ministry responsible for overseeing the media sector in Liberia. It formulates policies, regulations, and laws related to media and provides guidance to media organizations.

MICAT plays a supervisory role in media regulation and works closely with other regulatory bodies to ensure compliance with legal and ethical standards. It also promotes media development and facilitates collaboration between the government and media organizations.

Liberia National Communications Authority (LNCA):

The Liberia National Communications Authority is an independent regulatory body responsible

for the regulation of the telecommunications and broadcasting sectors. It was established under the Liberia Telecommunications Act of 2007.

LNCA is responsible for issuing licenses to telecommunications and broadcasting service providers, ensuring fair competition, promoting consumer protection, and monitoring compliance with regulations. It also handles complaints from consumers and takes appropriate action against violations of the law.

Ministry of Commerce and Industry (MOCI):

The Ministry of Commerce and Industry is responsible for regulating the advertising industry in Liberia. While it does not specifically focus on media regulation, it plays a role in monitoring and enforcing advertising standards and practices.

MOCI ensures that advertising content is accurate, truthful, and compliant with legal requirements. It has the authority to investigate complaints related to false or misleading advertising and take appropriate action against violators. The ministry also works in collaboration with other regulatory bodies to ensure that media outlets adhere to advertising regulations.

Liberia Intellectual Property Office (LIPO):

The Liberia Intellectual Property Office is responsible for the protection and regulation of intellectual property rights, including copyrights and trademarks, in Liberia. While it does not directly regulate media outlets, it plays a significant role in protecting the intellectual property rights of individuals and organizations operating in the media industry.

LIPO facilitates the registration and enforcement of copyrights, ensuring that media content creators are recognized and their works are protected. It also provides guidance on intellectual property laws and regulations to media organizations, fostering an environment that promotes creativity and innovation in the media sector.

Ministry of Justice:

The Ministry of Justice in Liberia plays a vital role in upholding the rule of law and ensuring that media activities comply with legal requirements. While it does not solely focus on media regulation, it provides legal guidance, interpretation, and enforcement of laws applicable to the media industry.

The Ministry of Justice is responsible for addressing legal issues related to media, including defamation, libel, and slander cases. It investigates complaints, prosecutes violations of media laws, and ensures that media organizations operate within the boundaries of the law. The ministry also works to protect the rights of journalists and media workers in Liberia.

It is important to note that while these regulatory bodies have specific roles and responsibilities, there is often collaboration and coordination among them to ensure effective regulation and oversight of the media industry in Liberia. These bodies collectively contribute to maintaining media ethics, promoting freedom of expression, and protecting the rights of both media organizations and the public..

MEDIA TRENDS

TOP 5 TV CHANNELS

Rank	Channels
1	Clar TV
2	DC TV
3	Power TV
4	Real TV
5	LNTV

TOP 9 NEWSPAPERS READ

Rank	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 10 RADIO STATIONS

Rank	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 WEBSITES

Rank	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



Information About

GUINEA

Conakry

Capital
"Work, Justice, Solidarity"

Population



13.74

Million

Guinea, officially known as the Republic of Guinea, is a country located on the western coast of Africa. It is bordered by Guinea-Bissau, Senegal, Mali, Côte d'Ivoire, Liberia, and Sierra Leone. With an area of approximately 245,857 square kilometers (94,926 square miles), Guinea is the 11th largest country in Africa.

The history of Guinea dates back to ancient times, with evidence of human habitation in the region as early as 5000 BC. The area that is now Guinea was part of several great empires, including the Ghana Empire, the Mali Empire, and the Songhai Empire. In the 15th century, European explorers, including the Portuguese and the French, began to establish trade relationships along the Guinea coast.

During the 19th century, the region that is now Guinea came under French colonial rule. It was incorporated into French West Africa and was known as French Guinea. The country remained a French colony until gaining independence on October 2, 1958. Ahmed Sékou Touré became the first president of Guinea and implemented a socialist government.

In 1984, Sékou Touré died, and Lieutenant Colonel Lansana Conté seized power in a military coup. Conté ruled the country for over two decades until his death in 2008. During his rule, Guinea experienced political repression, economic mismanagement, and widespread corruption.

After Conté's death, Captain Moussa Dadis Camara took control of the country through another military coup. However, his rule was short-lived, and in 2010, democratic elections were held, leading to the presidency of Alpha Condé, the country's first freely elected president. Condé was reelected for a second term in 2015.

Guinea is rich in natural resources, particularly minerals. It is one of the world's leading producers of bauxite, which is used in the production of aluminum. The country also has significant deposits of gold, diamonds, iron ore, and uranium.

The population of Guinea is diverse, with more than 24 ethnic groups. The largest ethnic group is the Fula, followed by the Mandinka, Susu, and Kissi. French is the official language, inherited from the colonial period, although many indigenous languages are spoken throughout the country.

The economy of Guinea is primarily based on agriculture, mining, and small-scale manufacturing. However, the country faces numerous challenges, including poverty, inadequate infrastructure, limited access to education and healthcare, and political instability. Despite its natural resources, Guinea remains one of the poorest countries in the world.

In recent years, Guinea has faced political and social unrest. In 2021, President Alpha Condé sought a controversial third term in office, leading to widespread protests and a military coup in September. Colonel Mamady Doumbouya assumed power and pledged to hold democratic elections in the future.

Guinea's culture is diverse and influenced by its ethnic groups. Traditional music and dance play an important role in Guinean culture, with popular styles such as the djembe drumming and the ballet. The country is also known for its vibrant arts and crafts, including woodcarvings, pottery, and textiles.

In terms of tourism, Guinea offers various natural attractions, including the Fouta Djallon highlands, Mount Nimba, and the Bijagós Islands. These areas provide opportunities for hiking, wildlife spotting, and exploring the country's rich biodiversity.

Guinea is a country with a complex history, diverse culture, and significant natural resources. It continues to face numerous challenges in its path towards development and stability.

POLITICAL CONTEXT

The political context of Guinea has been shaped by a series of historical events, including its colonial past, struggles for independence, military coups, and attempts at democratic governance. Here is a detailed explanation of the political context of Guinea:

Colonial Era:

Guinea came under French colonial rule in the late 19th century as part of French West Africa. It was known as French Guinea and served as a valuable resource for the French due to its agricultural potential and mineral wealth. However, the colonial administration imposed harsh labor practices and exploited the country's resources, leading to widespread resentment among the local population.

Independence and Sékou Touré's Era:

Guinea gained independence from France on October 2, 1958. Ahmed Sékou Touré, a charismatic leader and a staunch anti-colonialist, became the country's first president. Under Touré's leadership, Guinea pursued a socialist path and severed its ties with France and other colonial powers.

Touré implemented policies such as nationalization of industries, collectivization of agriculture, and the promotion of self-sufficiency. However, his regime was characterized by authoritarianism, political repression, and human rights abuses. Dissent was not tolerated, and opposition parties were banned. The state's control extended to all aspects of society, including the economy, media, and education.

Touré's rule was marked by periods of economic decline and isolation due to his anti-imperialist stance. The economy suffered as a result of mismanagement, corruption, and the lack of foreign investment. Guinea relied heavily on foreign aid, particularly from the Soviet Union and other socialist countries, to sustain its economy.

Post-Touré Era and Military Rule:

In 1984, Ahmed Sékou Touré died, and Lieutenant Colonel Lansana Conté seized power in a military coup. Conté's rule was initially welcomed by the population, as they hoped for an end to Touré's repressive regime. However, over time, Conté's regime became increasingly authoritarian and corrupt.

During his rule, Conté consolidated power, suppressed political opposition, and limited civil liberties. The country faced economic challenges, including high inflation, widespread poverty, and a decline in infrastructure. Despite Guinea's significant mineral resources, the majority of the population did not benefit from the wealth generated by the mining industry.

Transition to Democracy and Alpha Condé's Presidency:

In 2008, Lansana Conté died, leading to another period of political uncertainty. Captain Moussa Dadis Camara took control through a military coup. However, his rule was marked by human rights abuses, including the infamous massacre of protesters in the capital, Conakry, in 2009.

International pressure and internal opposition forced Dadis Camara to step down, and in 2010, democratic elections were held, bringing Alpha Condé to power. Condé, a longtime opposition figure, became Guinea's first freely elected president.

Condé's presidency was initially welcomed as a new era of democratic governance. He promised to fight corruption, improve human rights, and revive the economy. However, his tenure faced

significant challenges. Critics accused him of authoritarianism, suppressing dissent, and manipulating the political system to consolidate power.

Controversy arose when Condé sought a controversial third term in office in 2020, citing a constitutional referendum that reset presidential term limits. The move led to widespread protests, with opposition leaders and civil society accusing him of undermining democratic principles. In September 2021, the military staged a coup, led by Colonel Mamady Doumbouya, ousting Condé from power.

Current Political Situation:

Following the coup, Doumbouya established the National Committee for Rally and Development (CNRD), promising a transition to civilian rule and democratic elections. The international community expressed concern following the military coup in September 2021, led by Colonel Mamady Doumbouya, Guinea entered a new phase in its political landscape. Colonel Doumbouya established the National Committee for Rally and Development (CNRD) and assumed control of the country. The coup was met with mixed reactions, both domestically and internationally.

The CNRD promised a transition to civilian rule and pledged to hold free and fair elections to establish a democratic government. They cited corruption, human rights abuses, and mismanagement under the previous administration as reasons for the coup. The international community expressed concerns about the military's seizure of power and called for a swift return to constitutional order.

In the aftermath of the coup, the CNRD formed a transitional government, known as the Transitional National Council (TNC), which was tasked with governing the country during the transition period. The TNC comprised civilian and military members and aimed to restore stability, ensure security, and implement necessary reforms.

The political situation in Guinea remains fluid as the transitional government faces numerous challenges. One of the key objectives is to organize credible and inclusive elections that reflect the will of the Guinean people. The TNC has initiated a national dialogue to engage various political actors, civil society organizations, and regional stakeholders to chart a way forward.

The transition period presents an opportunity to address longstanding issues in Guinea, including political inclusivity, respect for human rights, socio-economic development, and the fight against corruption. The success of the transitional government in achieving these goals will shape the future political landscape of the country.

The international community, including regional organizations like the African Union and the Economic Community of West African States (ECOWAS), has been closely monitoring the political developments in Guinea. They have called for a peaceful and democratic transition, the restoration of constitutional order, and the respect for human rights and the rule of law.

OVERVIEW OF THE ECONOMY

provides employment opportunities and contributes to both domestic consumption and exports. The country's economic development is hindered by inadequate infrastructure. Guinea's

transportation networks, including roads and ports, are insufficient to support trade, investment, and industrial development. Furthermore, the energy sector faces challenges in terms of unreliable electricity supply, which affects businesses and hampers economic growth.

Poverty and income inequality are persistent challenges in Guinea. A significant portion of the population lives below the poverty line, particularly in rural areas. Socio-economic disparities and unequal distribution of wealth hinder inclusive growth and development.

Governance issues, including corruption, weak institutions, and limited accountability, also pose challenges to Guinea's economic progress. Corruption undermines public trust, discourages foreign investment, and diverts resources from vital sectors. Strengthening governance, promoting transparency, and combating corruption are crucial for sustainable economic development.

Access to finance is another obstacle for Guinea's economic growth. Limited access to credit and financial services, especially for small and medium-sized enterprises (SMEs), hinders entrepreneurship, business growth, and job creation. Developing a robust financial sector and improving access to finance can support economic diversification and poverty reduction.

Guinea has developed close economic ties with China, particularly in the mining sector. Chinese companies have invested heavily in bauxite mining projects, infrastructure development, and other sectors. While these investments have contributed to Guinea's economic growth, there are concerns about transparency, environmental sustainability, and the long-term benefits for the country.

Guinea receives development assistance from various international organizations and donor countries. Aid focuses on areas such as poverty reduction, healthcare, education, infrastructure, and governance reform. Regional integration efforts through organizations like ECOWAS and WAEMU aim to promote trade, investment, and economic cooperation among member countries.

To achieve sustainable and inclusive economic growth, Guinea needs to address its challenges and implement structural reforms. This includes improving governance, enhancing infrastructure, diversifying the economy beyond mining, and promoting agricultural productivity. Encouraging private investment, both domestic and foreign, and fostering a favorable business environment are also crucial for economic development.

Maximizing the benefits from natural resource extraction through transparent and responsible practices can generate revenue for investment in other sectors and mitigate the impact of commodity price fluctuations. Strengthening human capital through investments in education and healthcare is vital for enhancing productivity and ensuring equitable development.

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 an unattractive rate and only in Conakry.

Despite its significant potential resources, Guinea's economy has remained very fragile and dependent on bauxite agriculture. It is the world's sixth largest producer of bauxite and has reserves of diamonds and gold.

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 if the country imports Asian rice. Traditional food crops such as cassava remain widely practiced around houses.

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 plantation based on the vertical hydroponics 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 Forestière (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 for 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.

Sources: <https://fr.wikipedia.org/wiki/Guin%C3%A9>

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 2019⁵⁶. 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 foreigners and the various potential interests of art, be it art carved, music, dance or traditional culture.

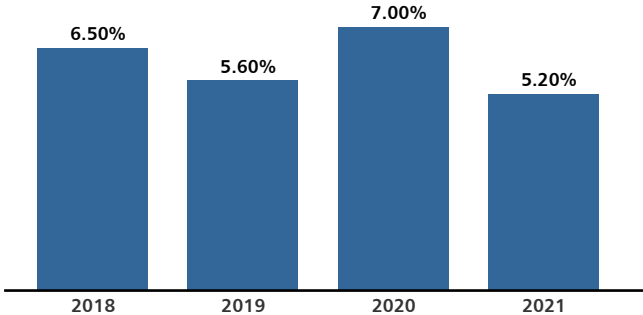
KEY FACTS

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% (2018 est.) - Arable land: 11.8% (2018 est.) - Permanent crops: 2.8% (2018 est.) - Permanent pasture: 43.5% (2018 est.) Forest: 26.5% (2018 est.) Other: 15.4% (2018 est.)
PEOPLE	
Population:	13,740,347 (2022 est.)
2014 census:	11,523,261
Age structure:	0-14 years: 40.96% (male 2,809,865/female 2,763,294) 15-64 years: 55.05% (male 3,741,047/female 3,749,281) 65 years and over: 4% (2022 est.) (male 245,323/female 298,439)
Population growth rate:	2.76% (2022 est.)
Urbanization:	urban population: 38.1% of total population (2022)
Infant mortality rate:	Total: 48.32 deaths/1,000 live births Male: 52.98 deaths/1,000 live births Female: 43.51 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 64.27 years Male: 62.38 years Female: 66.21 years (2022 est.)
Total fertility rate:	4.82 children born/woman (2022 est.)
Languages:	French (official), Pular, Maninka, Susu, other native Languages
ECONOMY	
GDP (purchasing power parity):	\$39.252 billion (2022 est.)
GDP - per capita (PPP):	\$2,900.7 (2022 est.)
GDP - composition by sector:	Agriculture: 61.25% (2020) Industry: 6.21% (2020) Services: 32.54% (2020)
Exports:	\$8.33 billion (2020)
Imports:	\$5.82 billion (2020)
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
COMMUNICATION	
Internet users:	Total: 3.15 million (2022 est.) Percent of population: 23.0% (July 2022 est.)

Sources: CIA World Factsbook & World Bank's Doing Business Report


GDP YEARLY GROWTH RATE



Source: <http://tradingeconomics.com/Guinea/gdp-growth-annual>

The economy of Guinea expanded by 4.9 percent in 2021, slowing from a 7 percent growth in the previous year.

MONTHLY INFLATION RATES (IN %) 2022




MONTH	2022
January	2%
February	2.4%
March	2.9%
April	3%
May	3.3%
June	4.4%
July	5%
August	5.6%
September	5.8%
October	5.8%
November	5.6%
December	5.4%

Source: <https://tradingeconomics.com/guinea/inflation-cpi>

Inflation Rate in Guinea decreased to 8.6 percent in December from 11.8 percent in January of 2022.

EXCHANGE RATE OF GUINEA FRANC (GNF) TO USD MONTHLY AVERAGE



MONTH	2022
January	9003.5
February	8965.4
March	8904.8
April	8795.3
May	8844.7
June	8685.9
July	8719.3
August	8654.8
September	8772.6
October	8665.3
November	8693.8
December	8769.9

Source: <https://knoema.com/atlas/Guinea/topics/Economy/Short-term-indicators/Exchange-rate>

The exchange rate for Guinea decreased progressively from 9,003.5 LCU to 1 USD in January 2022 to 8,769.9 LCU to 1 USD in December 2022.

DEMOGRAPHIC PROFILE

Guinea's strong population growth is a result of declining mortality rates and sustained elevated fertility. The population growth rate was 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 literacy and vocational training 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 of land in the early 2000s because the area suffered repeated cross border attacks from various government and rebel forces, as well as anti-refugees' violence.

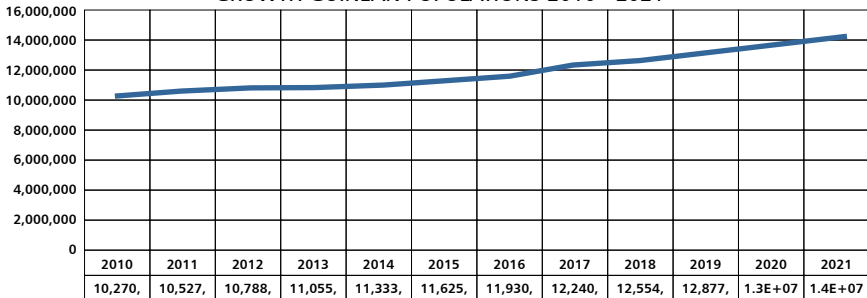
Population growth is positive. In 2017, the population grew by 346779, according to World Bank data. This population change is due more to the natural balance (98%) net migration (2%), which is obtained by taking into account the difference between inflows (immigration) and outflows (emigration).

The fertility rate - the average number of children born per woman of childbearing age - is 4.8. Generally, to ensure the simple replacement of generations, the fertility rate must be in the order of 2.05 children. The fertility rate largely explains the birth rate in this country (2017) at 36.8, the number of births per 1000 inhabitants. Longer lifespans are an important factor in population growth.

The mortality rate (8.7 - number of deaths per 1000 inhabitants) and the birth rate allowed us here to estimate the number of deaths and the number of births. These last two estimates are used to establish the natural balance of the population of this country. The net migration here is an estimate based on the difference between the natural balance and total population growth. Natural balance and net migration are the two sources of total population growth (2.87). The latter data may differ, often from small, with the Official Growth Rate recorded by the World Bank (2.77).

Source: <https://perspective.usherbrooke.ca/bilan/servlet/ComprendreContextePop?codePays=GIN&annee>

POPULATION & DEMOGRAPHICS
GROWTH GUINEAN POPULATIONS 2010 - 2021



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

Source: <http://en.wikipedia.org/wiki/Guinea>

GUINEA

Administration of the territory	Number
Regions	08
Prefectures	33
Sub-prefectures	307
Urban Communes	344
Districts / Neighborhoods	4,142
Villages / Sectors	15,741

DIALECT

Guinea is linguistically diverse. While French is the official language, numerous indigenous languages are also spoken, each with its own dialect and variations. These languages are influenced by the regional cultures, histories, and interactions with other linguistic groups, creating a rich tapestry of dialects.

The most widely spoken native languages include Fula (or Pular), Mandinka, and Susu, each with its own distinct dialects. The Fula language, predominantly used by the Fula people, has its own dialect continuum across West Africa, and in Guinea, it has a unique flavor shaped by local customs and traditions. The dialects of Fula spoken in Guinea might differ in vocabulary, pronunciation, and even in some aspects of grammar from those spoken in neighboring countries.

Mandinka, part of the Mande language family, is spoken primarily in the eastern part of the country. It also has numerous dialects, which can vary from village to village. Mandinka dialects in Guinea are influenced by French and local languages, leading to a unique linguistic blend.

Susu, predominantly spoken in the coastal region of Guinea, has its own distinct dialect. This dialect is influenced by both the geographical closeness to the Atlantic Ocean and interactions with the neighboring ethnic groups.

The dialect of French spoken in Guinea has been influenced by the local languages and reflects the country's colonial history. It contains loanwords from various indigenous languages and might have unique pronunciation and grammatical structures, making it different from the standard French spoken in France.

Lastly, it's important to remember that due to the country's rich linguistic diversity, code-switching and multilingualism are common, which can lead to the emergence of new dialects and variations over time.

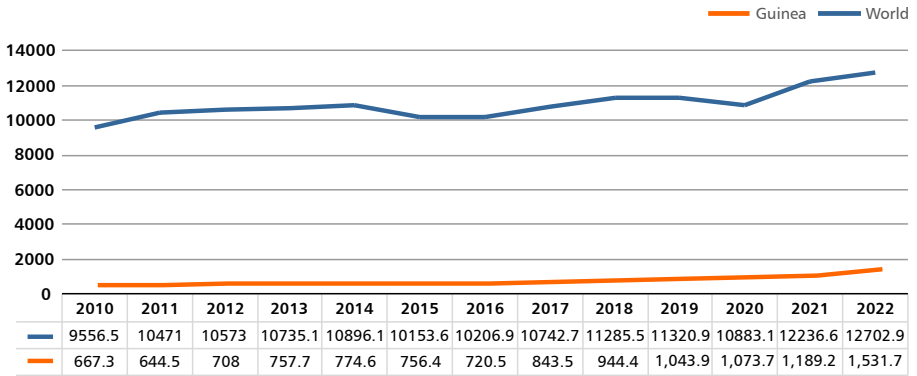
LANGUAGES BY REGION

The French language is a rapidly expanding language in Guinea according to the latest reports. In 2002, the number of native French speakers was estimated at 2% of the total population. According to the Guinean authorities, a new 2007 estimate revised this figure sharply higher than in 2002: the number of Francophones would reach 21.1% and the number of partial Francophones 42.1%. The combined total represents 6 million people, or 63.2% of the total population with partial or complete control of the language. English is present in the border regions with Liberia and Sierra Leone, it is a university and commercial language.

The three main languages of African origin are:

- Pular spoken mainly in Middle Guinea, more than 32% of the Guinean population, which has many speakers in other regions
- Malinké, spoken mostly in Upper Guinea and Kpelle or guerz spoken in forest Guinea, which also has many speakers in other regions
- Soso, spoken mainly in Lower Guinea, spoken in all four natural regions of Guinea, which is the dominant language of the capital Conakry

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Guinea in 2022 is \$1,189.20.

2022 data	Guinea	World
Gross annual income / capita	\$1,531.7	\$12,702.9

MEDIA TRENDS IN GUINEA

Guinea's media landscape has undergone significant transformations over the years, reflecting both political developments and technological advancements. The country has a diverse media ecosystem that comprises traditional and modern forms of media, each playing crucial roles in informing, entertaining, and shaping public opinion.

OVERVIEW OF THE MEDIA ENVIRONMENT AND FREEDOM OF EXPRESSION

Restrictive media laws, government interference, intimidation, physical violence and lack of financial resources are all challenges in Guinea's media environment. Violence against journalists became commonplace in 2009 and 2010 during the period of democratic transition. Several journalists have fled the country and some private media have temporarily suspended their activities due to fear of accusations. The number of violations of press freedom and freedom of expression in the country remains relatively high. Between 2014 and 2018, the number of violations in Guinea was only third after Nigeria and Ghana. Journalists are often subjected to physical attacks, arrests, suspensions by the media regulator and intimidation by members of political parties.

Despite the harshness of press freedom and the harsh environment for freedom of expression, the country has recorded one of the most important court decisions: on 12 November 2014, the Court in Kaloum, Guinea, sentenced Staff Sergeant Abdoulaye Diallo to eight months in prison for assaulting radio journalist David Tchopn Bangoura during a peaceful march in September of the same year. In addition to imprisonment, the security guard was fined 10 million Guinean francs (US\$1,400) and banned from carrying arms for five years.

The High Communication Authority (HAC) has been established as the sector regulator to replace the National Communication Council. The HAC aims to better represent the interests of the media.

LEGAL FRAMEWORK FOR MEDIA REGULATION

Freedom of the press is guaranteed by Guinea's 2010 Constitution, yet attacks on journalists and media outlets persist. In 2016, the country adopted a new Penal Code that provides for sentences of up to five years in prison for defamation or insulting public figures. A cybersecurity law was passed in 2016 criminalizing similar online offences, in addition to the dissemination of false information or protected information for national security reasons, or information that could violate public order, public safety or human dignity.

Source: <http://www.mfwa.org/fr/guinee/>

Print media has a long-standing history in Guinea and continues to be an important source of information. Several newspapers and magazines are published regularly, covering a wide range of topics such as politics, economy, sports, culture, and society. However, the circulation of print media remains relatively low, with literacy rates and access to newspapers varying across different regions of the country. The major newspapers include Horoya, Guinee Matin, and Lynx-Lance.

NUMBER OF PRESS/MAGAZINE TITLES

Guinea has no daily newspaper except Horoya, the government newspaper; the titles with regular periodicity are essentially weekly, monthly and fortnightly⁴.

- The Lynx, weekly satirical newspaper created in 19925.
- The Independent, a weekly independent newspaper established in 19926.
- Horoya, a government newspaper; it initially benefited from the "monopoly of subscriptions with diplomatic missions and government administration."

- The Guinea Event7.
- TheInvestigator, created by Boubacar Yacine Diallo.
- Actu-Elles.info created by Aminata Pilimini Diallo
- Bulletin224.com created by Gilbert Tounkara in 2020
- Dounet Magazine created by Fatoumata KEITA in 2015

In addition to these independent newspapers, many political parties have their own.

Source: https://fr.wikipedia.org/wiki/Presse%C3%A9crit_e_n_Guin%C3%A9

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	

Radio is the most prevalent and influential medium in Guinea, reaching a significant portion of the population. It serves as a primary source of news and entertainment, particularly in rural areas where access to other forms of media may be limited. Numerous radio stations operate across the country, broadcasting in various languages, including French (the official language) as well as local languages such as Pular, Malinke, and Susu. Radio stations like Radio Télévision Guinéenne (RTG), Espace FM, and Nostalgie Guinée are popular and widely listened to.

Coverage of lower guinea and middle Guinea areas

In low and medium Guinea, out of a total of 85 stations, we have 15 national radio stations, 25 rural radio stations, 05 foreign radio stations and 40 private radio stations.

Coverage of the Conakry Special Zone

The Guinean capital has 30 private radio stations, 01 foreign radio relay stations and 02 national radio stations. We note in this view that in the special area of Conakry, Koloma is the area that houses more FM stations (11 stations).

Coverage of the Upper Guinea area

Upper Guinea is the region in northeastern Guinea and has 08 private radio stations, 01 foreign radio stations, 08 national radio stations and 12 rural radio stations. That's a total of 29 FM stations.

Coverage of the forest area of Guinea

In the south east of Guinea is Forest Guinea. To date, the region is covered by 06 rural radio stations, 07 national radio stations, 01 foreign radio stations and 03 private radio stations. That's a total of 17 FM stations

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 Guinéenne" 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	Familia FM
Continental 98.8 FM	Fotten Gollen FM
Diingui 105.7/ 107.7 FM	Horizon FM
Diversité 95.3 FM	Kaniazik 107.0 FM
Emergence 95.9 FM	La Voix de l'Afrique
Espace FM	Milo FM
Evasion FM	Radio Rurale d'Haute Guinée 93.0 FM
Futur Media 106.6 FM	Radio Rurale de Basse Guinée 103.1 FM
Gangan 101.1 FM	Radio Rurale de Beyla 94.4/ 98.2 FM
Kora 92.2 FM	Radio Rurale de Bissikirima 91.0 FM
Lynx 91.0 FM	Radio Rurale de Boké 95.3 FM
Mercure 88.9 FM	Radio Rurale de Dinguiraye 98.6 FM
Nako 90.3 FM	Radio Rurale de Gaoual 98.6 FM
Radio Liberté 101.7 FM	Radio Rurale de Gueckedou 999.9 FM
Radio Nostalgie FM	Radio Rurale de Guinée Forestière 89 FM
Sabari FM	Radio Rurale de Kissidougou 95.4/ 98.1 FM
Soleil FM	Radio Rurale de Macenta 98.2/ 88.6 FM
Sweet FM	Radio Rurale de Mali 101.6 FM
Tamata FM	Radio Rurale de Moyenne Guinée 103.1 FM
Tropic Avaria 90.6 FM	Radio Rurale de Télémélé 97.7 FM
Wélo wélo 94.5 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

Radio	OC,kHz	Transmitter
RTG National Radio Guinean	9650	Sonfonia
Radio	FM,kHz	Transmitter
7/7 FM	104.5	Conakry
7/7 FM Relay	104.5	Faranah
7/7 FM Relay	104.5	Kankan
7/7 FM Relay	104.5	Mamou
7/7 FM Relay	104.5	N'Zérékoré
7/7 FM Relay	104.5	Labe
7/7 FM Relay	97.4	Boke
Atlantic FM	96.50	Kaporo
BBC Africa	93.90	Koloma, RTG
Bolivar FM	99.40	Mamou
Happiness FM	101.40	Ratoma, Lambanyi
Darling FM Guinea	104.1	Conakry
CIS FM	106.00	Ratoma, Lambanyi
City FM	88.1	Conakry
Continental FM	98.8	Conakry
Diversity FM	95.30	Dixinn
Djigui FM	105.7	Conakry
Djoliba FM	95.60	Kalum, Sandervalia
Space FM	99.7	Conakry
Espace Labé	99.7	Labe
Space Kakandé	99.7	Boke
Space Kankan	99	Kankan
Sabari FM Kindia	97.30	Kindia
Escape Guinea	90.7	Conakry
Familia FM	105.30	Ratoma, Cosa Camp Carrefour
Fotten Gollen FM	102.90	Matam, Touguiwondi
Future-Media FM	106.6	Kankan
GanGan FM	101.10	Matoto, Tannery
Global Stereo	106.9	Conakry
GPP	97.2	Labe
Horizon FM	103.40	Matam, Lanseboudji
Koffi FM	102.20	Conakry
The Voice of Fria FM	92.50	Fria
The Voice of Peace3	100.8	Conakry
Freedom FM	101.70	Almama, Zaidan Building
Liberte FM	101.7	N'Zérékoré
Love FM	94.5	Conakry
Lynx FM	91.00	Conakry
Mercure FM	88.9	Mercure International Conakry University
Nako FM	90.30	Ratoma, The Prince Road
Niandan FM	94.1	Kissidougou
Nostalgia FM	98.20	Kaloum, Teminétaye
Pacific FM	96.6	N'Zérékoré
Planet FM	106.3	Conakry
Vatican Radio4		
Renaissance FM	95.90	Le Prince Road, Koloma Market
RFI Africa	89.90	Koloma, RTG
RTG Radio Kaloum Stereo	94.90	Kaloum, Boulbinet
Sabari FM	97.30	Ratoma, Carrefour Cosa - Nongo
FM Sun	93.5	Conakry
Sweet FM	99.40	Conakry
Tamata FM	92.60	Conakry

TELEVISION

Television has experienced substantial growth in recent years and has become a popular form of media consumption, particularly in urban areas. Several television channels offer a mix of local and international content, including news, sports, dramas, and movies. The state-owned television station, RTG, holds a significant presence, and private channels such as Gangan TV and Africable also contribute to the television landscape. The proliferation of satellite television has expanded the range of channels available to viewers, enabling access to international news networks and entertainment from around the world.

LIST OF TELEVISION STATIONS

No	Chain name	Kind	Owner	HD	SD
1	RTG	Generalist	Public	African	
2	ATV				
3	West Africa TV				
4	Your TV		Private		
5	TV space				
6	Escape				
7	Dtv				
8	Gangan TV				
9	RTG2	Music			
10	TV Musik Guinea				
11	WONMA TV				
12	CIS TV	Sport and Culture	GBM Group		

The internet and digital media have witnessed significant growth in Guinea, driven by increased internet connectivity and the availability of affordable smartphones. Social media platforms such as Facebook, Twitter, and WhatsApp have become important channels for news dissemination, social interactions, and online activism. Online news websites and blogs have emerged as alternative sources of information, contributing to a more diverse media landscape and fostering freedom of expression. However, internet access remains limited, especially in rural areas where infrastructure development lags behind urban centers.

Ownership in Guinea's media landscape encompasses both public and private entities. The government operates a public television station (RTG), radio stations, and newspapers, often reflecting the official narrative. Private media outlets, including newspapers, radio stations, and television channels, contribute to a more diverse media landscape, offering a range of perspectives and promoting independent journalism.

Media freedom and press freedom in Guinea have been areas of concern. Journalists and media organizations face challenges such as harassment, intimidation, and censorship. While laws governing media and freedom of expression exist, their implementation and enforcement have been inconsistent. Several press associations, such as the Guinean Association of Independent Press Editors (AGEPI), and civil society organizations advocate for media freedom and work to protect the rights of journalists.

In recent years, the media landscape in Guinea has witnessed a rise in citizen journalism and activism, with individuals using social media platforms to share news, express opinions, and raise awareness about social and political issues. This grassroots engagement has provided an alternative voice and contributed to a more dynamic media environment.

Overall, Guinea's media trend is characterized by a mix of traditional and modern media forms, including print, radio, television, and digital platforms. While challenges exist in terms of media freedom and access to information, the media landscape continues to evolve, playing a crucial role in shaping public discourse and contributing to the democratic process in Guinea.

REGULATING BODIES

In Guinea, several regulatory bodies oversee and regulate the media industry to ensure compliance with laws, standards, and ethics. These bodies play a crucial role in maintaining media integrity, promoting professionalism, and safeguarding freedom of expression. Here are the different regulatory bodies for media in Guinea:

- 1. High Authority for Communication (HAC):** The High Authority for Communication is the main regulatory body for media in Guinea. It is an independent institution established by law and is responsible for regulating the audiovisual and communication sectors. The HAC's role includes granting licenses to media outlets, monitoring content, ensuring adherence to professional ethics, and addressing complaints related to media content. It also promotes media development and freedom of expression while ensuring compliance with legal provisions.
- 2. National Council of Communication (CNC):** The National Council of Communication is another regulatory body in Guinea. It is responsible for enforcing ethical and professional standards in the media industry. The CNC's main tasks include granting press cards to journalists, monitoring compliance with media laws and regulations, and addressing complaints against journalists or media organizations. The CNC also aims to promote media diversity and protect the rights of journalists.

3. Regulatory Authority for the Post and Telecommunications (ARPT): While not specifically focused on media regulation, the Regulatory Authority for the Post and Telecommunications oversees the telecommunications sector in Guinea. It ensures compliance with laws and regulations related to telecommunications services, including internet access and mobile communications. The ARPT plays a role in regulating aspects of media distribution and access to digital platforms.

4. Ministry of Information and Communication: The Ministry of Information and Communication holds overall responsibility for media policies and regulations in Guinea. It formulates policies, proposes legislation, and provides strategic guidance to the regulatory bodies. The ministry works closely with other stakeholders to ensure the development of a robust and inclusive media landscape.

5. Guinean Association of Independent Press Editors (AGEPI): Although not a regulatory body established by the government, AGEPI is a prominent professional association representing independent press editors in Guinea. It works to promote media freedom, professional ethics, and the rights of journalists. AGEPI provides a platform for journalists to share concerns, advocate for press freedom, and collaborate on matters affecting the media industry.

These regulatory bodies, along with other stakeholders such as media associations and civil society organizations, contribute to the regulation and development of the media landscape in Guinea. While they aim to promote responsible journalism and protect freedom of expression, there have been concerns about the independence and effectiveness of these bodies in ensuring media integrity and providing adequate support to journalists.



Information About

SIERRA LEONE

Capital **Freetown**
"Unity, Freedom, Justice"

Population



8.90
Million

Sierra Leone, officially known as the Republic of Sierra Leone, is a West African country located on the Atlantic coast. It is bordered by Guinea to the northeast and Liberia to the southeast, with an area of approximately 71,740 square kilometers (27,699 square miles). Freetown is the capital and largest city of Sierra Leone.

Geographically, Sierra Leone is known for its diverse landscape, encompassing coastal plains, mountains, and plateaus. The country's most prominent geographical feature is Mount Bintumani, also known as Loma Mansa, which is the highest peak in West Africa, standing at an elevation of 1,948 meters (6,391 feet). Sierra Leone has several rivers, including the Rokel, Sewa, and Great Scarcies, which provide water resources and contribute to the country's agriculture and biodiversity.

Sierra Leone has a population of approximately 8 million people as of 2022. The country is known for its cultural diversity, with more than 18 ethnic groups, each with its own language and traditions. The largest ethnic group is the Temne, followed by the Mende, Limba, and Kono. The official language is English, inherited from Sierra Leone's colonial history as a British protectorate.

The history of Sierra Leone is marked by colonization, independence struggles, and periods of political instability. The region became a British protectorate in the 19th century as a result of efforts by the Sierra Leone Company and the abolitionist movement. Sierra Leone gained independence on April 27, 1961, becoming a republic within the Commonwealth of Nations. However, the post-independence period was characterized by political instability, including military coups and a decade-long civil war.

Sierra Leone's economy is primarily based on agriculture, mineral resources, and small-scale manufacturing. The country is rich in natural resources, including diamonds, gold, bauxite, and iron ore. Agriculture plays a significant role, with staple crops such as rice, cocoa, coffee, and palm oil being cultivated. However, the country faces challenges such as food insecurity, inadequate infrastructure, and limited access to healthcare and education.

The civil war, which lasted from 1991 to 2002, had a devastating impact on Sierra Leone's social fabric and infrastructure. The conflict resulted in widespread displacement, loss of life, and atrocities committed against civilians. Efforts have been made to rebuild the country since the war ended, with support from the international community and organizations working on development projects, peacebuilding, and reconciliation.

Sierra Leone has made progress in recent years in terms of stability, democratic governance, and economic growth. The country held successful presidential and parliamentary elections in 2018, marking a peaceful transition of power. Efforts to strengthen institutions, promote human rights, and combat corruption are ongoing, but challenges remain.

Sierra Leone is known for its rich cultural heritage, including traditional music, dance, and arts. The country's diverse wildlife, national parks, and nature reserves, such as the Outamba-Kilimi National Park and the Tiwai Island Wildlife Sanctuary, offer opportunities for ecotourism and conservation.

Sierra Leone is a West African country with a diverse population, a troubled history marked by colonization and civil war, and ongoing efforts towards stability, development, and democratic governance.

POLITICAL CONTEXT

Sierra Leone's political context is intricately woven with its historical background, governance structure, political parties, and significant events. The country's political landscape has been shaped by its colonial past, struggles for independence, governance systems, and efforts to consolidate democracy. Understanding the full details of Sierra Leone's political context requires a closer look at each of these aspects.

Sierra Leone's political journey can be traced back to the era of colonization when the region became a British colony in 1808. During this period, a centralized administration and British legal and governance systems were established, leaving a lasting impact on the country's political structure. After years of British rule, Sierra Leone gained independence on April 27, 1961, becoming a democratic republic within the Commonwealth of Nations.

Sierra Leone's governance structure is characterized by a multi-party system. The President serves as both the head of state and head of government, wielding executive authority. The President is elected through a popular vote and can serve a maximum of two five-year terms. The legislative branch consists of a unicameral Parliament with 146 members elected through a mixed electoral system. The judiciary functions independently from the executive and legislative branches, ensuring the rule of law.

The political landscape of Sierra Leone is shaped by several political parties. The All People's Congress (APC), founded in 1960, has traditionally held political prominence, particularly during the period of one-party rule under President Siaka Stevens. The APC has historically garnered significant support in the northern and western regions of the country. The Sierra Leone People's Party (SLPP), established in 1951, is one of the oldest political parties in Sierra Leone and has a strong base in the southern and eastern regions. Other parties, such as the National Grand Coalition (NGC), the Coalition for Change (C4C), and the Revolutionary United Front Party (RUF), also play a role in the political landscape.

Sierra Leone has experienced political instability and significant events that have shaped its political context. Following independence, the country witnessed military coups and dictatorships that disrupted democratic governance. In 1991, a devastating civil war erupted, lasting over a decade and resulting in widespread loss of life and destruction. The war eventually ended in 2002 with the assistance of the United Nations and other international actors.

In recent years, Sierra Leone has taken steps to consolidate its democracy and foster political stability. The 2018 presidential and parliamentary elections marked a peaceful transition of power, with Julius Maada Bio of the SLPP winning the presidency. Efforts to combat corruption have been prioritized, leading to the establishment of the Anti-Corruption Commission (ACC) responsible for investigating and prosecuting corruption cases. Democratic reforms, including constitutional amendments and electoral reforms, have aimed to strengthen institutions and ensure transparency and accountability.

Despite progress, Sierra Leone faces numerous challenges in its political landscape. Widespread poverty, limited access to basic services, corruption, ethnic and regional tensions, and the need for infrastructure development continue to pose obstacles. Nevertheless, positive indicators include the peaceful transfer of power, ongoing institutional reforms, and initiatives promoting national reconciliation and social cohesion.

Sierra Leone's political context is deeply influenced by its history, governance structure, political parties, and significant events. The journey from colonial rule to independence, the struggles with political instability and civil war, and the ongoing efforts to consolidate democracy have shaped the country's political landscape. Understanding the detailed intricacies of Sierra Leone's political context is crucial to comprehend its challenges, progress, and future prospects.

OVERVIEW OF THE ECONOMY

Sierra Leone's economy is primarily based on agriculture, mineral resources, and small-scale manufacturing. The country faces significant challenges, but it has shown potential for growth and development.

Agriculture plays a vital role in Sierra Leone's economy, employing a majority of the population. The main agricultural activities include subsistence farming and the cultivation of crops such as rice, cocoa, coffee, palm oil, and various fruits and vegetables. However, the agricultural sector faces challenges such as limited access to modern farming techniques, inadequate infrastructure, and vulnerability to climate change.

Sierra Leone is rich in natural resources, including diamonds, gold, bauxite, iron ore, and rutile. The mining sector has historically been a significant contributor to the country's economy, attracting foreign investment and generating revenue. However, the industry has faced challenges related to governance, transparency, and environmental sustainability. Efforts have been made to improve regulation and attract responsible mining practices to maximize the sector's potential benefits.

The manufacturing sector in Sierra Leone is relatively small and mainly composed of small-scale enterprises engaged in food processing, textiles, beverages, and construction materials. While the sector has the potential to contribute to economic growth and job creation, it faces constraints such as limited access to finance, infrastructure, and skilled labor.

Sierra Leone has made efforts to attract foreign direct investment and diversify its economy. The government has implemented policies to encourage private sector participation, improve the business climate, and develop infrastructure. Initiatives have also been undertaken to promote tourism, leveraging the country's natural beauty, wildlife, and historical sites.

Despite these efforts, Sierra Leone faces challenges in its economic development. Poverty remains widespread, with a significant portion of the population living below the poverty line. Limited access to quality education, healthcare, and basic services further exacerbates socio-economic disparities. The country also faces infrastructure gaps, including inadequate transportation networks, unreliable electricity supply, and limited access to clean water and sanitation.

Sierra Leone has experienced economic shocks, such as the impact of the Ebola virus outbreak in 2014-2016, which resulted in a decline in economic growth and affected various sectors. The COVID-19 pandemic has further exacerbated the challenges, disrupted global trade and affected key sectors such as tourism and mining.

Efforts are underway to address these challenges and promote sustainable economic development. The government has prioritized initiatives to improve infrastructure, enhance the business environment, attract investment, and diversify the economy. International partnerships, development aid, and support from multilateral organizations are playing a crucial role in supporting these endeavours.

Agriculture, natural resources, and small-scale manufacturing are the mainstays of Sierra Leone's economy. The nation is faced with problems like poverty, a lack of essential amenities, poor infrastructure, and economic diversification. However, initiatives are being taken to solve these issues and advance sustainable economic growth, with an emphasis on enhancing

infrastructure, attracting investment, and enacting regulations that encourage the growth of the private sector.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

The economy is estimated to have grown by 3.2% in 2021 after a contraction of 2% in 2020. Growth was driven on the demand side by higher exports from mining and agribusiness, and on the supply side by resumption of iron ore production alongside recovery in other key sectors. From 2020 to 2021, inflation is estimated to have declined to 11% from 13.4% (due mainly to improved production and trade), the fiscal deficit to have widened to 7.1% of GDP from 5.6% (due to the impact of the Russia–Ukraine conflict), public debt to have edged up to 75% of GDP from 74%; and the current account deficit to have narrowed to 13.9% of GDP from 16.7% (due to higher demand for commodities). The current account deficit is financed mainly by the financial account, notably FDI.

Gross foreign reserves increased to \$695.0 million as at end-June 2021 from \$653.8 million a year earlier (4.6 months of imports), reflecting disbursement of balance-of-payments support and the SDR allocation of \$283 million (6.5% of GDP); of the latter, the majority will be used to boost reserves, \$39 million will be spent on poverty-related areas, and \$9 million on payment arrears. The exchange rate remained relatively stable. Sierra Leone's financial sector is underdeveloped but generally sound with a capital-adequacy ratio of 41.8% against a regulatory minimum of 15%. The country has high levels of poverty (56.8% in 2018), of income inequality, and of youth unemployment (70%) attributable to slow growth and lack of economic diversification.

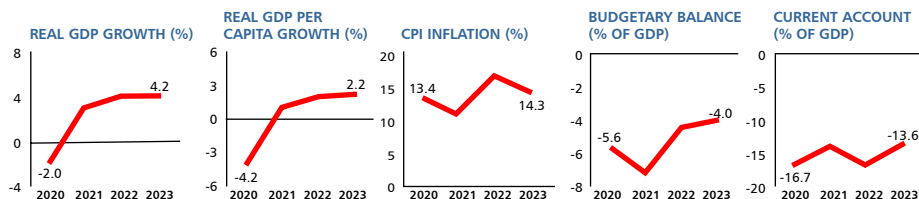
OUTLOOK AND RISKS

Growth is projected to accelerate to 4% in 2022—driven by mining and the recovery of agriculture, manufacturing, construction, and tourism—and then to marginally improve to 4.2% in 2023. Inflation is projected to increase to 16.8% in 2022 due to the Russia–Ukraine conflict but to decline to 14.3% in 2023. The fiscal deficit is projected to narrow to 4.4% of GDP in 2022 and to 4% in 2023, due to higher tax revenue supported by improved economic activity and expenditure rationalization. The current account deficit is projected to widen to 16.6% of GDP in 2022 due to the Russia–Ukraine conflict but to decline to 13.6% in 2023, as the resumption of iron ore production boosts export revenues. Downside risks include the Russia–Ukraine conflict, an unexpected surge in COVID-19 cases, a more than forecast rise in international fuel and food prices and freight costs, and a fall in iron ore prices. The government aims to boost vaccination outreach, as well as accelerate reforms to diversify and transform the economy to withstand recurring external shocks.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Sierra Leone is highly vulnerable to climate change, particularly extreme events including high temperatures, inconsistent weather patterns, recurrent storms, floods, mudslides, and a rising sea level. It was 86 on the 2019 Climate Risk Index. Sierra Leone has adopted a National Climate Change Policy, while its Medium-Term National Development Plan 2019–23 underscores the need for aligning environmental, climate, and economic development plans to mitigate the causes of global warming and help citizens adapt. Sierra Leone's NDC underscores that climate change mitigation is particularly crucial, as the country is ranked one of the least able to adapt to climate

change. The NDC envisions achieving a reduction in the country's GHG emissions by 10% in 2030 from 74,655 Gg of CO2 equivalent in 2020. The NDC's financing needs are estimated at \$2.76 billion for 2020–30, to be mobilized from public and private sources and international support under the Global Environment Facility and GCF, technology transfer, and technical assistance. Sierra Leone is likely to meet SDG 13 by 2030.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

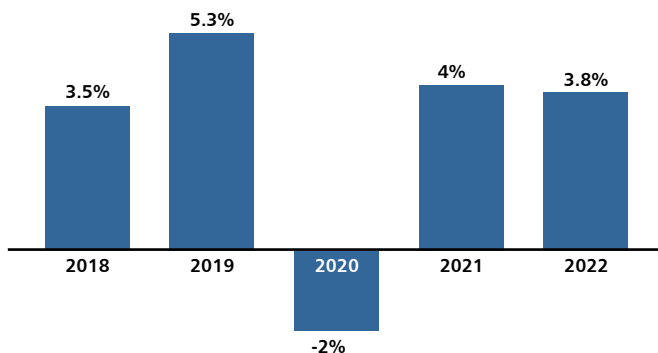
KEY FACTS

GEOGRAPHY	
Climate:	Tropical; hot, humid; summer rainy season (May to December); winter dry season (December to 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% (2018 est.) Forest: 37.5% (2018 est.) Others: 6.3% (2018 est.)
PEOPLE	
Population:	8,908,040 (2022 est.)
2015 census:	7,092,113
Age structure:	0-14 years: 40.54% (male 1,820,988/female 1,790,185) 15-64 years: 56.89% (male 2,476,286/female 2,591,155) 65 years and over: 2.58% (2022 est.) (male 111,937/female 117,489)
Population growth rate:	2.41% (2022 est.)
Urbanization:	Urban population: 44.3% of total population (2022)
Infant mortality rate:	Total: 72.3 deaths/1,000 live births
Life expectancy at birth:	Total population: 59.07 years (2022 est.)
Total fertility rate:	3.71 children born/woman (2022 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 35.4%, Mende 30.8%, Limba 8.8%, Kono 4.3%, Korankoh 4%, Fullah 3.8%, Mandingo 2.8%, Loko 2%, Sherbro 1.9%, 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 5% (2019 est.)
Religion:	Islam 78.5%, Christian 20.4% and other religion 1.1% (2020)
Literacy:	Definition: age 15 and over can read and write English, Mende, Temne, or Arabic
Population by Gender:	Male: 49.90% (2020 est) Female: 50.09% (2020 est)
ECONOMY	
GDP (purchasing power parity):	\$14.94 billion (2022)
GDP - per capita (PPP):	\$1,773 (2022 est.)
GDP real growth rate:	4.1% (2022 est.)
GDP - composition by sector:	Agriculture: 58.80% (2021 est.) Industry: 5.60% (2021 est.) Services: 30.60% (2021 est.)
Exports:	\$680 million (2020 est.)
Export-commodities:	Iron ore, diamonds, rutile, cocoa, coffee, fish
Export-partners:	Guinea 15.6%, Senegal 12.5%, Liberia 10.2%, UAE 4.9% (2021)
Imports:	\$1.64 billion (2020 est.)
Imports commodities:	Foodstuffs, machinery and equipment, fuels and lubricants, chemicals
Import-partners:	UAE 25.3%, China 15.2%, European Union 12.0%, Guinea 9.9%, India 5.3 (2020)
Currency (code):	Leone (SLL)
COMMUNICATION	
Calling code:	+232
Internet users:	Total: 2.67 million 12.5% of the population (2022 est.)

Sources: CIA World Factsbook & World Bank's Doing Business Report


GDP YEARLY GROWTH RATE (IN %) 2018 - 2022



Source: tradingeconomics.com

The Gross Domestic Product (GDP) in Sierra Leone expanded 3.8 percent in 2022.

MONTHLY INFLATION RATES (IN %) 2022



MONTH	2022
January	16.65%
February	17.59%
March	22.06%
April	22.44%
May	24.9%
June	28%
July	29.5%
August	28.2%
September	29.1%
October	32.98%
November	35.05%
December	37.09%

Source: <https://tradingeconomics.com/sierra-leone/inflation-cpi>

Inflation Rate in Sierra Leone increased to 37.09% in December from 16.65% in January of 2022.

EXCHANGE RATE OF GUINEA FRANC (SLL) TO USD MONTHLY AVERAGE

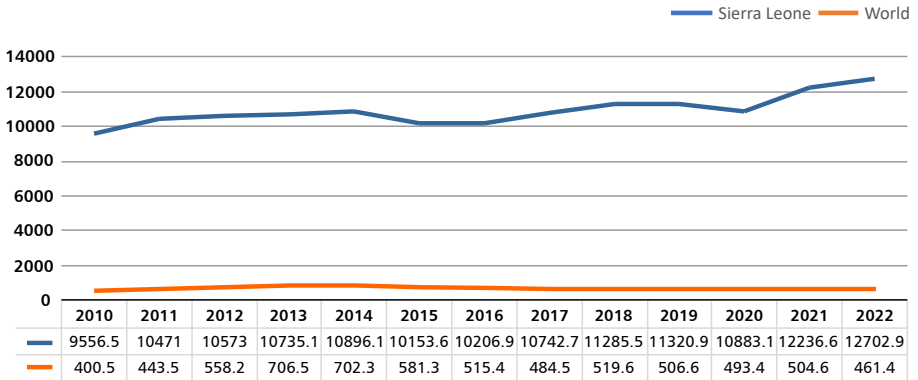


MONTH	2022
January	11426
February	11518
March	11760
April	13128
May	12885
June	13159
July	13748
August	13748
September	15526
October	17338
November	17669
December	17664

Source: <https://knoema.com/atlas/sierra-leone/topics/Economy/Short-term-indicators/Exchange-rate>

In December 2022, exchange rate for Sierra Leone was 17664 Leone (SLL) per US dollars.

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Sierra Leone in 2022 is \$461.4.

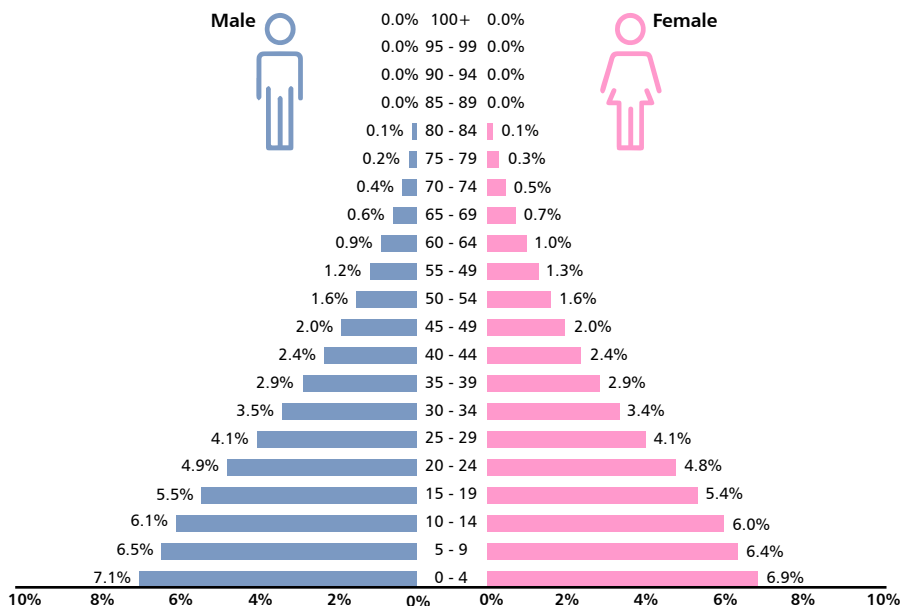
2022 data	Sierra Leone	World
Gross annual income / capita	\$461.4	\$12,702.9

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	7,092,113	3,490,978	3,601,135

Source: Statistics Sierra Leone

2022 BURKINA FASO AGE PYRAMID



Source: populationpyramid.net

Population: 8,908,040

MEDIA TRENDS IN SIERRA LEONE

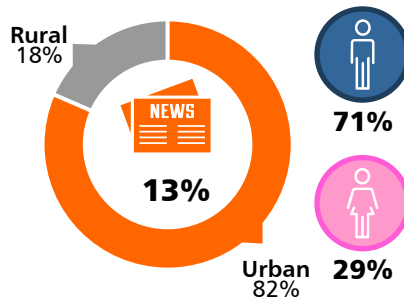
Sierra Leone has a diverse media landscape that encompasses various traditional and digital platforms. Traditional media outlets include print newspapers, television, and radio, while digital media comprises online news portals, social media platforms, and independent bloggers. Let's delve deeper into each aspect:

Print Media:

Print newspapers have a presence in Sierra Leone, with both daily and weekly publications available. Some notable newspapers include "Awoko," "Concord Times," and "Sierra Leone Telegraph."

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 gained mass readership. Only 13% of Sierra Leoneans have access to newspapers in 2015.

ACCESS TO NEWSPAPERS AND AUDIENCE PROFILE BY GENDER AND LOCATION

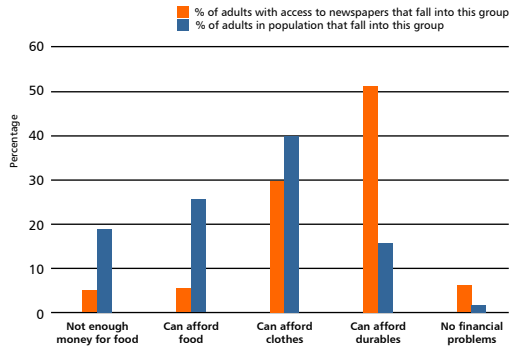


*Source: <http://downloads.bbc.co.uk/rmhhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf>
Nationally, the proportion of adults aged 15 and over who live in urban areas is 35%, and 65% for rural areas. The proportion of males is 49% and the proportion of females is 51%.*

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 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

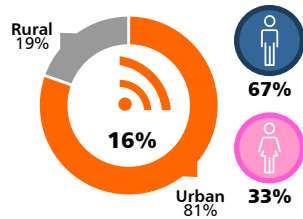
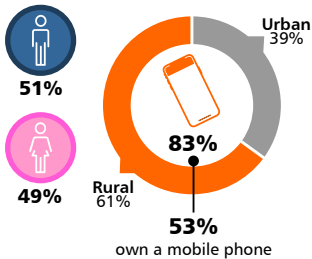


Source: <http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf>

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



However, the readership and circulation of print newspapers have declined due to the increasing popularity of digital media platforms.

2. Broadcast Media:

Television:

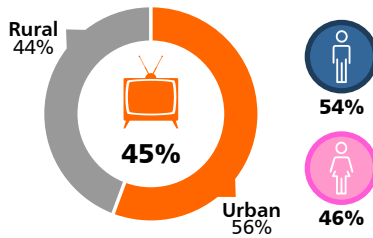
Sierra Leone has a mix of state-owned and private television stations. The Sierra Leone Broadcasting Corporation (SLBC) is the national broadcaster, operating both radio and television channels. Private television stations like AYV Television, Star Television, and Africa Young Voices (AYV) Media Empire offer a range of news, entertainment, and educational programming. 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 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 Hironnelle 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 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.

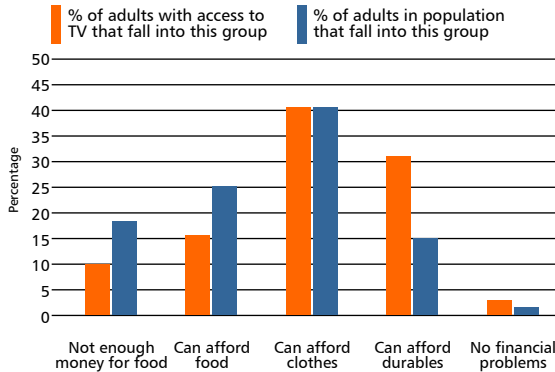
ACCESS TO TV AND/OR DVD AND AUDIENCE PROFILE BY GENDER AND LOCATION



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%.

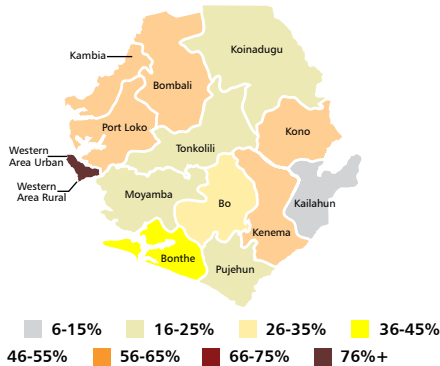
TV broadcasting began in Sierra Leone in 1963 with the state broadcaster SLBC- then known as the Sierra Leone Broadcasting Service (SLBC)- launching its first channel. The satellite TV provider DSTV started its operations across Africa in 1995. SLBC and DSTV have dominated the Sierra Leonean TV market 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 capital income of US\$58 per month, 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.



Source: <http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf>

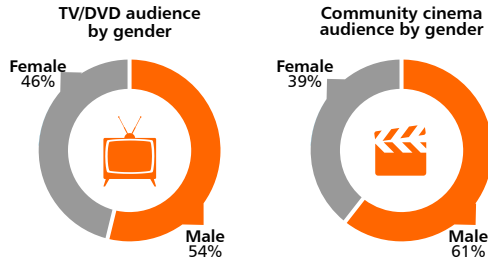
TV is also only broadcast currently in urban centres, such as Freetown, Makeni and Bo. This further explains why residents of urban centres (74%) are more likely to have TV access than those living in rural areas (31%). In addition, men are slightly more likely to have access than women to TV and DVD content – 50% of men compared to 42% of women.



Community cinemas 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 non-live 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.

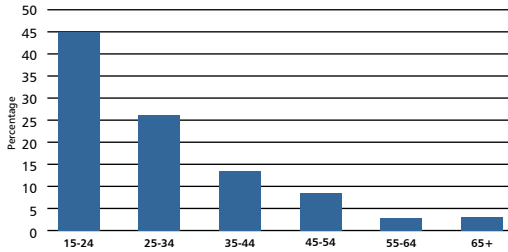
Community cinema access is even more weighted towards young men than TV and DVD access: 61% of those who use community cinemas are male, while only 39% of those who use community cinemas are female. Generally, those aged 15-34 are more likely to access and use community cinemas than older Sierra Leoneans. 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



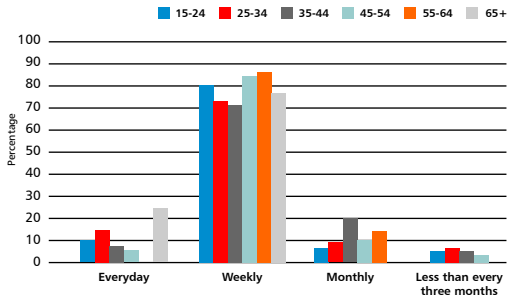
Nationally, the proportion of adults aged 15 and over who live in urban areas is 35%, and 65% for rural areas. The proportion of males is 49% and the proportion of females is 51%.

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



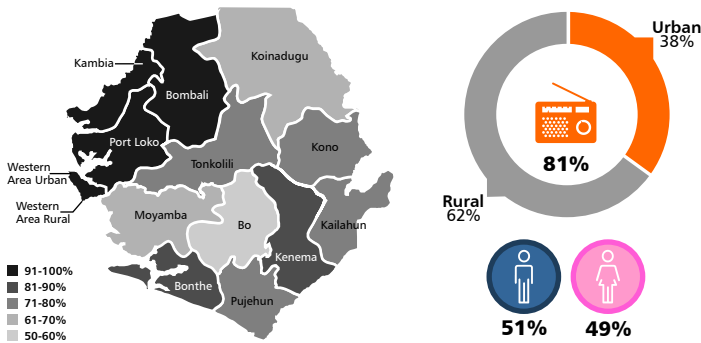
Source: <http://downloads.bbc.co.uk/irmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf>

RADIO

Radio is the most accessible and widely consumed medium in Sierra Leone, particularly in rural areas. The SLBC operates several radio stations, including Radio Sierra Leone and Radio Democracy. Additionally, numerous private and community radio stations contribute to the diverse radio landscape in the country. 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 organizations and others are locally owned and led. The growth of radio stations in Sierra Leone has been supported partly by international non-governmental organizations 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 the 10 (81%) adult Sierra Leoneans have access to radio. Access rates vary, but are higher than 50% in all districts in the country (see figure 2). 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 Hironnelle 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 in 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 18-25years 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.

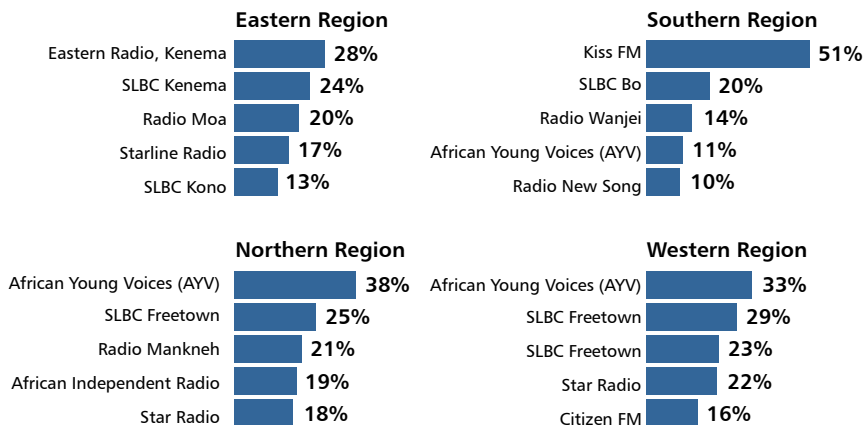
Radio is the only traditional media platform that almost achieves gender equity in access (51% of those with radio access are men, and 49% are women). For all other media, more men have access than women. In 10 out of 13 districts, more than two-thirds of women have access to radio. In the remaining 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 fracture: 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



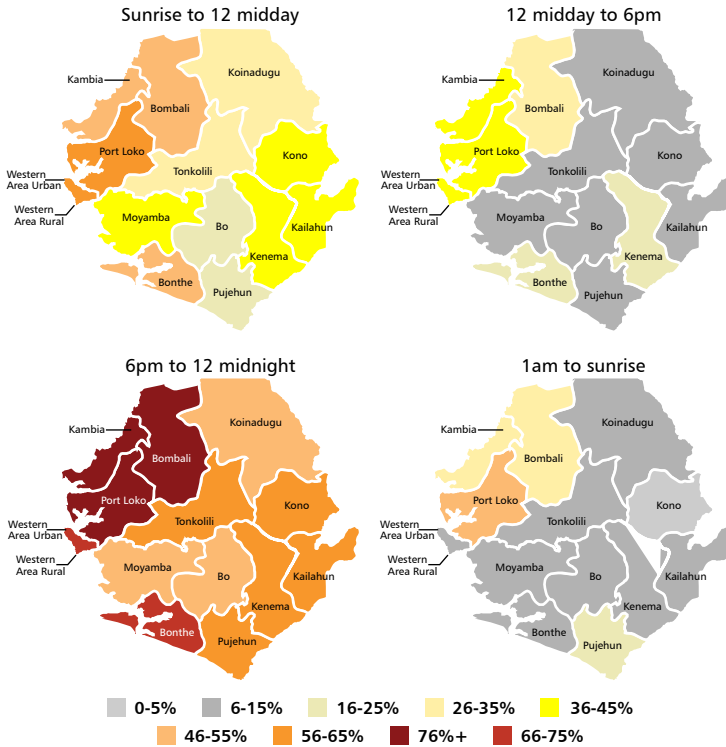
Source: <http://downloads.bbc.co.uk/rmhttp/mediaaction/pdf/research/mobile-media-landscape-sierra-leone-report.pdf>
 Percentages refer to the proportion of respondents within each region who report that they listen to this station, so percentages add up to more than 100.

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 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 listeners to the radio, 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 listens to the radio between 6pm and midnight. All age groups, and both men and women, listen to the 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.

DIGITAL MEDIA

Sierra Leone has witnessed the growth of digital media platforms, including online news portals, social media, and independent bloggers.

Online News Portals:

Several online news portals have emerged in Sierra Leone, offering news updates, articles, and opinion pieces. Websites like "Sierra Leone Telegraph," "Standard Times Press," and "Sierra Leone News" provide a digital platform for news dissemination and analysis.

Social Media:

Social media platforms, especially Facebook, Twitter, and WhatsApp, play a crucial role in the media landscape of Sierra Leone. Many media organizations, journalists, and citizens utilize social media platforms to share news, opinions, and engage in discussions.

Bloggers and Independent Journalists:

There is a rise in independent bloggers and citizen journalists in Sierra Leone. These individuals contribute to the media landscape by providing alternative perspectives, covering niche topics, and sharing their content through personal websites or social media platforms.

Media Trends:

Several notable trends have emerged in Sierra Leone's media landscape:

Digital Transformation:

Sierra Leone's media industry has embraced digital transformation. Media organizations have expanded their online presence, developed mobile apps, and engaged with audiences through social media platforms. This transformation allows for wider reach, increased interactivity, and more diverse content formats.

Citizen Journalism:

The advent of social media and digital platforms has empowered citizens to actively participate in news production and dissemination. Citizen journalists, armed with mobile phones, capture and share real-time news, photos, and videos. This trend has expanded the diversity of voices in the media landscape.

Mobile Phone Penetration:

The widespread availability of mobile phones has significantly influenced media consumption habits in Sierra Leone. Many people access news and information through their mobile devices, leading to the growth of mobile news apps and mobile-friendly websites. Mobile technology has facilitated greater access to information, particularly in remote areas.

Media Freedom:

Sierra Leone has made strides in promoting media freedom and independence. The repeal of criminal defamation laws and the establishment of self-regulatory bodies like the Independent Media Commission (IMC) have contributed to a more favorable environment for press freedom. Journalists have more freedom to report and express opinions without fear of legal repercussions.

Challenges:

Despite the positive developments, Sierra Leone's media landscape faces challenges. Limited financial resources pose a significant obstacle for media organizations, affecting their sustainability and ability to invest in quality journalism. Additionally, low literacy rates, inadequate training, and occasional political interference hinder the growth and professionalism of the media industry.

ALTERNATIVE MEDIA

In addition to traditional and digital media outlets, Sierra Leone has a vibrant alternative media sector. This includes community radio stations, which play a crucial role in providing localized news, information, and programming tailored to specific communities. These community-based initiatives contribute to a more inclusive media landscape, allowing marginalized groups and rural communities to have a voice and access to information.

Media Regulation:

Media regulation in Sierra Leone is overseen by the Independent Media Commission (IMC), which ensures compliance with ethical standards and media laws. The IMC serves as a self-regulatory body and aims to promote responsible journalism and protect media freedom. However, concerns regarding the independence and effectiveness of media regulation persist, and there have been instances of government interference and censorship attempts.

Advertising and Revenue Models:

Media organizations in Sierra Leone primarily rely on advertising revenue to sustain their operations. However, the media industry faces challenges in generating sufficient revenue due to limited advertising budgets from businesses and the informal sector. This has led to financial constraints for media outlets and impacts their ability to invest in quality journalism and digital infrastructure.

Media Literacy and Education:

Media literacy and education initiatives are essential for fostering critical thinking skills, promoting responsible media consumption, and empowering citizens to engage with media content effectively. Efforts are being made by organizations, both governmental and non-governmental, to enhance media literacy among the general population, with a focus on schools and community-based programs.

International Influence and Collaboration:

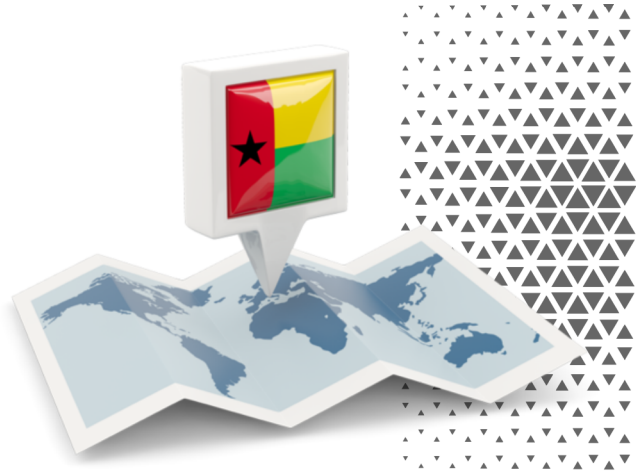
Sierra Leone's media landscape is not isolated from global trends and influences. International media organizations, NGOs, and foreign governments contribute to the media sector through collaborations, training programs, and capacity building initiatives. These partnerships aim to improve journalism standards, strengthen media institutions, and foster cross-cultural exchanges.

Role of Media in Democratic Processes:

Media plays a crucial role in Sierra Leone's democratic processes, including elections and governance. The media serves as a platform for political debates, the dissemination of campaign

information, and holding those in power accountable. However, there have been instances of biased reporting, politically motivated content, and challenges in maintaining impartiality.

It is important to note that the media landscape is dynamic, and trends may continue to evolve over time.



Information About
GUINEA BISSAU
Capital **Bissau**
"Unity, Struggle, Progress"

Population

2.07
Million

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 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 Cumerá, 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 Embaló was elected president.

In September 2003, a coup took place in which the military arrested Lala on the charge being "unable to solve the problems." After being delayed several times, legislative elections were held in March 2004. A mutiny of military factions in October 2004 resulted in the death of the head of the armed forces, and caused widespread unrest.

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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 João Bernardo Vieira, deposed in the 1998 coup. Vieira was a candidate for one of the factions for the PAIGC. Vieira beat Malam Bacai Sanhá in a run-off-election, but Sanhá 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".

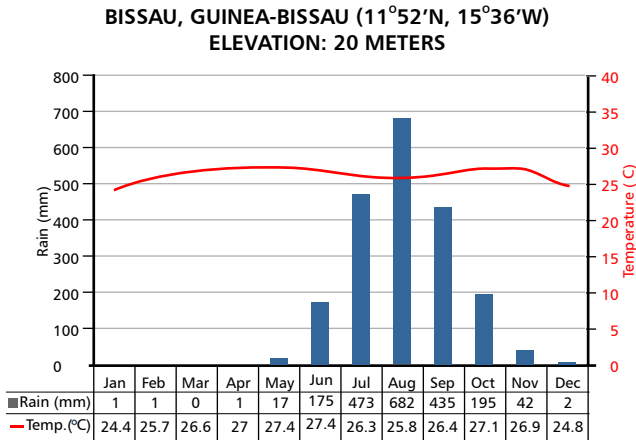
GEOGRAPHY

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 200 metres (984 ft). The terrain of 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; it averages 26.3°C (79.3°F). 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.



POLITICAL CONTEXT

Guinea-Bissau has a history of political and institutional fragility dating back to its independence from Portugal in 1974. It is one of the most coup-prone and politically unstable countries in the world. Since independence, four successful coups have been recorded, with another 16 coups attempted, plotted, or alleged. Some progress has been made with the previous president, José Mário Vaz to be the first to complete a full term since independence. The 2019 presidential elections were followed by a political crisis that ended in April 2020 with ECOWAS recognition of Umaro Sissoko Embaló as President of the Republic. With the new government's inauguration in March 2020, the country has registered political stability despite internal tensions and allegations of political interference in the judiciary. Next legislative elections are expected early 2023 and presidential elections at end of 2024.

HISTORY AND POLITICAL CONTEXT

Guinea-Bissau gained independence from Portuguese colonial rule in September 1974. After independence, the name of the capital Bissau was added to the country's name to differentiate itself from Guinea. The country shares its borders with Senegal to the north, Guinea to the south, Mali to the northeast, and is bordered by the Atlantic Ocean to the

west. Guinea-Bissau is one of the poorest countries in the world, with massive debt and an economy heavily dependent on foreign aid and agriculture and fisheries. The country is one of the largest cashew producers in the world. Other products exported include fish, seafood, peanuts, palm nuts and wood. Guinea-Bissau has a long history of political instability. Since independence, no elected president has successfully completed a full five-year term. The coup d'état of April 2012 led to a sharp decrease in press freedom.

Guinea-Bissau was a Portuguese colony bathed by the Atlantic Ocean, bounded to the north by Senegal, to the east and southeast by the Republic of Guinea, the latter two states being French-speaking. Guinea-Bissau covers 36,120 km², 28,000 km² of land and 8,120 km² of sea (which is barely larger than Belgium), including some 60 islands in the Atlantic, including the Bijagos archipelago (or "Bissagos Archipelago").

OVERVIEW OF THE ECONOMY

Guinea-Bissau, a small West African country with a population of approximately 2 million people, has an economy that is largely agricultural and underdeveloped. The country ranks as one of the poorest and least developed in the world, with a GDP of around \$1.5 billion (as of 2021). The country has faced numerous challenges, including political instability, weak infrastructure, and a lack of skilled human capital, which have impeded its economic growth.

Agriculture: The backbone of Guinea-Bissau's economy is agriculture, which accounts for about 45% of its GDP and employs more than 80% of its labor force. The main agricultural products are rice, cashews, groundnuts, palm kernels, and cassava. Cashews are particularly important, as they are the country's primary cash crop and main source of export earnings.

Fishing: The country's coastal waters are rich in fish, making the fishing industry another significant economic sector. However, the sector is still underdeveloped, and illegal, unreported, and unregulated (IUU) fishing has negatively impacted the sustainability of fish stocks.

Mining: Guinea-Bissau has significant deposits of minerals such as bauxite, phosphate, and heavy sand. However, the exploitation of these resources has been minimal due to the lack of infrastructure and investment.

Services: The services sector, particularly trade and telecommunications, has seen growth in recent years, but remains relatively small in comparison to the agriculture sector. The tourism industry, though still in its infancy, has potential for future growth, particularly in the areas of ecotourism and cultural tourism.

Energy: Guinea-Bissau is heavily dependent on imported petroleum products for its energy needs. The country has untapped potential in renewable energy, particularly solar and wind power, which could help reduce its dependence on imported fuels and promote sustainable development.

External aid and remittances: Given its limited domestic resources, Guinea-Bissau is heavily

reliant on foreign aid for its budget and development projects. Remittances from the country's diaspora also contribute significantly to its economy.

Currency and inflation: Guinea-Bissau is a member of the West African Economic and Monetary Union (WAEMU) and uses the CFA franc (XOF) as its currency. Inflation has been relatively stable in recent years, but the country still faces challenges in maintaining price stability due to factors such as its reliance on imports and fluctuations in global commodity prices.

Challenges and outlook: Guinea-Bissau's economic growth prospects are hindered by its weak infrastructure, political instability, and lack of skilled human capital. The country also faces challenges related to corruption, poverty, and a high public debt burden. Despite these obstacles, there is potential for growth in sectors such as agriculture, tourism, and renewable energy if the country can attract investment and address its challenges through reforms and development projects.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Growth is estimated to have reached 3.8% in 2021, a recovery from a negative 1.4% in 2020, reflecting trade resumption and increased cashew nut production. The agriculture-based economy suffered from lockdowns and closure of borders in 2020, recovering in 2021. On the supply side, the primary sector accounted for 48% of GDP in 2021, contributing to growth. On the demand side, investment was the main contributor to growth, increasing 6.4% from 2020. Inflation is estimated to have picked up to 3.3% in 2021 from 1.5% in 2020, driven by higher pandemic-related food and fuel prices. The fiscal deficit is estimated to have narrowed to 5.6% of GDP in 2021 from 9.8% in 2020 on the back of higher tax revenue from the cashew trade and rationalized expenditure. The budget deficit was financed by grants and loans from international financial institutions and regional commercial banks. The current account deficit was estimated to have reached 3.3% of GDP in 2021, up from 2.6% in 2020. Although the debt-to-GDP ratio improved to 78.4% in 2021 from 79.3% in 2020, the IMF downgraded the risk of external debt distress from moderate in 2018 to high in 2021.

Poverty was estimated at 65% in 2020/21 and unemployment stood at 11.5%, but this figure masks huge informality. Some estimates put youth unemployment at 50% of the labor force. All five banks are foreign owned and relatively sound. The NPL ratio decreased to 6.3% in 2021 from 10.3% in 2020, when the capital to risk-weighted asset ratio decreased to 21.4% from 25.6%; both were within regulatory thresholds. As part of the SDR allocation, Guinea-Bissau received SDR 22.7 million (\$31.8 million).

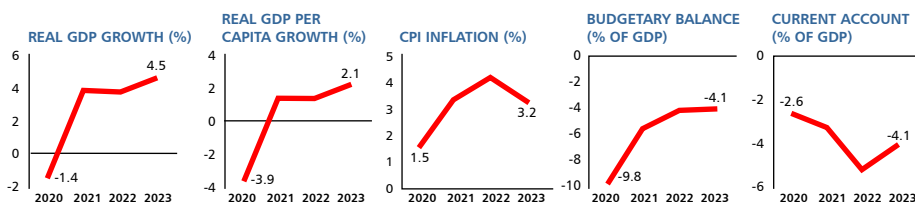
OUTLOOK AND RISKS

GDP growth in 2022 and 2023 is projected at 3.7% and 4.5%, driven by recovery in trade. Inflation is expected to soar to 4.1% in 2022 and to decrease to 3.2% in 2023, reflecting rising oil and food prices as a consequence of the Russia-Ukraine conflict. The budget deficit is projected to narrow to 4.2% and 4.1% of GDP in 2022 and 2023 due to improved fiscal

management. The country has improved debt sustainability, fiscal space for priority spending, and governance. The current account deficit is projected to be 5.2% of GDP in 2022 and 4.1% in 2023, attributed to higher import prices. Headwinds include risks from higher-than-expected oil prices and adverse weather. Political stability is crucial to attract investment and stimulate private engagement, but political tensions are still creating uncertainties, threatening reforms.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Guinea-Bissau is 130 on the 2021 GCRI—ranked first as more exposed to extreme events—but data issues may muddy the picture. The climate change impact is widespread, and resources are being fast depleted, with fires destroying more than 120 ha of forest every year. Despite an overall decrease in rainfall, rain events are growing increasingly intense, often paired with strong winds, causing huge agricultural losses. In 2020, severe floods hit the rice-producing region in the south. The government has started to adopt climate-resilient measures, such as introducing drought-resistant crop varieties, diversifying agricultural production, and financing projects to adapt the energy transition to cleaner alternatives. The NDC identifies two primary sources of GHG emissions—change in the use of land and forests, and the energy sector—and aims to reduce GHG emissions by 30% by 2030. At the current pace of wood decline and given energy needs, emissions are expected to surge to 150,000 Gg of CO₂ equivalent by 2050, from roughly 10,000 Gg today. The main mitigation measures will target reforestation and electric power generation. Financing needs are estimated at \$694 million for 2021–30. Political and institutional instability has shifted the country off track to achieve the SDGs, while the lack of statistical resources makes it hard to follow progress specifically on SDG 13 on climate action.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

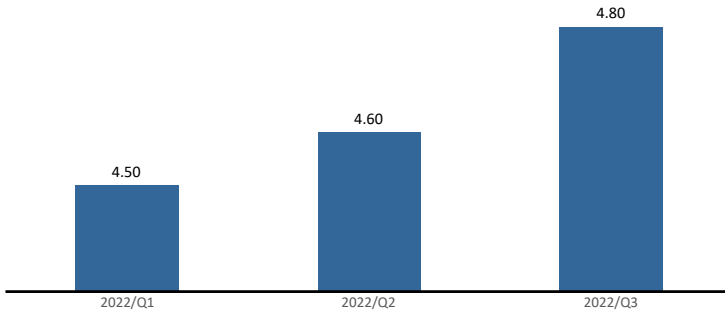
KEY FACTS

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 Fish, timber, phosphates, bauxite, clay, granite, limestone, unexploited deposits of petroleum
Land use:	Agricultural land: 44.8% (2018 est.) - Arable land: 8.2% (2018 est.) - Permanent crops: 6.9% (2018 est.) - Permanent pasture: 29.7% (2018 est.) Forest: 55.2% (2018 est.)
PEOPLE	
Population:	2,078,820 (2022 est.)
Age Structure:	0-14 years: 42.51% (male 444,214/female 439,517) 15-64 years: 54.38% (male 545,116/female 585,284) 65 years and over: 3.11% (2022 est.) (male 26,890/female 37,799)
Population growth rate:	2.54% (2022 est.)
Urbanization:	urban population: 45.5% of total population (2022) Rate of urbanization: 3.22% annual rate of change (2020-25 est.)
Infant Mortality rate:	Total: 47.69 deaths/1,000 live births Male: 53.39 deaths/1,000 live births Female: 41.82 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 64.1 years Male: 61.84 years Female: 66.42 years (2022 est.)
Total fertility rate:	4.65 children born/woman (2022 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):	\$3.774 billion (2022 est.)
GDP - per capita (PPP):	\$2,011 (2022 est.)
GDP real growth rate:	3.5% (2022 est.)
GDP - composition by sector:	Agriculture: 42.51% (2020 est.) Industry: 18.55% (2020 est.) Services: 38.94% (2020 est.)
Exports:	\$232.536 million (2020 est.) Note: data are in current year dollars
Imports:	\$439 million (2020 est.) Note: data are in current year dollars
Imports commodities:	Foodstuffs, machinery and transport equipment, petroleum products.

Currency (code):	West African CFA franc (XOF)
Driving side:	Right
ISO 3166 code:	GW
COMMUNICATION	
Calling code:	+245
Internet TLD:	.gw
Internet users:	Total: 735,000 (2022 est.) Percent of population: 35% (2022 est.)

Sources: CIA World Factsbook & World Bank's doing Business Report

MONTHLY INFLATION RATE: 2022



Sources: tradingeconomics.com

The Gross Domestic Product (GDP) in Guinea Bissau expanded 4.80% in the third quarter of 2022 over the same quarter of the previous year.

MONTHLY INFLATION RATE: 2022



MONTH	2022
January	6.5%
February	6.7%
March	6.8%
April	6.7%
May	7.1%
June	8.3%
July	7.5%
August	9.1%
September	8.4%
October	7.1%
November	9.4%
December	9.5%

Source: <https://tradingeconomics.com/guinea-bissau/inflation-cpi>

Inflation Rate in Guinea Bissau increased to 9.5% in December from 6.5% in January of 2022.

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

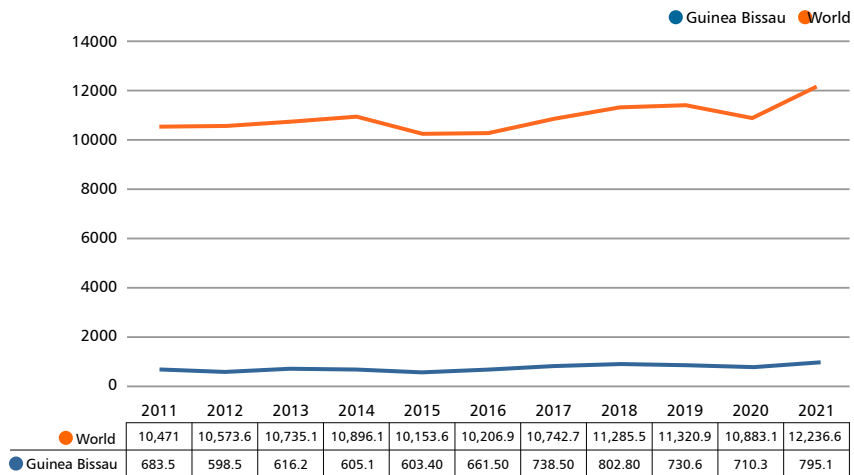


MONTH	2022
January	579.8
February	578.3
March	595.3
April	606.3
May	620.1
June	620.8
July	644.4
August	647.6
September	662.3
October	667.6
November	643.0
December	619.5

Source: <https://knoema.com/atlas/Guinea-Bissau/topics/Economy/Short-term-indicators/Exchange-rate>

In December 2022, exchange rate for Guinea Bissau was 619.5 XOF per US dollars.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Guinea Bissau is \$795.1.

2021 data	Guinea Bissau	World
Gross annual income / capita	\$795.1	\$12,236.6

ETHNICS GROUPS

Guinea-Bissau is a home to a diverse population of ethnic groups. Some of the major ethnic groups in the country include:

Balanta: This group is the largest ethnic group in the country, accounting for around 30% of the population. They are primarily found in the southern region of Guinea-Bissau and are known for their rich cultural traditions, including music, dance, and oral storytelling.

Fula: This ethnic group is primarily concentrated in the northern and central regions of the country and is believed to have descended from the Fulani people of West Africa. They are known for their nomadic lifestyle and their role as herders of cattle and other livestock.

Mandinka: This ethnic group is found primarily in the central and eastern regions of the country and is one of the largest and most influential groups in West Africa. They have a rich cultural heritage, including traditional music, dance, and oral storytelling.

Pepel: This group is primarily found in the southern region of the country and is known for their agricultural practices and their use of dugout canoes for transportation and fishing.

Bijagós: This is a small ethnic group that is indigenous to the Bijagós Archipelago, located off the coast of Guinea-Bissau. They have a unique culture, language, and social organization that is distinct from other groups in the country.

These are some of the major ethnic groups in Guinea-Bissau, but there are also many smaller ethnic groups and communities in the country, each with their own unique cultural traditions and ways of life.

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 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%)

Which form the ethnic African languages spoken by the population. Most Portuguese and Mestizos speakers also have one of the African languages a Kriol as additional languages. 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 French-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.

LIST OF REGIONS:

The Guinea-Bissau is divided into eight regions (região regiões)

- Bafatá
- Biombo
- Bolama-Bijagos
- Cacheu
- Gabu
- Oio
- Quinara
- Tombali

and an autonomous sector (autónimo sector):

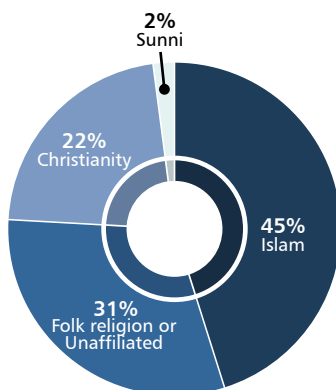
- Capital: Bissau

The regions are divided into 38 sectors and the autonomous sector into 8 sectors

Source: https://fr.wikipedia.org/wiki/Subdivisions_de_la_Guin%C3%A9e-Bissau

Regions	Population	Area
Bissau (Secteur autonome)	492,004	78 km ²
Oio	226,846	5,403 km ²
Bafatá	225,516	5,981 km ²
Gabú	219,811	9,150 km ²
Cacheu	192,508	5,175 km ²
Biombo	99,947	839 km ²
Tombali	94,939	3,737 km ²
Quinara	64,278	3,138 km ²
Bolama-Bijagos	34,563	2,624 km ²

RELIGION IN GUINEA-BISSAU



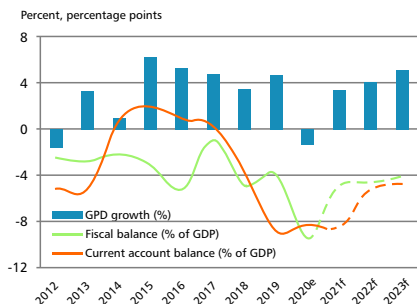
SOCIO-ECONOMIC PROFILE (CSP)

In a context marked by political and institutional instability since 1998, in which no government has succeeded in completing its mandate, the expected results of the various strategies adopted have not been achieved. According to the results of the Light Survey for Poverty Assessment (ILAP14 2010), poverty affected 69.3% of the population in 2010 compared to 64.7% in 2002, while extreme poverty affected 33.0% of the population in 2010 compared to 20.8% in 2002, an increase in extreme poverty between the two periods. In addition, people living in other parts of the country have been more affected by both poverty and extreme poverty. Similarly, between 2002 and 2010, poverty increased more in the interior of the country than in Bissau.

Households with a female leader are least exposed to poverty

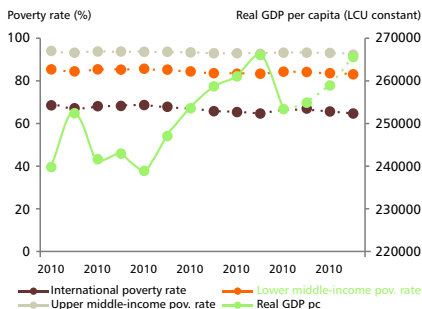
The increase in poverty between 2002 and 2010 could be explained by the weakness and instability of GDP growth per capita in a context marked by political instability. In view of the growth in GDP per capita since 2010, notwithstanding the fall recorded in 2012, a decline in the poverty rate is expected to materialize.

Guinea-Bissau/Evolution of main economic indicators



Source: Ministry of Finance and World Bank

Guinea-Bissau/Actual and projected poverty rates and real GDP per capita



Source: World Bank

According to the results of ILAP 2010, households with a female leader are the least exposed to poverty, regardless of the region of residence. In 2010, only 19.8% of people living in a female-run household were affected by extreme poverty, compared to 33.8% of those with a male head of household. Similarly, poverty affects 65.3% of people living under the direction of women compared to 70.3% of those living under the direction of men. However, the gender structure among the poor is generally close to that of the total population in 2002, with 52% of women compared to 48% of men, with the exception of Bissau where equality prevails.

Just 5.4% of the labor force has vocational, middle-level or university training

According to the results of the general population and housing census, the unemployment rate is 10.5%, of which 18.1% for men and 4.6% for women. The 2009 census shows that only 5.4% of the labour force has vocational training, middle or university. The labour force, i.e., employed, consisted of 11.4% of employees, 28.9% of employers and self-employed, and 59.5% of caregivers and apprentices. By age group, the majority of the employed population is adults aged 25-34 (27.9%) and 15-24-year-olds (23.3%) respectively.

Unemployment is a concern in the younger segment of the population

However, unemployment is a concern among the younger segment of the population. The youth unemployment rate was estimated at 30% in 2010 (AfDB, OECD, and UNDP, 2012). This strong impact is linked, among other things, to the political and economic instability observed in the country since the late 1990s, which has not in particular favoured job-creating initiatives. This instability has also negatively affected the education system and vocational training, exacerbating the difficulties of access to the labour market for young people.

The social context and the country's vulnerability to the risks of crises and disasters

Socio-economically, nearly 60% of the population lives in rural areas. Despite the existence of several ethnic groups, five of these groups represent about 82% of the population (Fula,

Balanta, Mandinga, Manjaco and Papel). Creole is considered the national language and is the means of communication between different ethnic groups. Portuguese, declared the official national language, is poorly spoken and its use is limited to official circles and a small number of Bissau-Guineans.

The persistence of unfavourable social indicators, including very low life expectancy (50.1 years I RGPH 2009), explains why the 2015 Human Development Report places Guinea Bissau 181 position out of 191 countries.

Illiteracy among individuals aged 15 and over was 43% in 2013, showing that nearly half of the adult population cannot read or write. People are experiencing difficulties in accessing basic social services and infrastructure. Poverty has increased, with 69.3% of the population living below the poverty line in 2010 (i.e., less than US\$2 per day), up from 64.7% in 2002. Young children and women in Guinea are in a very precarious health and nutrition situation marked by high mortality and malnutrition rates, which, overall, can be attributed to the country's economic and political precariousness. The private sector, which was already underdeveloped, was further weakened by this instability.

Food insecurity emerges as the biggest risk of vulnerability to guinea-Guinea's education system

The persistence of unfavourable social indicators, including very low life expectancy (50.1 years / RGPH 2009), explains why the 2015 Human Development Report places Guinea-Bissau 181st out of 191 countries. This context of widespread poverty has a particular impact on the education system, both on demand and on educational provision. In addition, several risks weaken the system and make it vulnerable. Chart 2 provides a ranking of the risks to the education system.

Food insecurity appears to be the most vulnerable risk to the Bissau-Guinean education system. This result corroborates those of the WFP survey conducted in the country in September 2013, which already showed that the majority of the population (93%) is food insecure. The other most significant threats to the education system are teacher strikes, often involving all school or inspection staff, showing how this can cripple the system, and flooding and heavy rains: when you know that much of the school infrastructure in the country is made of temporary materials and that there are no means of transport available to students, the extent of the influence of rains is captured in the day-to-day functioning of schools.

Source: wathi.org

MEDIA TRENDS

Guinea-Bissau is a small West African country with a population of approximately 1.9 million people. Despite its small size, the country has a vibrant media scene, with a range of traditional and digital media outlets operating within its borders.

Traditional media in Guinea-Bissau is dominated by radio and television. The state-run Radio e Televisão de Guinea-Bissau (RTGB) is the main broadcaster in the country, providing news and entertainment programming to the majority of the population. However, there are also a number of privately-owned radio stations, such as Radio Capital, Radio Sol Mansi, and Rádio Pidjiguiti, which cater to specific segments of the population and provide alternative perspectives on current events.

In recent years, there has been a growing trend towards digital media in Guinea-Bissau. The Internet penetration rate in the country remains low, at around 10%, but a growing number of people are accessing online news and information through their smartphones. Social media platforms, such as Facebook and WhatsApp, have become particularly popular in the country and are widely used by journalists and citizens to disseminate information and express their opinions.

The media landscape in Guinea-Bissau is often subject to political pressure, and journalists face challenges in reporting on sensitive issues, such as corruption and political instability. Nevertheless, media organizations and journalists continue to play an important role in promoting freedom of expression and holding those in power accountable.

The media trend in Guinea-Bissau is marked by the presence of both traditional and digital media outlets, with a growing shift towards digital media. Despite the challenges faced by journalists, media organizations continue to play an important role in promoting freedom of expression and accountability in the country.

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).

OVERVIEW OF THE MEDIA ENVIRONMENT AND FREEDOM OF EXPRESSION

Media freedom in Guinea-Bissau is governed by binding laws that prohibit defamation, abuse of press freedom and violation of state secrets. The media environment maintains a culture of self-censorship in the country. Media work in Guinea-Bissau is largely hampered by unreliability in reliable electricity supply and financial instability. The National Council for Social Communication (CNCS) regulates the activities of the press in the country.

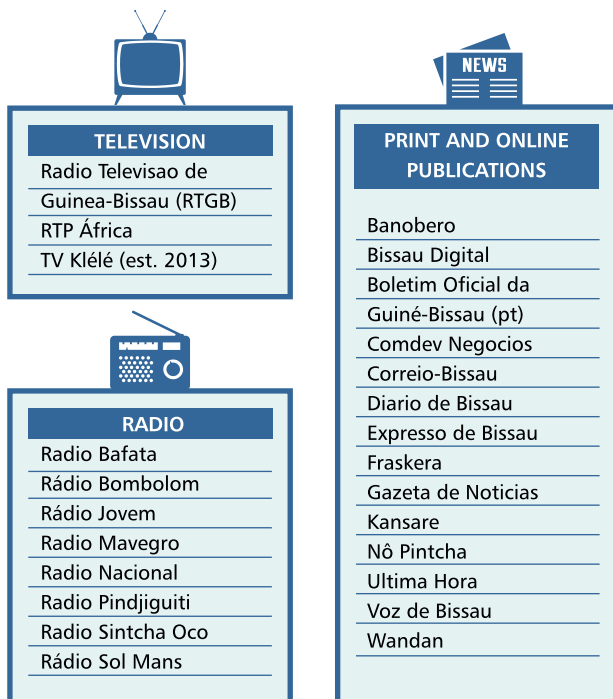
Source: <https://www.mfwa.org/fr/guinee-bissau/>

The country's media sector is still dominated by government media. The print media is dominated in particular by the government newspaper, even though there are smaller private publications. Nevertheless, it remains dependent on economic and financial problems. The state has the only large-capacity printing plant in the country. As in many African countries, radio is the dominant medium. The country has several private radio stations that compete with the public broadcasting service. However, they face power supply problems that hinder regular distribution. RTGB and the African service of Portugal's public broadcaster operate the country's two main television networks. In addition, with TV Klélé, the country has a community television channel. The Internet remains underdeveloped in the country due to infrastructure problems, however these media are growing and the country has online media such as Bissau Digital.

Source: <http://www.mediasrequest.com/fr/afrique/guinee-bissau.html>

TELEVISION AND RADIO STATIONS

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.





Information About
EQUATORIAL GUINEA
Capital **Malabo**
"Unity, Peace, Justice"

Population

1.73
Million

Equatorial Guinea is a country located in Central Africa, bordered by Cameroon to the north and Gabon to the south and east. It is made up of two main regions, the mainland region of Rio Muni, and the island region of Bioko, which is located off the coast of West Africa. Equatorial Guinea is the only African country where Spanish is the official language, although Portuguese and French are also widely spoken.

The history of Equatorial Guinea can be traced back to the 14th century, when the island of Bioko was inhabited by the Bubi people. The Portuguese later established a settlement on the island in the 15th century, followed by the Spanish in the late 19th century. Equatorial Guinea became a Spanish colony in the late 19th century and gained independence in 1968.

Since independence, Equatorial Guinea has been ruled by a small group of elites and has a history of political instability and human rights abuses. The country's first president, Francisco Macías Nguema, ruled as a dictator from 1968 until 1979, when he was overthrown in a coup. The current president, Teodoro Obiang Nguema, has been in power since 1979 and is one of the longest-serving leaders in Africa.

Despite its oil wealth, Equatorial Guinea is one of the poorest countries in Africa, with a high level of corruption and a lack of basic services and infrastructure. The country is heavily dependent on oil for its economic growth, but the oil sector is dominated by foreign companies and the benefits of the country's oil wealth are not widely shared among the population.

In terms of media, Equatorial Guinea has a limited and tightly controlled media sector, with a state-controlled newspaper and television station. The government controls most of the media outlets in the country, and there is limited access to independent news sources. The country has been criticized for its poor record on press freedom, with journalists facing harassment, intimidation, and arrest. The internet is restricted in Equatorial Guinea, with the government blocking access to certain websites and monitoring online activity.

Equatorial Guinea is a country with a rich history and a diverse cultural heritage, but it is also a country facing significant challenges, including poverty, corruption, and political instability. The media sector is limited and tightly controlled by the government, and there is limited access to independent news sources. Despite its oil wealth, the benefits of this wealth are not widely shared among the population, and the country continues to face significant challenges in terms of economic development and human rights.

POLITICAL CONTEXT

Equatorial Guinea has a complex political context characterized by a long history of authoritarian rule, limited political freedoms, and pervasive corruption. Here are some key points to understand the political context of the country:

Authoritarian rule: Equatorial Guinea gained independence from Spain in 1968, and its political history has been dominated by two successive authoritarian leaders. Francisco Macías Nguema ruled the country from 1968 to 1979 and was notorious for his brutal repression of political opponents. He was overthrown in a coup led by his nephew, Teodoro Obiang Nguema Mbasogo, who has been in power since 1979. Obiang has also maintained tight control over the country's political landscape, suppressing dissent and opposition.

One-party dominance: Equatorial Guinea has a nominal multi-party system, but in reality, the political landscape is dominated by the Democratic Party of Equatorial Guinea (PDGE). The PDGE, led by Obiang, has been accused of using various tactics to maintain control, such as vote-rigging, intimidation, and harassment of opposition parties. As a result, the country has not experienced a free and fair election since independence.

Limited political freedoms and human rights: Freedom of expression, association, and assembly are severely restricted in Equatorial Guinea. The government maintains tight control over the media and actively censors dissenting voices. Human rights abuses, including arbitrary arrests, torture, and extrajudicial killings, have been reported by various international organizations. Political opponents, journalists, and activists often face harassment and persecution.

Corruption and resource wealth: Equatorial Guinea is rich in natural resources, particularly oil and gas reserves, which have fueled its economic growth. However, this wealth has not translated into widespread prosperity for the population, as a large portion of the revenues have been misappropriated by the ruling elite. The country has consistently ranked poorly in global

corruption indices, and Transparency International has identified it as one of the world's most corrupt countries.

International relations: Equatorial Guinea has maintained relatively stable relations with its regional neighbors and international partners, including the United States, China, and France. These countries are attracted to its strategic location and abundant natural resources. However, the country's human rights record and corruption have been sources of tension in its relationships with the international community, leading to calls for sanctions and other measures to address these issues.

The political context of Equatorial Guinea is marked by authoritarian rule, one-party dominance, limited political freedoms, widespread corruption, and an unequal distribution of the country's resource wealth. While it maintains international relationships primarily due to its strategic location and natural resources, its human rights record and corruption continue to be sources of concern for the global community.

OVERVIEW OF THE ECONOMY

Equatorial Guinea is an oil-rich country located in Central Africa, with a small population of just over 1 million people. Despite its oil wealth, the country is one of the poorest in Africa, with a high level of poverty and a lack of basic services and infrastructure.

The economy of Equatorial Guinea is heavily dependent on the oil sector, which accounts for over 90% of the country's export revenue and over 70% of its gross domestic product (GDP). The country is one of the largest oil producers in Africa and has significant reserves of oil and natural gas. However, the benefits of the country's oil wealth are not widely shared among the population, and the country has a high level of income inequality.

In addition to the oil sector, the economy of Equatorial Guinea is based on agriculture, fishing, and forestry. The agriculture sector employs the majority of the population and provides food for the domestic market, but it is characterized by low productivity and a lack of investment. The fishing sector has significant potential, but it is underdeveloped and has limited impact on the economy.

The country has a weak infrastructure, with limited access to basic services such as electricity, water, and healthcare. The government has made some efforts to diversify the economy and reduce its dependence on oil, but these efforts have had limited success, and the country remains heavily dependent on the oil sector.

The economy of Equatorial Guinea is heavily dependent on the oil sector, which accounts for the majority of the country's export revenue and GDP. Despite its oil wealth, the country is one of the poorest in Africa, with a high level of poverty, income inequality, and limited access to basic services and infrastructure. The government has made some efforts to diversify the economy, but these efforts have had limited success, and the country remains heavily dependent on the oil sector.

DEVELOPMENT CHALLENGES

The economy recovered strongly in 2021, growing by an estimated 6.9% (4% per capita). This growth was driven by a rebound in services (+10.4%) and a steady increase in gold exports. However, low rainfall led to a decline in agricultural production, resulting in a 4.1% contraction in the primary sector.

Buoyed by the gold sector, exports grew by 6.5% in 2021 and imports also increased by 15.5%, driven mainly by purchases of electricity and hydrocarbons. This has widened the current account deficit, estimated at 3.0% of GDP, compared to just 0.1% in 2020.

Strong domestic demand driven by growth in 2021, coupled with the effects of congestion on global supply chains throughout the year, led to record inflation of 3.9%, the highest in 10 years.

Lastly, as a result of the sharp increase in defense and security-related expenditure (20% of total expenditure), a structurally high public wage bill, and ever-increasing humanitarian needs, the fiscal deficit increased to

6.0% of GDP in 2021 (compared to 5.7% in 2020). At the same time, public debt topped the 50% of GDP mark (55.5%), with domestic debt now accounting for a majority share (54%).

Medium-Term Outlook

Over the medium term, and against a backdrop of uncertainty, real growth is expected to continue on its pre-COVID-19 trajectory. While the medium-term outlook is generally positive, real GDP growth is nevertheless expected to slow in 2022, owing mainly to (i) an anticipated decline in private investment (including in the mining sector); (ii) the spread of insecurity in certain mining and agricultural areas, and lastly (iii) the Russia-Ukraine war and its impact through higher prices for food, fertilizers, and petroleum products.

Growth in 2022 is projected at 4.3% (1.4% per capita) and is expected to be driven by private consumption as well as exports, while investment could decline amid increased insecurity and uncertainty. With high oil prices and a decline in grants as a result of the political context, the current account deficit could widen to 6.0% of GDP and inflation could reach 7%.

In the medium term, growth is expected to return to its potential level of 5.3% (2.4% per capita). Services and the secondary sector are expected to remain the main drivers of this growth, while agricultural production is expected to continue its historical cyclical trend.

In light of the security, humanitarian, and social challenges (including those related to the food crisis) and the ongoing COVID-19 pandemic, the fiscal deficit could reach 7.4% of GDP in 2022 (compared to the initial projection of 6.5%). Its gradual return to the WAEMU ceiling of 3% is not expected before 2025.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Despite a difficult security situation, economic growth recovered to 6.7% in 2021 from 1.9% in 2020. On the supply side, it was bolstered by the secondary sector (up 8.2% in 2021 from 5.8% expansion in 2020), especially manufacturing and mining, and by the tertiary sector (up 12.7% in 2021 against a contraction of 2.7% in 2020), largely on improved accommodation–restaurant activities and commerce. The primary sector contracted by 6.4% in 2021, after 6.5% growth in 2020, due to poor rainfall and crop areas reduced by the security situation. On the demand side, growth was driven by final consumption and net exports. Inflation was 3.9% in 2021, reflecting increased food prices.

NPLs accounted for 7.8% of all loans in 2020. The budget deficit widened to 5.6% of GDP in 2021, reflecting increased expenditure (25.3% of GDP in 2021 against 24.3% in 2020), especially for payroll and capital expenditure, while tax revenues (13.5% of GDP in 2020 and 15.5% in 2021)

remain low, with a public debt ratio of 51.4% of GDP in 2021, Burkina Faso faces moderate risk of debt distress. The current account, which is usually in deficit, was in surplus at 3.8% of GDP in 2020 and 5.2% in 2021, owing to the increased value of gold and cotton exports. COVID-19 increased the poverty rate to 37.1% in 2020, from 36.0% in 2019. The SDR allocation of \$163 million was used primarily to strengthen the health system and support vulnerable households.

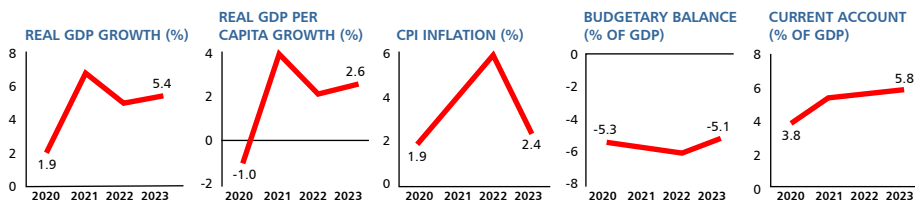
Outlook and risk

Prospects for economic growth are expected to be undermined by sociopolitical instability, after the coup d'état of January 24, 2022, and the worsening of the security situation. Economic activity is forecast to slow, to 5.0% in 2022 and 5.4% in 2023. The main growth drivers—trade and gold mining—should support growth in the short term. Inflation is expected to rise to 5.8% in 2022, due to higher cereal prices and the impact of the Russia–Ukraine conflict on the prices of imported goods. The budget deficit is projected to remain high, at 5.9% of GDP in 2022 and at 5.1% in 2023, reflecting increased expenditure in order to respond to security and humanitarian challenges. The debt ratio is projected to rise to 52.2% on average over the two years (2022–23), due to the increased use of government securities (Treasury bonds). The current account balance should remain in surplus, owing to the rising value of gold and cotton exports. These forecasts are exposed to major risks, particularly delayed reestablishment of the constitutional order, a pronounced worsening in security, inflationary pressure, a drop in gold and cotton prices, slowing of global economic growth owing to the Russia–Ukraine conflict, and a COVID-19 resurgence.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Burkina Faso is 130 on the 2021 GCRI and remains very vulnerable to climate variations. Socioeconomic costs stem from the loss of crops, decreases in agricultural yields and water resources, and land degradation. The government implemented its 2015–2020 National Climate Change Adaptation Plan and 2015–2020 NDC. The amount of sequestered carbon increased from 1.52 million tons (Mt) in 2018 to 3.9 Mt in 2020, and 149,295 ha of degraded land was rehabilitated from 2016 to 2020. The country initiated an energy transition with the development of solar power plants as part of its Desert-to-Power initiative.

Climate funding remains low, however. Financial needs for the 2021–2025 NDC amount to \$4.12 billion, and only 39% of this has been acquired. The country is on track to achieve SDG 13 on climate action by 2030 as it has already accomplished about 90% of that goal. More widely, medium-term options involve increasing the amount of sequestered carbon to 10 Mt in 2023, monitoring and assessing the reduction of GHGs, increasing the share of RE to 50% of the energy mix by 2025, and mobilizing green climate funds.



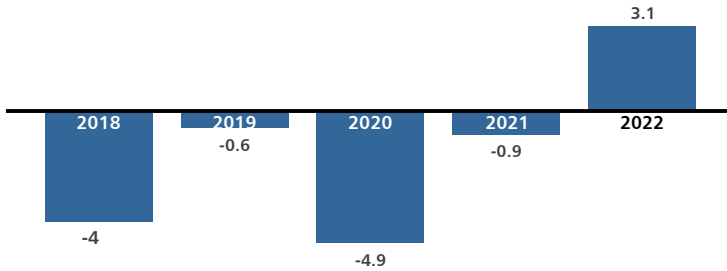
Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) Forest: 57.5% (2018 est.) Others: 32.4% (2018 est.)
PEOPLE	
Population:	1,737,695 (2022 est.)
2015 census:	1,222,442
Age structure:	0-14 years: 36.05% (male 323,846/female 302,666) 15-24 years: 19.94% (male 84,820/female 81,880) 65 years and over: 4.94% (2022 est.) (male 44,561/female 41,232)
Population growth rate:	3.36% (2022 est.)
Urbanization:	Urban population: 74.4% of total population (2022)
Infant mortality rate:	Total: 77.85 deaths/1,000 live births
Life expectancy at birth:	63.8 years (2022 est.)
Total fertility rate:	4.19 children born/woman (2022 est.)
Languages:	Spanish (official) 67.6%, others (includes Fang, Bubi, Portuguese (official), French (official) 32.4% (1994 census)
ECONOMY	
GDP (purchasing power parity):	\$23.924 billion (2022 est.)
GDP - per capita (PPP):	\$16,080 (2022 est.)
GDP annual growth rate:	-0.9% (2022 est.)
GDP - composition by sector:	Agriculture: 42.51% (2020) Industry: 18.55% (2020) Services: 38.94% (2020)
Exports:	\$8.776 billion (2019 est.)
Export- commodities:	Petroleum products, timber
Export- partners:	China 34%, India 19%, Spain 11%, United States 7% (2019)
Imports:	\$4.66 billion (2020 est.)
Imports - commodities:	Petroleum sector equipment, other equipment, construction materials, vehicles
Import- partners:	United States 22%, Spain 19%, China 12%, United Kingdom 6%, United Arab Emirates 5% (2019)
Currency (code):	Central African CFA franc (XAF)
COMMUNICATIONS	
Internet users:	Total: 864,000 (2022 est.) Percent of population: 54% (2022 est.)

Sources: CIA World Factsbook & World Bank's Doing Business Report

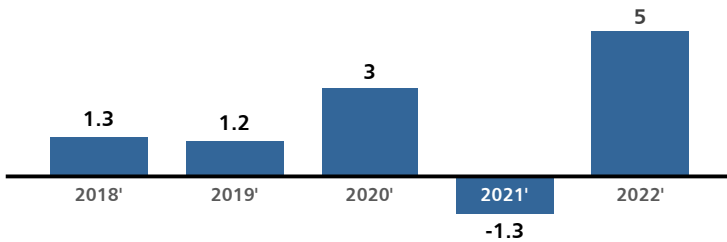
YEARLY GDP GROWTH RATE



Source: tradingeconomics.com/equatorial-guinea/gdp-growth-annual

The economy of Equatorial Guinea expanded by 3.10% year-on-year in 2022.

YEARLY INFLATION GROWTH RATE



Source: tradingeconomics.com/equatorial-guinea/inflation-cpi

Inflation Rate in Equatorial Guinea increased to 5% in 2022 from -1.30% in 2021.

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



MONTH	2022
January	-
February	-
March	-
April	-
May	-
June	-
July	-
August	647.8
September	661.2
October	667.9
November	642.4
December	620.1

Source: <https://knoema.com/atlas/equatorial-guinea/topics/Economy/Short-term-indicators/Exchange-rate>

In Equatorial Guinea, the annual exchange rate of XAF to USD averaged 620.1 in 2022.

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 is a small Central African country, comprising both a mainland region and several islands. As a linguistically diverse nation, it is home to multiple languages. However, Spanish, French, and Portuguese are the official languages, while Fang, Bube, and other local languages are also widely spoken. Here is a detailed description of the languages spoken in Equatorial Guinea:

Spanish: Spanish is the most widely spoken language in Equatorial Guinea, as it is the official language and the primary means of communication in the country. Spanish was introduced during the colonial era when Equatorial Guinea was a Spanish colony (from the late 18th century until 1968). Equatoguinean Spanish is characterized by its unique accent and some regional vocabulary, which distinguishes it from other Spanish dialects.

French: French is the second official language of Equatorial Guinea, and it is used primarily for administrative purposes and international communication. The country joined the Francophonie, an organization of French-speaking countries, in 1983 to strengthen its ties with other French-speaking nations.

Portuguese: Equatorial Guinea adopted Portuguese as an official language in 2011 to expand its regional and global connections. The country joined the Community of Portuguese Language Countries (CPLP) in 2014. Portuguese is used in some official capacities, but it is not as widely spoken as Spanish or French.

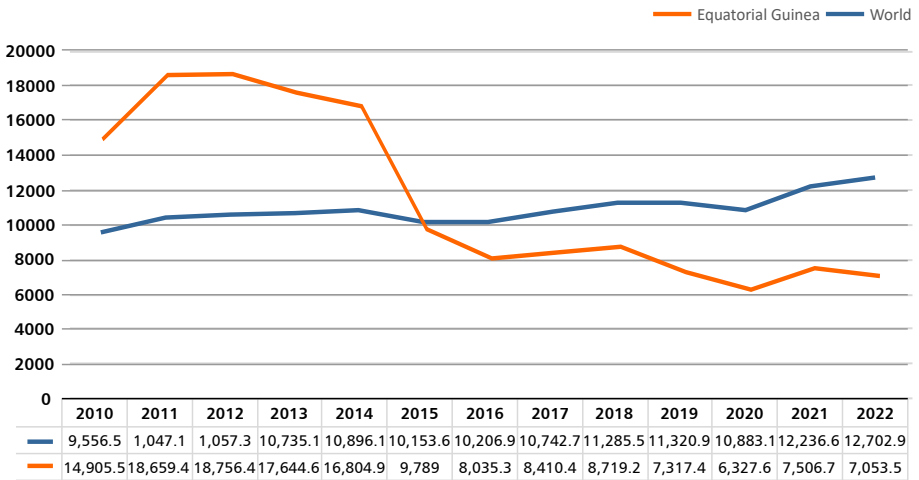
Fang: Fang is a Bantu language spoken by the majority of the ethnic Fang people, who make up about 80% of the population in Equatorial Guinea. Fang is primarily spoken in the mainland region of Rio Muni and is also spoken in neighboring countries like Gabon and Cameroon.

Bube: Bube, also known as Bubi, is a Bantu language spoken by the indigenous Bubi people of Bioko Island, the northernmost part of Equatorial Guinea. The Bubi people have a long history on the island, predating the arrival of Europeans and other African ethnic groups.

Other local languages: Equatorial Guinea is home to various other indigenous languages, including Ndowe, Kombe, Balengue, Bujeba, and Benga. These languages are spoken by smaller ethnic communities and are often used in local settings alongside the official languages.

While English is not an official language in Equatorial Guinea, it is becoming increasingly popular as a foreign language due to the country's growing connections with the global community, and its importance in the fields of education, business, and tourism.

YEARLY INCOME PER CAPITA



The average yearly income per capita in Equatorial Guinea 2022 is \$7,053.5.

2021 data	Equatorial Guinea	World
Gross annual income / capita	\$7,053.5	\$12,702.9

MEDIA OVERVIEW

The media landscape in Equatorial Guinea is characterized by limited press freedom and government control over the majority of media outlets. The government owns and operates the main television and radio stations, and the few privately-owned media outlets often practice self-censorship.

There has been some limited improvement in media freedom in recent years, with the government allowing for a small number of private radio and television stations to operate, but these outlets still face significant challenges. The government also censors internet content and has been known to restrict access to certain websites.

Despite these challenges, there are increasing internet penetration and use of social media as more people gain access to the internet, the use of social media platforms like Facebook, Twitter, and WhatsApp has increased. These platforms offer alternative sources of information and a space for public discourse, although they are often subject to surveillance and censorship.

Growing demand for independent and reliable information: Despite government control and censorship, there is a growing demand for independent and reliable information in Equatorial Guinea. This has led to the emergence of independent online media outlets and citizen journalism initiatives, although they face significant challenges in operating freely.

International media presence: International media organizations, such as BBC, Voice of America, and France 24, have been providing news and information about Equatorial Guinea. However, their reach and influence within the country have been limited due to government restrictions on the media landscape.

Advocacy for press freedom and media reforms: Local and international organizations, including Reporters Without Borders and the Committee to Protect Journalists, have been advocating for improved press freedom and media reforms in Equatorial Guinea. This has led to increased awareness of the challenges faced by journalists and the need for greater transparency and accountability in the country's media landscape.

The media trend in Equatorial Guinea is characterized by limited press freedom and government control, although there has been some improvement in recent years with the growth of online media. Nevertheless, media outlets continue to face significant challenges and censorship remains a concern.

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 Ebanio
- 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.



Information About
**DEMOCRATIC
REPUBLIC OF CONGO**
Capital **Kinshasa**
"Unity, Work, Patriotism"

Population

111.85
Million

The Democratic Republic of Congo (DRC), also known as Congo-Kinshasa, is a country located in Central Africa. It is the largest country in sub-Saharan Africa and the second-largest country on the continent, covering an area of approximately 2.3 million square kilometers (900,000 square miles). The DRC shares borders with nine countries: Republic of Congo, Central African Republic, South Sudan, Uganda, Rwanda, Burundi, Tanzania, Zambia, and Angola.

The history of the DRC is complex and has been marked by various significant events and periods. During the late 19th century, the DRC was colonized by Belgium and was known as the Belgian Congo. This period was characterized by brutal exploitation, forced labor, and human rights abuses, particularly under the rule of King Leopold II.

On June 30, 1960, the DRC gained independence from Belgium. However, the post-independence era was marked by political instability and challenges. Shortly after independence, the country faced the assassination of its first Prime Minister, Patrice Lumumba. The DRC went through a series of coups, conflicts, and dictatorships, leading to decades of unrest and violence.

From 1965 to 1997, the DRC was ruled by President Mobutu Sese Seko, who renamed the country Zaire. Mobutu's regime was characterized by corruption, nepotism, and authoritarianism, leading to economic decline and social unrest.

The early 1990s marked the beginning of the First Congo War, which was fueled by ethnic and regional tensions, political rivalries, and the spillover effects of the Rwandan genocide. This war involved multiple armed groups, foreign interventions, and the eventual overthrow of President Mobutu.

The Second Congo War, which took place from 1998 to 2003, is often referred to as "Africa's World War." It was a complex conflict involving multiple factions, regional disputes, and armed interventions. The war resulted in the deaths of millions of people, massive displacement, and widespread human rights abuses.

In 2003, a transitional government was established in the DRC, leading to a series of peace agreements and a gradual return to stability. The country held its first multiparty elections in 2006, with Joseph Kabila becoming president. Kabila served as president from 2001 to 2019, and his tenure was marked by allegations of corruption, human rights abuses, and a lack of progress in terms of development and security.

In 2018, after multiple delays, the DRC held presidential elections, resulting in Félix Tshisekedi assuming the presidency. Tshisekedi's presidency represents the first peaceful transition of power in the country's history.

Despite some improvements, the DRC continues to face numerous challenges and issues. Ongoing conflicts persist in certain regions, particularly in the eastern parts of the country, involving various rebel groups, militias, and neighboring countries. The DRC has also been grappling with a protracted humanitarian crisis, with millions of people affected by displacement, food insecurity, and limited access to healthcare and education.

Resource exploitation is another significant challenge. The DRC is rich in natural resources, including minerals like cobalt, copper, and diamonds. However, the exploitation of these resources has often fueled conflict, corruption, and environmental degradation.

Governance challenges, including corruption and weak institutions, remain major obstacles to the DRC's development and stability. Efforts to address these issues and promote good governance continue to be crucial for the country's progress.

POLITICAL CONTEXT

The political context of the Democratic Republic of Congo (DRC) is characterized by a complex and often tumultuous history, marked by political instability, authoritarian rule, and ongoing challenges. After gaining independence from Belgium on June 30, 1960, the DRC faced immediate political challenges. The country experienced difficulties in establishing a stable government due to ethnic tensions, regional rivalries, and power struggles, which led to a power vacuum. This situation was exploited by various political factions, triggering a period of political instability and conflict.

In 1965, Joseph Mobutu, a military officer, seized power in a coup and became the president of the DRC. Mobutu established an authoritarian regime characterized by personalistic rule, repression of political opposition, and widespread corruption. He renamed the country Zaire and embarked on a policy of Africanization, promoting a sense of national identity while suppressing regional and ethnic identities.

Under Mobutu's rule, political dissent was not tolerated, and opposition parties were banned. Mobutu consolidated his power, control over state resources, and personal wealth, creating a kleptocratic system that further impoverished the nation. The government's repressive actions and economic mismanagement led to widespread dissatisfaction among the population.

Amid growing domestic and international pressure, the DRC embarked on a process of political transition in the early 1990s. The transition was marked by protests, demands for democratization, and the formation of opposition movements. In 1991, Mobutu was forced to legalize political parties and introduce multiparty politics. However, the political landscape remained highly fragmented, with various political factions vying for power.

The early 1990s also saw the outbreak of the First Congo War, which further destabilized the political context. Mobutu's regime became increasingly weakened, and rebel groups emerged, challenging his authority. In 1997, Laurent-Désiré Kabila led a rebellion and overthrew Mobutu, establishing a transitional government. The transitional government, known as the Alliance of Democratic Forces for the Liberation of Congo (AFDL), aimed to bring stability to the country. However, internal divisions and disagreements soon emerged within the AFDL, leading to Kabila assuming power as the president.

The Second Congo War (1998-2003) erupted as a result of regional tensions, ethnic conflicts, and struggles for control over resources. The war involved multiple factions, including armed rebel groups, neighboring countries, and internal power struggles. It resulted in widespread violence, displacement of millions of people, and immense human suffering. The war also led to the involvement of various foreign powers and the exploitation of the DRC's vast mineral resources.

Amid the chaos, Laurent-Désiré Kabila was assassinated in 2001, and his son Joseph Kabila assumed the presidency. Joseph Kabila's presidency, which lasted from 2001 to 2019, faced numerous challenges. Although he initially enjoyed popular support, his tenure was marred by allegations of corruption, human rights abuses, and a lack of progress in terms of development and security. Political opposition, civil society, and international actors criticized the government for its lack of transparency, restrictions on freedom of speech, and failure to hold free and fair elections.

In 2018, after multiple delays and significant public pressure, the DRC held presidential elections. Félix Tshisekedi, the leader of the Union for Democracy and Social Progress (UDPS) party, emerged as the victor. The elections marked a significant moment in the country's

history as it represented the first peaceful transition of power from one president to another since independence. However, the legitimacy of the election results was questioned by some observers, as another opposition leader, Martin Fayulu, claimed to have won the election based on his own assessment and alleged electoral fraud. The outcome of the elections sparked controversy and raised concerns about the credibility and transparency of the electoral process.

Since assuming the presidency, Félix Tshisekedi has faced numerous challenges in consolidating his power and implementing his agenda. His presidency represents a significant shift in the political landscape of the DRC, as it marked the first time that power was transferred peacefully from one leader to another through the electoral process. Tshisekedi has promised to tackle corruption, promote good governance, and address the socio-economic issues facing the country.

However, Tshisekedi's ability to govern has been hampered by political divisions and a complex power-sharing arrangement. The Common Front for Congo (FCC), a coalition loyal to former President Joseph Kabila, still maintains significant influence and control over key government institutions. This power-sharing arrangement has resulted in a delicate balance of power and a fragmented political landscape.

Moreover, the DRC continues to face numerous political challenges. Armed conflicts persist in certain regions, particularly in the eastern parts of the country, involving various rebel groups, militias, and neighboring countries. These conflicts are often fueled by ethnic tensions, competition for control over natural resources, and historical grievances.

The political landscape of the DRC is also marked by the presence of multiple political parties, each with its own interests and agendas. Political opposition remains fragmented, making it challenging to build a cohesive and united political front. Furthermore, civil society organizations play a crucial role in advocating for human rights, democratic reforms, and social justice.

Efforts to strengthen democratic institutions, promote the rule of law, and ensure transparent governance are ongoing. International organizations and foreign partners continue to support the DRC in its efforts to achieve political stability, strengthen democratic institutions, and promote socio-economic development.

The political context of the Democratic Republic of Congo is complex and has been shaped by a history of political instability, authoritarian rule, and ongoing challenges. While progress has been made in the transition to multiparty democracy, the country continues to grapple with political divisions, armed conflicts, and the need for effective governance and institutional reforms to address the aspirations and needs of its population.

OVERVIEW OF THE ECONOMY

The economy of the Democratic Republic of Congo (DRC) is complex and multifaceted, influenced by a wide range of factors, including its geographical size, natural resource wealth, population, infrastructure deficiencies, political instability, corruption, and armed

conflict. With a land area of approximately 2.3 million square kilometers and a population of over 85 million people, the DRC is the largest country in sub-Saharan Africa and one of the most populous on the continent.

Agriculture plays a significant role in the DRC's economy, employing a large portion of the population and contributing to the country's GDP. The sector encompasses a variety of agricultural products, including coffee, palm oil, rubber, cotton, cocoa, maize, cassava, and various fruits and vegetables. However, despite its potential, the agriculture sector faces numerous challenges, including limited access to modern farming techniques, poor infrastructure, and the impact of armed conflicts on agricultural activities.

The DRC is rich in natural resources, particularly minerals. It possesses vast reserves of copper, cobalt, diamonds, gold, tin, coltan, uranium, and oil. The mining sector has historically been a significant contributor to the country's GDP and export earnings. The DRC holds approximately 70% of the world's cobalt reserves, a critical component in modern technologies such as electric vehicles and renewable energy systems. However, the mining industry faces challenges such as insufficient infrastructure, inadequate regulation and oversight, illegal mining activities, and the issue of conflict minerals. The exploitation of natural resources has often fueled armed conflicts, with armed groups and foreign actors involved in illegal mining and smuggling.

The manufacturing sector in the DRC remains relatively small and underdeveloped. Industrial activities primarily revolve around processing and refining minerals, as well as food processing, textiles, and cement production. However, limited access to reliable electricity, inadequate infrastructure, and a challenging business environment impede the growth of the manufacturing sector.

The services sector has shown some growth potential in recent years, driven by telecommunications, banking, transportation, and construction services. Urban centers, particularly the capital city of Kinshasa, serve as hubs for commercial activities and service-oriented industries. However, the sector still faces challenges such as limited access to financial services, inadequate transportation infrastructure, and an underdeveloped tourism industry.

Infrastructure deficiencies pose significant challenges to economic development in the DRC. The country lacks reliable road networks, access to electricity, and clean water, as well as underdeveloped telecommunications systems. Insufficient infrastructure hampers economic growth, impedes trade, and limits access to basic services. Efforts are being made to improve infrastructure through domestic and international investments, including road rehabilitation projects and the development of hydropower plants.

The DRC faces economic challenges stemming from political instability, corruption, and weak governance. These factors adversely affect the business environment, leading to a lack of investor confidence. The country's legal framework, including property rights and contract enforcement, requires improvement to attract domestic and foreign investment.

The DRC's economy is also vulnerable to external shocks, such as fluctuations in commodity prices and global economic downturns. Its heavy reliance on the export of raw materials makes it susceptible to market volatility. Economic diversification, value addition, and the promotion of non-resource sectors are crucial for building a more resilient economy.

Despite its vast natural resources, the DRC faces high levels of poverty and limited access to basic services. The country ranks among the lowest in the Human Development Index, with challenges in education, healthcare, and living standards. Addressing poverty and improving human development indicators require comprehensive policies focusing on inclusive growth, social welfare programs, and investments in education and healthcare and numerous challenges that hinder its economic development. Political instability, corruption, and armed conflicts have created a challenging business environment and hindered investor confidence. The DRC has faced decades of political instability, including multiple armed conflicts and transitions of power, which have disrupted economic activities and deterred foreign investment.

Corruption is a persistent problem in the DRC, with high levels of graft and embezzlement. It affects various sectors, including public administration, business, and natural resource management. Corruption undermines transparency, erodes trust in institutions, and hampers economic growth and development.

Armed conflicts have had a detrimental impact on the DRC's economy. They have led to the displacement of millions of people, disrupted agricultural activities, damaged infrastructure, and hindered investment. The eastern regions of the country, in particular, have been plagued by armed groups competing for control over natural resources, leading to violence, human rights abuses, and displacement.

The lack of reliable infrastructure is a significant challenge for the DRC's economy. The country has a limited road network, particularly in rural areas, which hampers the movement of goods and people. Access to electricity is limited, with a significant portion of the population lacking reliable power supply. Inadequate telecommunications infrastructure also hinders connectivity and communication.

The DRC has a weak institutional framework, including legal and regulatory systems. Inefficient bureaucracy, complex administrative processes, and a lack of transparency and accountability create hurdles for businesses and investors. Improving governance, enhancing the rule of law, and promoting transparency and accountability are crucial for attracting investment and fostering economic growth.

The DRC's economy is heavily reliant on the export of natural resources, particularly minerals. This dependency exposes the country to volatility in global commodity prices, making it susceptible to economic shocks. Economic diversification, promoting value addition in the mining sector, and developing other sectors such as agriculture, manufacturing, and services are essential for building a more resilient and sustainable economy.

The government of the DRC, along with international partners, has recognized the need for economic reforms and development. Efforts have been made to improve the business environment, attract investment, and promote sustainable economic growth. These include implementing economic reforms, strengthening governance and anti-corruption measures, investing in infrastructure development, and promoting private sector participation.

The DRC also faces social and human development challenges. Poverty and inequality are prevalent, with a large portion of the population living below the poverty line. Access to education, healthcare, and basic services remains limited, particularly in rural areas. Addressing these challenges requires a comprehensive approach, including investments in social infrastructure, poverty reduction programs, and improving access to quality education and healthcare services.

The economy of the Democratic Republic of Congo faces numerous challenges, including political instability, corruption, armed conflicts, infrastructure deficiencies, and a heavy reliance on natural resource exports. Addressing these challenges and implementing reforms in governance, infrastructure development, economic diversification, and social welfare are crucial for unlocking the country's economic potential and improving the well-being of its population.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

After a year of moderate, 1.7% growth in 2020, the economy recorded 5.7% expansion in 2021, on the back of solid mining output and high world prices for export commodities such as copper and cobalt. Growth of nonextractive sectors went from a 1.3% contraction in 2020 to 3.3% growth in 2021, owing to telecommunications, energy, and noncommercial services. The country's growth is driven by strong exports of raw material (11.5%) and private investment (9.8%). Despite high current spending (salaries were exceeded by 10.9%), the 39.3% increase in tax revenues, reflecting tax audits and penalties, lowered the budget deficit from 2.1% of GDP in 2020 to 1.6% in 2021. Public debt remains moderate at 22.8% of GDP, however. Inflation was better controlled, falling from 11.4% in 2020 to 9.3% in 2021, with a 7% target, enabling the central bank to lower its prime rate from 18.5% to 8.5% in 2021. The NPL ratio to total gross loans declined from 9.2% to 8.8% between 2020 and August 2021. Foreign exchange reserves increased from \$709 million in 2020 to \$3.344 billion in 2021, partly due to receipt of 50% of the \$1.52 billion SDR allocation, with the remainder being allocated to priority investments. As mining exports increased, the current account deficit fell from 2.2% of GDP in 2020 to 0.5% in 2021. Unemployment, as defined by the ILO, went down from 4.7% in 2012 to 3.0% in 2020. Monetary poverty decreased from 63.4% in 2012 to 56.2% in 2020—a period of solid economic growth.

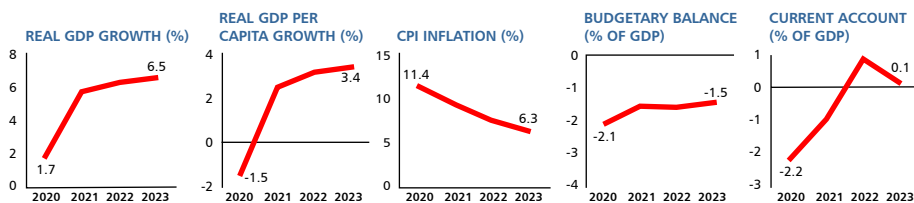
OUTLOOK AND RISKS

The economic outlook is encouraging despite the Russia–Ukraine conflict, with GDP growth in 2022–23 reaching 6.4%, driven by mining and recovery of nonextractives. Priority investments should continue to support internal demand. Improvements to transport and logistical infrastructure are set to support resumption of nonextractive activities, services,

and industries, stimulating export and tax revenue. The 2023 elections are forecast to increase public spending and slightly widen the budget deficit from 1.6% in 2022 to 1.5% in 2023. Public debt is projected to be 22.5% in 2023. Coordination of public finance and monetary reforms should maintain inflation at around 6.9% in 2022–23 and assure exchange rate stability. The current account surplus is projected to reach 0.8% in 2022 and 0.1% in 2023, with foreign exchange reserves at \$3.860 billion in 2022 and \$4.606 billion in 2023, for 3 months of imports. The decline in commodity prices, global demand for minerals, the Russia–Ukraine conflict, and security issues could undermine the outlook.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Democratic Republic of Congo is 51 on the 2021 GCRI. The country has great vulnerability to climate change, characterized by a rise in temperature, long dry seasons, violent rains causing flooding, soil degradation, and agriculture losses. Thus, first, in 2020 the Ministry of the Environment revised the Climate Change Policy, Strategy and Action Plan and developed its National Adaptation Plan (2020–2024) to reinforce resilience. Funding also relies on the production and monetization of carbon credits, knowing that the large tropical peatland is managed according to REDD+ (Reducing Emissions from Deforestation and Forest Degradation) mechanisms. On the energy transition, the government favors modern and sustainable use of “eco-energy” models, enabling a 21% decrease in GHG emissions by 2030. The measures for mitigation concern primarily the agriculture, forestry, land use, energy, and waste management sectors. Specific measures for adaptation affect forest, agriculture, energy, health, water resources, and sewerage systems, as well as coastal zones and waste management. According to the NDC, the cost of both measures will be \$48.68 billion, to be financed by resources from the state budget, the carbon market, REDD+ resources, and international climate funds.



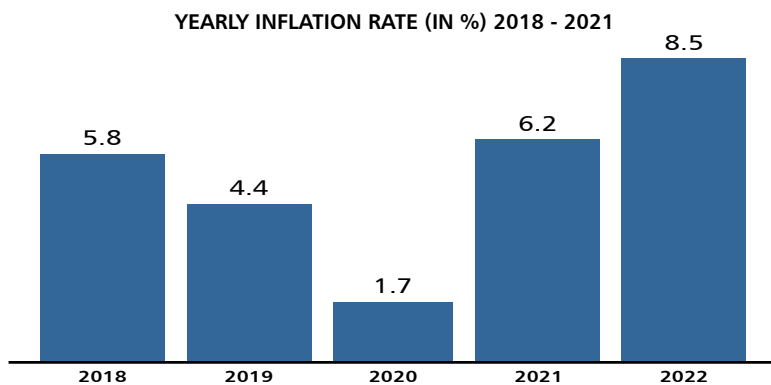
Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) - Arable land: 3.1% (2018 est.) - Permanent crops: 0.3% (2018 est.) - Permanent pasture: 8% (2018 est.) Forest: 67.9% (2018 est.) Others: 20.7% (2018 est.)
PEOPLE	
Population:	111,859,928 (2022 est.)
1984 census:	29,648,833
Age structure:	0-14 years: 45.99% (male 25,902,046/female 25,543,395) 15-64 years: 51.52% (male 28,798,920/female 28,835,212) 65 years and over: 2.49% (2022 est.) (male 1,211,966 / female 1,568,389)
Population growth rate:	3.13% (2022 est.)
Urbanization:	Urban population: 47.4% of total population (2022) Rate of urbanization: 4.33% annual rate of change (2020-25 est.) Total population growth rate v. urban population growth rate, 2000-2030
Infant mortality rate:	Total: 59.12 deaths/1,000 live births Male: 64.65 deaths/1,000 live births Female: 53.42 deaths/1,000 live births (2022 est.) Country comparison to the world: 10
Life expectancy at birth:	Total population: 62.23 years Male: 60.39 years Female: 64.13 years (2022 est.) Country comparison to the world: 216
Total fertility rate:	5.56 children born/woman (2022 est.) country comparison to the world: 3
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):	\$113.11 billion (2022 est.)
GDP - per capita (PPP):	\$577.2 (2022 est.)
GDP real growth rate:	6.2% (2022 est.)
GDP - composition by sector:	Agriculture: 62.15% (2020) Industry: 9.78% (2020) Services: 25.1% (2020)
Exports:	\$22.534 (2021 est.)
Export-commodities:	Diamonds, copper, gold, cobalt, wood products, crude oil, coffee
Export-partners:	China 53%, United Arab Emirates 11%, Saudi Arabia 6%, South Korea 5% (2019)
Imports:	\$29.193 billion (2021 est.)
Imports commodities:	Foodstuffs, mining and other machinery, transport equipment, fuels
Import-partners:	China 29%, South Africa 15%, Zambia 12%, Rwanda 5%, Belgium 5%, India 5% (2019)
Currency (code):	Congolese franc (CDF)
COMMUNICATION	
Calling code:	+243
Internet users:	Total: 50.60 Internet users (Est 2022.) 17.6% of the population (2022.)


Sources: CIA World Factsbook & World Bank's Doing Business Report



Source: <http://www.tradingeconomics.com/congo/gdp-growth-annual>

The Gross Domestic Product (GDP) in Congo expanded by 8.5% in 2022.

MONTHLY INFLATION RATE: 2022




MONTH	2022
January	5.21%
February	5.3%
March	5.85%
April	6.46%
May	7.26%
June	8.43%
July	9.03%
August	9.99%
September	11.38%
October	12.19%
November	12.88%
December	14.06%

Source: <https://tradingeconomics.com/Democratic-Republic-of-the-Congo/inflation-cpi>

Inflation Rate in Congo increased to 14.06 percent in December from 5.21% percent in January of 2022.

EXCHANGE RATE OF CONGOLESE FRANC (CDF) TO USD MONTHLY AVERAGE



MONTH	2022
January	1996.02
February	1996.13
March	1994.67
April	1994.41
May	1995.25
June	1994.69
July	1994.14
August	1994.32
September	1994.25
October	1995.19
November	1994.14
December	2000.47

Source: <https://knoema.com/atlas/Democratic-Republic-of-the-Congo/topics/Economy/Short-term-indicators/Exchange-rate>

The Democratic Republic of the Congo's currency rate in December was 2,00.47 LCU for every US dollar. The Democratic Republic of the Congo's exchange rate climbed from 1,996.02 LCU to \$1 in January 2022 to 2,000.47 LCU to \$1 in December.

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.

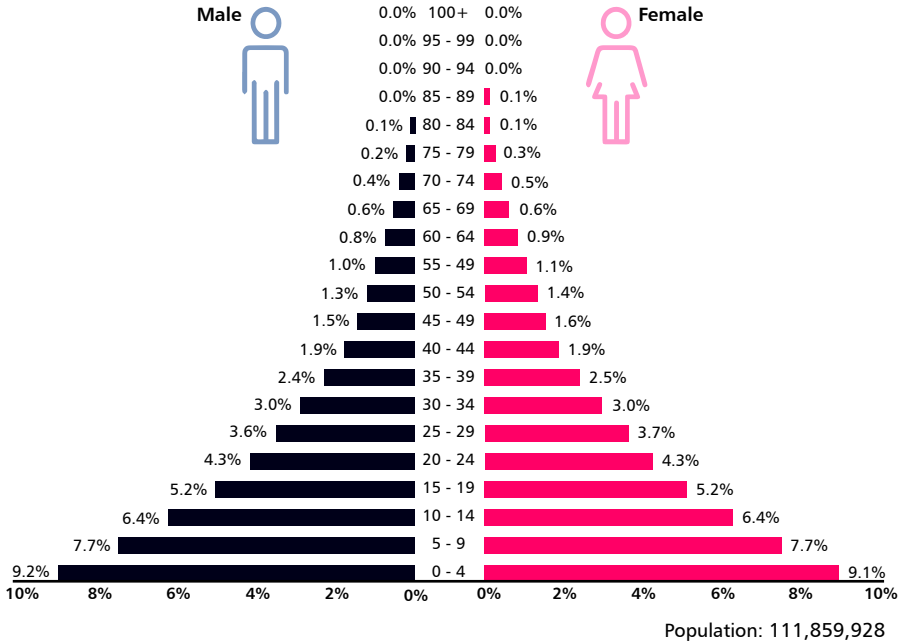
The DRC is a source and host country for refugees. Between 2012 and 2014, more than 119,000 Congolese refugees returned from the Republic of Congo to the relative stability of northwest DRC, but more than 540,000 Congolese refugees remained abroad as of year-end 2015. In addition, an estimated 3.9 million 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	Projection '10	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
Mai-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	86,026,000

Source: <http://www.citypopulation.de/CongoDemRep-Cities.html>

2022 DEMOCRATIC REPUBLIC OF CONGO PYRAMID



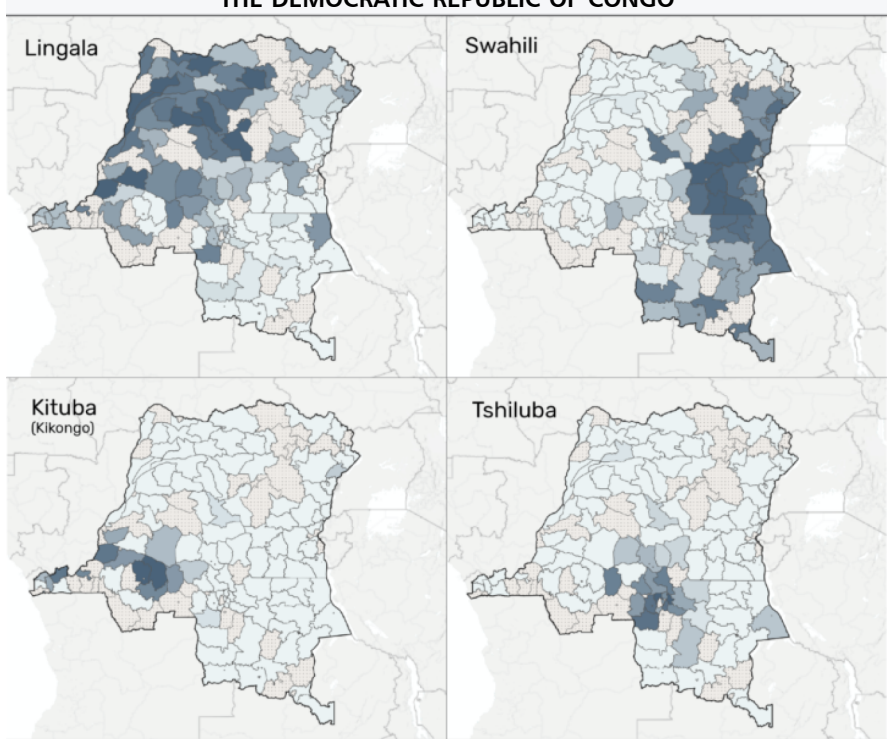
Source: www.populationpyramid.net

LANGUAGES

The Democratic Republic of Congo is one of the most linguistically diverse countries in the world, with over 200 languages spoken in the country. While French is the official language and widely used in education and government, there are four national languages: Kituba (Kikongo), Lingala, Swahili, and Tshiluba. The map below shows the distribution of speakers of each language in each of the country's territories.

The distribution of speakers for each of the four national languages is mostly clustered in four parts of the country. Lingala is more widely spoken in the northwest, Swahili in the east, Kituba in the southwest, and Tshiluba in the southeast. It is also important to note that the spread of speakers of Kituba and Tshiluba is much more concentrated.

THE FOUR NATIONAL LANGUAGES OF THE DEMOCRATIC REPUBLIC OF CONGO



Total number of speakers by language



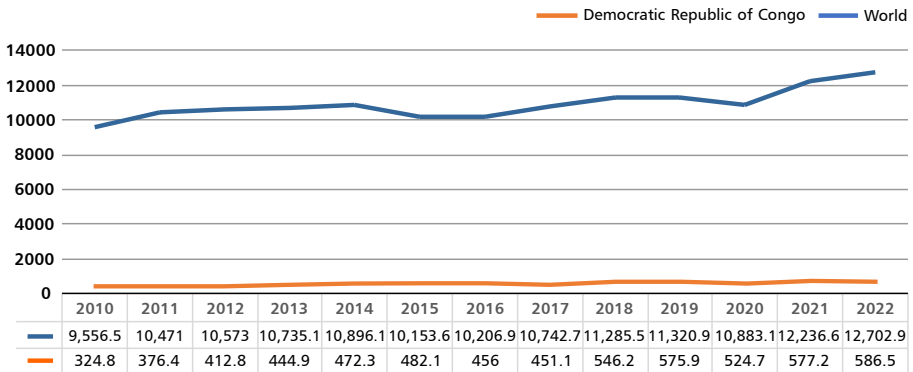
CONGO YOUTH AND ADULTS IN KINSHASHA, DEMOCRATIC REPUBLIC OF CONGO

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.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Democratic Republic of Congo in 2022 is \$586.5.

2022 data	Democratic Republic of Congo	World
Gross annual income / capita	\$586.5	\$ 12,702.9

MEDIA OVERVIEW

The media trends in the Democratic Republic of Congo (DRC) are shaped by a combination of historical, social, and technological factors. These trends reflect the country's unique context and the challenges faced by media outlets in their pursuit of information dissemination, investigative reporting, and the promotion of democratic values. In this section, we will explore some key media trends in the DRC in detail.

Transition from State Control to Media Pluralism:

The DRC has witnessed a transition from a media landscape dominated by state-controlled outlets to a more pluralistic environment. During the Mobutu era, media outlets were tightly controlled by the government, limiting freedom of expression and stifling dissent. However, with the advent of multiparty democracy in the 1990s, media freedom began to gain momentum. This transition allowed for the emergence of independent media outlets that provided alternative perspectives and critical analysis of political events and social issues.

Print Media:

Print media plays a significant role in the DRC, providing news coverage, analysis, and opinion pieces. Newspapers such as "Le Potentiel," "Le Soft International," and "L'Avenir" offer diverse viewpoints and serve as platforms for public debate. These publications cover a range of topics, including politics, economics, social issues, and culture. However, the print media sector faces challenges due to limited resources, low literacy rates, and economic constraints, which affect distribution and readership.

Radio Dominance:

Radio is a crucial medium in the DRC due to its accessibility, particularly in remote areas with limited infrastructure. Radio stations like Radio Okapi, a partnership between the United Nations and the Fondation Hironnelle, have emerged as key players in the media landscape. Radio Okapi provides news, educational programs, and peacebuilding initiatives, promoting social cohesion and disseminating information to diverse communities. Other private and community radio stations also contribute to the media landscape, offering local news, entertainment, and educational content.

Television Networks:

Television networks, such as RTNC (Radio Télévision Nationale Congolaise), serve as important sources of visual content in the DRC. RTNC, the state broadcaster, offers news, entertainment, and cultural programming. Additionally, digital platforms like Congo Planet TV have gained popularity, providing a diverse range of content, including news, music videos, and talk shows. Television plays a significant role in shaping public opinion, particularly among urban populations.

Rise of Online and Social Media:

The advent of digital technologies has brought about a shift in media consumption habits in the DRC. With increasing internet penetration and the proliferation of smartphones, online and social media platforms have gained popularity. Platforms such as Facebook, Twitter, and WhatsApp provide spaces for citizens to disseminate news, express opinions, and engage in public debates. Social media has played a crucial role in mobilizing communities during elections, protests, and social movements, allowing individuals to voice their concerns and expose human rights abuses.

However, the spread of misinformation and hate speech on these platforms also poses challenges to media credibility and societal harmony.

Challenges and Government Regulations:

The media landscape in the DRC faces significant challenges. Limited infrastructure, low literacy rates, and poverty hinder access to media outlets, particularly in rural areas. Economic constraints affect the sustainability of media organizations, leading to financial instability and compromising editorial independence. Intimidation, harassment, and violence against journalists remain significant concerns, discouraging investigative reporting and stifling freedom of expression. Government regulations impact media freedom, despite constitutional guarantees. While laws exist to protect freedom of expression and press freedom, their implementation is often inconsistent. The government has occasionally suspended media outlets and imposed restrictions on internet access during sensitive periods, raising concerns about the manipulation of media for political gain.



Information About
REPUBLIC OF CHAD
Capital **N'Djamena**
"Unity, Work, Progress"

Population

18.52
Million

The Republic of Chad is a landlocked country located in North-Central Africa. It is bordered by Libya to the north, Sudan to the east, the Central African Republic to the south, Cameroon and Nigeria to the southwest, and Niger to the west. The country covers an area of approximately 1.28 million square kilometers and has a population of approximately 16 million people.

The area that is now Chad has a rich history, with evidence of human habitation dating back over 10,000 years. The Kingdom of Kanem-Bornu, which existed from the 9th to the 19th centuries, was one of the most powerful states in the region during this time. In the late 19th century, Chad became a French protectorate and was eventually incorporated into the French colonial empire as part of French Equatorial Africa. Chad gained independence from France in 1960.

Since independence, Chad has experienced political instability, civil war, and ethnic conflict. In the 1970s and 1980s, Chad was involved in a series of civil wars, which resulted in the establishment of a military dictatorship under President Hissène Habré. Habré was

overthrown in 1990 and replaced by current President Idriss Déby, who has been in power ever since. Despite attempts at democratic reforms, Chad remains an authoritarian state with a limited political opposition.

The economy of Chad is heavily dependent on oil, which accounts for over 80% of the country's exports. However, Chad remains one of the poorest countries in the world, with a per capita income of just over \$700 in 2021. The country faces a number of development challenges, including high levels of poverty, food insecurity, and limited access to basic services such as healthcare and education. Additionally, Chad is regularly impacted by natural disasters such as drought and flooding, which further exacerbates the country's development challenges.

Despite these challenges, Chad has made some progress in recent years, particularly in terms of economic growth. The government has implemented a number of reforms aimed at improving the business climate and attracting foreign investment, and the country has seen an increase in oil production in recent years. However, much work remains to be done to ensure sustainable and inclusive economic growth that benefits all Chadians.

POLITICAL CONTEXT

The Republic of Chad has a long history of political instability and conflict, which has had a major impact on its political context.

Since independence from France in 1960, Chad has experienced a number of coups and civil wars. The country was ruled by a military dictatorship from 1975 until 1990, when democratic elections were held. However, this period of democracy was short-lived, and the country quickly returned to military rule.

In the early 2000s, Chad experienced a period of relative stability under the presidency of Idriss Déby. However, this stability was threatened by rebel groups operating in the country's north and east, as well as by regional tensions with neighboring Sudan. In 2006, Déby was re-elected to a third term in an election that was widely criticized as being rigged.

Since then, Chad has faced ongoing political and security challenges, including a civil war in the east, tensions with Sudan, and a growing insurgency by rebel groups. Despite these challenges, Déby has managed to maintain his grip on power, and has been re-elected several times in elections that have been widely criticized as being rigged.

In recent years, Chad has seen a growing opposition movement, led by political parties and civil society organizations. However, the opposition has faced significant challenges, including a lack of resources, a heavily biased media environment, and a government that is often hostile to criticism.

The political context of Chad is characterized by a long history of political instability, conflict, and military rule. Despite some efforts towards democratization, the country remains deeply divided and prone to political violence. The current government is facing increasing opposition but has so far been able to maintain its grip on power.

OVERVIEW OF THE ECONOMY

The economy of the Republic of Chad is primarily based on agriculture and oil. Despite being rich in natural resources, Chad is one of the poorest countries in the world and has struggled with economic development.

Agriculture is the main source of livelihood for the majority of the population, with over 80% of the workforce engaged in subsistence farming. The main crops grown in Chad include cotton, sorghum, millet, peanuts, and sesame. Despite being the main source of income for the majority of Chadians, the agricultural sector remains largely underdeveloped and subsistence in nature, leading to low yields and limited exports.

Oil production has become an increasingly important sector of the Chadian economy in recent years. The country has significant oil reserves and is now a significant oil-producing nation in Africa. Oil production accounts for around 60% of the country's exports and around 40% of its GDP.

Despite the growing importance of the oil sector, Chad remains heavily dependent on foreign aid and has a large trade deficit. The country's infrastructure is underdeveloped, and there is limited access to basic services such as electricity, healthcare, and education. Corruption is also a major issue in Chad, which has hampered economic development and investment.

In recent years, the government has implemented economic reforms aimed at improving the business climate, attracting foreign investment, and reducing corruption. However, these efforts have had limited success, and Chad continues to face significant economic challenges. The country remains one of the poorest in the world, with a high poverty rate, low levels of human development, and high levels of inequality.

The economy of the Republic of Chad is primarily based on agriculture and oil, with agriculture being the main source of livelihood for the majority of the population. Despite the growing importance of the oil sector, the country remains heavily dependent on foreign aid and faces significant economic challenges, including a lack of infrastructure, corruption, and limited access to basic services.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

In 2021, the economy grew by 0.6% after contracting by 2.2% in 2020, with expansion led by recovery in oil and agriculture. On the demand side, growth came primarily from private consumption, public investment, and exports. The budget balance moved from a surplus of 2.1% in 2020 to a deficit of 1.1% in 2021 due to the net effect of more public expenditure and less tax revenue. Renewed growth has helped to lower public debt from 51.5% of GDP in 2020 to 48.2% in 2021, though the risk of debt distress remains high. With lower food prices, inflation was -0.9% in 2021 after hitting 4.5% in 2020. In March 2022, the BEAC adopted measures to strengthen CEMAC's foreign exchange reserves (raising its Interest Rate on Tenders and Marginal Lending Facility Rate). The current account deficit narrowed from 8.1% in 2020 to 3.9% in 2021 on good export performance. Foreign exchange reserves

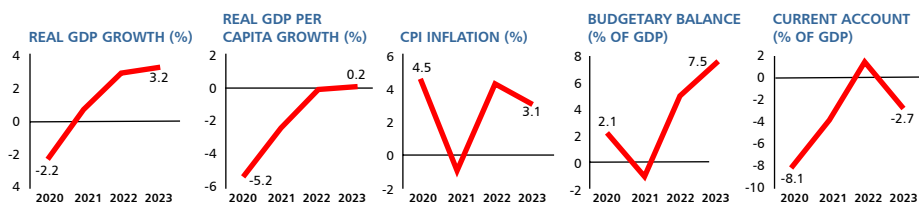
averaged 3.4 months of imports in 2021/22. The ratio of NPLs remained high at 25% in 2021, against 26% in 2020. The poor capitalization of Chad’s banks led to a steep drop in their solvency ratio. In the context of the plan to clear domestic arrears, since April 2020 the government has been paying back direct debt to two banks and has made a commitment to recapitalize the Commercial Bank of Chad to CFAF 4.5 billion. The pandemic has probably exacerbated the poverty rate, which was 42% in 2018, particularly affecting workers in the informal sector in urban and peri-urban areas.

OUTLOOK AND RISKS

With a new IMF program of \$570 million concluded in December 2021, prospects are favorable for 2022–23. Real GDP is forecast to average about 2.9% in 2022 and 3.2% in 2023, led by recovery in oil output and in agriculture and livestock farming. Combined with the second debt restructuring with the trading company Glencore, this should create fiscal space for public investment. This environment is projected to lead to a budget surplus of 5.0% of GDP in 2022 and 7.5% of GDP in both years. Inflation is projected to increase to 4.3% in 2022 and 3.1% in 2023. Key rates set by the BEAC in March 2022 are likely to ensure internal and external monetary stability. The current account balance is forecast to improve and result in a surplus of 1.2% of GDP in 2022, due to a greater volume of exports and a higher oil price, but to revert again to deficit of -2.7% in 2023. This outlook remains dependent on the pandemic’s trajectory and the duration of the Russia– Ukraine conflict.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Chad is 130 on the 2021 GCRI. The reduction in Lake Chad’s surface area due to climate change has led to lower fisheries production, degradation of land and pastures, lower capacity in agricultural output and availability of forage, and a reduction in livestock and biodiversity. Climate vulnerability leads to considerable human pressure on natural resources and fertile lands, causing community conflict. The agropastoral sector (about 30% of GDP) is where 80% of Chad’s population makes its living. Adaptation is a key concern of the government, which in addition to the National Strategy to Combat Climate Change has adopted a National Environmental Action Plan, a National Action Program to Combat Desertification, and a National Program for Climate Change Adaptation. Further, aware of energy challenges, in August 2018 it adopted a 2018–2030 policy letter and an RE development blueprint. Exemption from duties and taxes on all imports of solar components was granted in 2020.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) Forest: 9.1% (2018 est.) Others: 51.3% (2018 est.)
PEOPLE	
Population:	18,523,165 (2022 est.)
2009 census:	11,039,873
Age structure:	0-14 years: 46.24% (male 4,334,264/female 4,231,658) 15-64 years: 51.27% (male 4,646,510/female 4,849,878) 25-54 years: 27.14% (male 2,208,181/female 2,371,490) 65 years and over: 2.49% (2022 est.) (male 197,450/female 263,405)
Population growth rate:	3.05% (2022 est.)
Urbanization:	Urban population: 24.4% of total population (2022)
Infant mortality rate:	Total: 63.99 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 59.57 years (2022 est.)
Total fertility rate:	5.35 children born/woman (2022 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):	\$ 26.90 billion (2022 est.)
GDP - per capita (PPP):	\$1,566 (2022 est.)
GDP real growth rate:	-4.3% (2022 est.)
GDP - composition by sector:	Agriculture: 76.28% (2020 est.) Industry: 2.10% (2020 est.) Services: 21.61% (2020 est.)
Exports:	\$2.79 billion (2020)
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%
Imports:	Imports: \$4.52 billion (2020)
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%
Currency:	Central African CFA franc (XAF)

COMMUNICATIONS

Internet users:

Total: 3.06 million (2022 est.)

Percent of population: 18% (2022 est.)

*Sources: CIA World Factbook & World Bank's Doing Business Report***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 Information and Communication Technology (ICT) sector in the Republic of Chad is still in its early stages of development. The country has limited infrastructure and limited access to technology, which affects the growth and adoption of ICT in various sectors of the economy. However, the government of Chad has shown an interest in promoting the use of ICT in the country and has taken some steps to improve the situation.

Telecommunications: The telecommunications sector in Chad is limited and underdeveloped. The country has only one main telecommunications operator, which is the state-owned Société Tchadienne de Télécommunications (STT). The company provides basic telephony services, such as landline and mobile phone services, but the coverage is limited and the quality of service is poor. The government is working to improve the telecommunications sector by awarding licenses to private operators and promoting competition in the market.

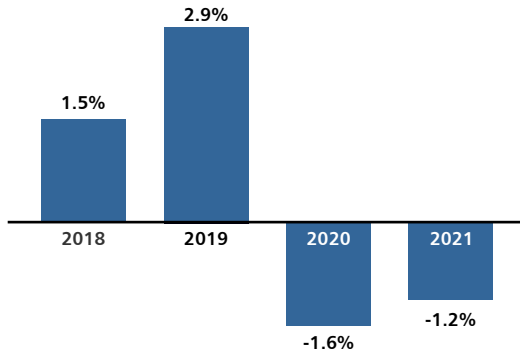
Internet: The Internet penetration rate in Chad is one of the lowest in the world, with only about 10% of the population having access to the Internet. The main reason for this low rate is the lack of infrastructure and limited access to technology. The government is making efforts to increase access to the Internet by constructing more telecommunication towers and laying fiber-optic cables to connect remote areas to the rest of the country.

E-government: The government of Chad has taken steps to promote e-government services to improve the efficiency and transparency of government operations. The government has established an e-government portal, which provides citizens with access to various government services online, such as paying taxes, applying for licenses, and accessing government information.

E-commerce: The e-commerce sector in Chad is still in its early stages of development. The low rate of Internet penetration and limited access to technology are the main challenges facing the growth of e-commerce in the country. However, the government is working to promote e-commerce by providing support to entrepreneurs and improving the infrastructure to support online transactions.

In conclusion, the Information and Communication Technology (ICT) sector in the Republic of Chad is still in its early stages of development, with limited infrastructure and limited access to technology being the main challenges facing the growth of ICT in the country. The government is making efforts to improve the situation by promoting the use of ICT and providing support to entrepreneurs.


YEARLY GDP GROWTH RATE



Source: tradingeconomics.com

The Gross Domestic Product (GDP) in Chad contracted 1.2 percent in 2021. source: Bank of Central African States.

MONTHLY INFLATION RATE: 2022



MONTH	2022
January	6.5%
February	2.2%
March	3.5%
April	4%
May	5%
June	5.3%
July	6.1%
August	7.7%
September	7.2%
October	8.3%
November	10%
December	8.3%

Source: <https://tradingeconomics.com/chad/inflation-cpi>

In December 2022, the annual inflation rate in Chad dropped to 8.3% from the previous month's 10%.

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



MONTH	2022
January	584.0
February	584.7
March	592.3
April	622.1
May	610.8
June	626.1
July	642.1
August	652.6
September	661.2
October	667.9
November	642.4
December	620.1

Source: <https://knoema.com/atlas/chad/topics/Economy/Short-term-indicators/Exchange-rate>

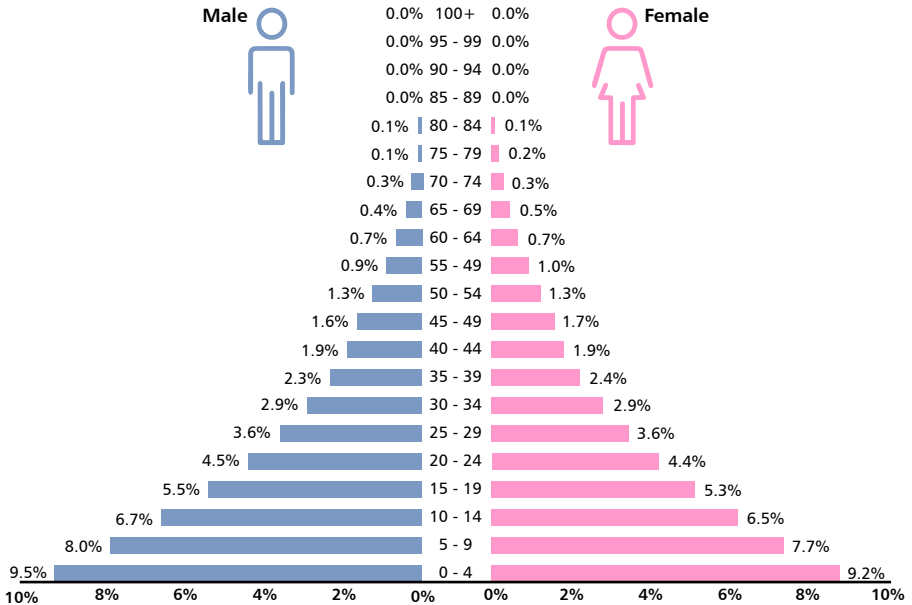
In Chad, the annual exchange rate of XAF to USD averaged 620.1 in December 2022

POPULATION BY REGION

Region	Capital	Area Sq. Km	Population		
			(census) 1993	(census) 2009	(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/>

2022 CHAD AGE PYRAMID



Source: populationpyramid.net

Population: 18,523,165

LANGUAGE

Official Languages of Chad

Chad is located in Central Africa and shares borders with Niger, Cameroon, Libya, Nigeria, and Sudan. It has a population of approximately 13.67 million. The country's population and culture have been influenced by indigenous inhabitants, Muslim empires, and French colonialism. These influence are reflected in the languages spoken here today.

The government of Chad recognizes French and Arabic as the country's two official languages. From 1900 until 1960, Chad was a French colony and all public services were carried out in the French language. This use of the language continues today. French is the language of both government and education. In fact, a larger percentage of the population in Chad speaks French than Arabic. Around 2 million individuals report French as their second language. Arabic is concentrated in the northern part of the country, where it is used in daily communication and by radio broadcasts.

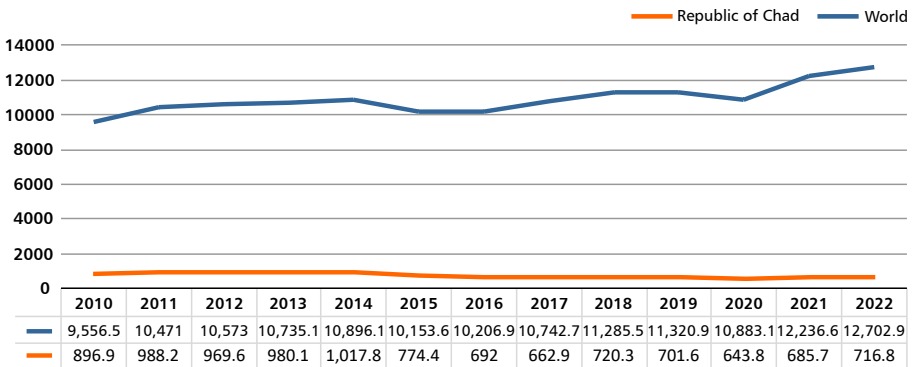
Indigenous Languages of Chad

Linguists report over 120 indigenous languages in Chad. These tongues are divided into three large language families: Afro-Asiatic, Niger-Congo, and Nilo-Saharan. The Afro-Asiatic language family is further divided into the following subgroups: Semitic languages (Chadian Arabic, for

example) and Chadic languages. The Niger-Congo language family is made up of the Adamawa subgroup, which consists of 5 specific tongues. The Nilo-Saharan language family is further divided into the following subgroups: Saharan, Bongo-Bagirmi, Fur, Eastern Sudanic, Maban, and Sinyar. Each of these subgroups consists of several specific languages.

Of these indigenous languages, Sar (also known as Sara) is the most widely spoken. It belongs to the Bongo-Bagirmi language subgroup, which is made up of around 40 different languages. Approximately 183,471 individuals speak Sar as their native tongue. These native speakers belong to the Kirdi ethnic group, also referred to as Sara people. These people represent the largest ethnicity in Chad and are concentrated in the southern region of this country. Ngambay is the most widely spoken dialect of the Sar language and is used in the southern city of Sarh as the language of daily communication and business transactions.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Republic of Chad in 2022 is \$686.

2022 data	Republic of Chad	World
Gross annual income / capita	\$716.8	\$12,702.9

The media landscape in Chad has been characterized by a combination of traditional and modern platforms, with the latter gaining popularity in recent years. Here is a detailed overview of the media trends in Chad based on the available information:

Radio: Radio remains the most popular and accessible form of mass media in Chad. There are state-owned stations, such as Radiodiffusion Nationale Tchadienne (RNT), which provide national coverage and are the primary sources of news and information for many Chadians. Additionally, there are a number of privately-owned stations that broadcast in local languages, catering to regional and community interests. International broadcasters, like Voice of America, BBC, and RFI, are also accessible in the country and contribute to the diversity of radio content.

Television: Television has a more limited reach in Chad, primarily due to inadequate infrastructure, lack of electricity in rural areas, and the high cost of TV sets. Télé Tchad, the state-owned television station, broadcasts national and international news, along with cultural and educational programs. Private television stations also exist but have limited coverage and influence.

Print media: The print media sector in Chad is small and faces numerous challenges, such as low literacy rates, high production costs, and limited distribution networks. Despite these challenges, newspapers like Le Progrès, N'Djamena Bi-Hebdo, and L'Observateur offer a mix of news, analysis, and opinion pieces. The circulation of print media is mostly concentrated in urban centers, and newspapers often struggle to maintain consistent publication schedules.

Internet and social media: With increasing internet penetration, Chad has seen a rise in the use of social media platforms such as Facebook, Twitter, and WhatsApp, especially among the younger generation. These platforms have become important sources of news and information, as well as tools for political activism and advocacy. Online news websites and blogs have emerged, providing alternative viewpoints and more diverse content. However, internet access remains a challenge in rural areas, and the digital divide persists.

Mobile technology: The widespread adoption of mobile phones has transformed the way Chadians access and share information. Mobile phone penetration has led to the growth of mobile-based services, including SMS news alerts, mobile banking, and agricultural information services. Mobile technology has also facilitated the growth of citizen journalism, where individuals can report news and share information using their mobile devices.

Government influence and control: Media in Chad is subject to significant government influence and control, particularly concerning state-owned outlets. Media laws, such as the 2010 Press Law and the 2018 Law on Electronic Communications, have been criticized for their restrictive provisions, which can lead to censorship and self-censorship among journalists. Independent media outlets and journalists face harassment, intimidation, and arrest for critical reporting. There have been instances of social media and internet shutdowns during periods of political unrest, further limiting freedom of expression.

Media development and capacity building: In an effort to improve the media landscape, international organizations, such as UNESCO, Reporters Without Borders, and the International

Federation of Journalists, along with local NGOs, are working to provide training and support for journalists, promote media freedom and independence, and advocate for better access to information. These initiatives focus on enhancing the quality of journalism, promoting ethical reporting, and strengthening the capacity of media organizations to operate independently.

The media landscape in Chad is characterized by a mix of traditional and modern platforms, with radio being the most popular and accessible form of mass media. Challenges such as government control and influence, low literacy rates, infrastructure constraints, and access to technology continue to shape the media environment in the country. However, the increasing adoption of internet and mobile technologies offers new opportunities for information dissemination and citizen engagement.

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



Information About
MAURITANIA
Capital **Nouakchott**
"Honor, Fraternity, Justice"

Population

4.24
Million

Mauritania, officially known as the Islamic Republic of Mauritania, is a West African country that ranks as the 11th largest in Africa. Spanning an area of 1,030,700 square kilometers, Mauritania shares borders with the Atlantic Ocean to the west, Western Sahara to the north and northwest, Algeria to the northeast, Mali to the east and southeast, and Senegal to the southwest. The capital and largest city of the country is Nouakchott, situated on the Atlantic coast.

The history of Mauritania dates back to ancient times when the region was inhabited by various Berber tribes. Between the 3rd and 7th centuries, the area was part of the Kingdom of Mauretania, a Berber kingdom in the Maghreb region. The 8th century witnessed the arrival of the Arab Moors, which marked a significant turning point in the region's history. As they introduced Islam to the area, the Moors established a series of empires, such as the Almoravids, Almohads, and the Mali Empire.

In the 19th century, the French began exploring the region and eventually established a protectorate over Mauritania in 1903. As part of French West Africa, Mauritania underwent

attempts by the French administration to exploit the country's resources and assimilate the population into French culture. Mauritania gained independence from France in 1960, declaring itself an Islamic republic.

The geography of Mauritania is diverse, with the majority of the country covered by the Sahara Desert. Its terrain comprises vast expanses of sand dunes, rocky plateaus, and occasional oases. The country features a narrow coastal strip along the Atlantic Ocean, where the climate is more moderate. Mauritania's natural border with Senegal to the southwest is formed by the Senegal River.

As of 2022, Mauritania has a population of approximately 4.7 million people. The ethnic composition of the country is diverse, with Moors or Arab-Berbers constituting about 70% of the population. The remaining 30% consists of various ethnic groups, such as the Black Mauritians (also known as Afro-Mauritians), including the Fulani, Soninke, and Wolof. Arabic is the official language of Mauritania, but French is also widely spoken due to the country's colonial history. Other languages spoken in the country include Pulaar, Soninke, and Wolof.

Islam is the dominant religion in Mauritania, with approximately 99% of the population being Muslim. The country is known for its strong adherence to Islamic traditions and Sharia law, which significantly influences the legal system and social norms.

Mauritania is an Islamic republic with a presidential system of government. The president serves as both the head of state and the head of government. The country has a National Assembly and a Senate, with members elected by popular vote.

Agriculture, livestock, and mining form the backbone of Mauritania's economy. The country is rich in natural resources, such as iron ore, gold, copper, and oil. Fishing is also an important industry, with the coastal waters providing a rich source of fish. However, Mauritania remains one of the poorest countries globally, with a large portion of the population living in poverty.

Mauritania faces numerous challenges, including political instability, corruption, lack of infrastructure, and limited access to education and healthcare. The country has a history of military coups that have undermined its political stability. Additionally, Mauritania struggles with ethnic tensions and human rights issues, particularly in relation to slavery and discrimination against certain ethnic groups.

POLITICAL CONTEXT

The political context of Mauritania has been shaped by a combination of its colonial history, ethnic diversity, and the influence of Islam. Since gaining independence from France in 1960, Mauritania's political landscape has been marked by periods of instability, military coups, and efforts to establish a democratic system.

Political System:

Mauritania is an Islamic republic with a presidential system of government. The president,

who is both the head of state and the head of government, is elected by popular vote for a five-year term and can serve a maximum of two terms. The country's legislative branch consists of a bicameral parliament with a National Assembly (lower house) and a Senate (upper house). Members of the National Assembly are elected for five-year terms, while Senators serve six-year terms, with one-third of the seats up for election every two years.

Political Parties:

There are several political parties in Mauritania, representing a range of ideologies and interests. Some of the key parties include the Union for the Republic (UPR), the Islamist party Tawassoul (Rally of Democratic Forces), and the People's Progressive Alliance (APP). However, political parties tend to be fluid and factional, with alliances and loyalties shifting over time.

Military Coups and Instability:

Mauritania's political history has been marked by several military coups. In 1978, a military coup ousted the country's first president, Mokhtar Ould Daddah, who had been in power since independence. Another coup took place in 1984, which brought Maaouya Ould Sid'Ahmed Taya to power. He remained in power until 2005 when he was ousted in yet another military coup led by Colonel Ely Ould Mohamed Vall.

The 2008 military coup saw the overthrow of Mauritania's first democratically elected president, Sidi Ould Cheikh Abdallahi, by General Mohamed Ould Abdel Aziz. In 2009, General Aziz resigned from the military and was elected president in controversial elections. He was re-elected in 2014 and served until 2019.

Transition to Democracy:

In the 2019 presidential elections, Mohamed Ould Ghazouani, a former general and defense minister, was elected as president, succeeding his ally Aziz. This election was significant as it marked the first peaceful transfer of power between two civilian presidents since Mauritania's independence. Despite concerns about the fairness of the elections, this transition was seen as a positive step towards democratic consolidation in the country.

Challenges and Human Rights Issues:

Mauritania faces numerous political challenges, including corruption, weak institutions, and a lack of transparency in government operations. Ethnic tensions between the Arab-Berber Moors and the Black Mauritanian population have also contributed to political instability. Human rights remain a significant concern in Mauritania, particularly in relation to slavery and discrimination against certain ethnic groups. Despite the official abolition of slavery in 1981 and its criminalization in 2007, the practice continues to persist in some areas, with an estimated 10-20% of the population living in conditions of slavery or forced labor. Furthermore, freedom of speech and press are limited, with journalists and activists facing harassment and detention for expressing dissent or criticizing the government. Mauritania's political context remains complex, with ongoing challenges to building a stable, inclusive, and democratic system.

OVERVIEW OF THE ECONOMY

Mauritania's economy is heavily reliant on the extraction and export of natural resources, agriculture, livestock, and fisheries. Despite its wealth in natural resources, Mauritania remains one of the world's poorest countries, with a significant portion of the population living in poverty. The country faces numerous economic challenges, including limited infrastructure, lack of diversification, and vulnerability to external shocks and climate change.

Natural Resources:

Mauritania has abundant natural resources, which form the backbone of its economy. The mining sector is particularly crucial, with iron ore, gold, and copper being the primary minerals extracted. The country is also believed to have significant offshore oil and gas reserves, although the full extent of these resources is yet to be determined. The exploitation of these resources has attracted foreign investment and contributed to the country's export revenue.

Agriculture and Livestock:

Agriculture and livestock play an essential role in Mauritania's economy, particularly for the rural population. Due to the arid climate and vast desert areas, only a small portion of the country's land is suitable for agriculture. The main agricultural products include dates, millet, sorghum, and rice, primarily grown along the Senegal River Valley. Livestock, including camels, cattle, goats, and sheep, is another significant source of income for the rural population. However, both agriculture and livestock sectors are vulnerable to climate change, with recurrent droughts and desertification posing severe challenges.

Fisheries:

Mauritania's fisheries sector is vital to the country's economy due to its long Atlantic coastline and rich fishing grounds. The country's Exclusive Economic Zone (EEZ) is considered one of the most productive in the world. Fisheries contribute significantly to the country's export revenue and provide employment opportunities for the local population. The government has been working to develop and modernize the fishing industry while ensuring the sustainable management of fish stocks.

Foreign Investment and Development Aid:

Foreign investment and development aid are crucial components of Mauritania's economy. The country receives substantial financial assistance from international donors such as the World Bank, the International Monetary Fund (IMF), the African Development Bank, and the European Union. These funds are primarily directed towards infrastructure projects, education, healthcare, and poverty reduction initiatives. Foreign investment, particularly in the mining and oil sectors, has also played a critical role in driving economic growth.

Economic Challenges:

Mauritania faces several economic challenges that hinder its development and poverty reduction efforts. The lack of economic diversification, with a heavy reliance on natural resources, makes the country vulnerable to fluctuations in global commodity prices and

external shocks. Additionally, the economy is affected by limited infrastructure, such as inadequate transportation networks, unreliable electricity supply, and insufficient water resources.

High unemployment, particularly among the youth, is another significant challenge for Mauritania. The country also struggles with widespread poverty, income inequality, and a lack of access to basic services such as education and healthcare. The government has been working to implement economic reforms and policies to address these issues, with support from international partners.

Mauritania's economy is primarily driven by the extraction and export of natural resources, agriculture, livestock, and fisheries. While the country possesses significant economic potential, it faces numerous challenges, including a lack of diversification, limited infrastructure, and vulnerability to external shocks and climate change. To foster sustainable economic growth and reduce poverty, Mauritania must address these challenges and invest in the development of its human capital and infrastructure.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Mauritania's GDP growth rate was estimated at 3.9% in 2021, after a 1.8% contraction in 2020, due to the lifting of emergency COVID-19 measures, assistance of international donors, and increased global demand. Agriculture, fishing, and services registered good performance. Inflation increased to 3.8% in 2021 after a rise in import prices, especially food products. Banks have shown resilience, but NPLs remained high, representing 26% of total loans in 2020. The budget balance registered a deficit of 0.4% of GDP in 2021 compared with a surplus of 2.3% in 2020. The authorities reprioritized current and nonessential investment spending to return to a primary fiscal surplus. The current account deficit remained stable at 7.6% of GDP despite an increase in iron and copper exports after improving global economic conditions and good international commodity prices.

Foreign exchange reserves amounted to \$2.3 billion at end-2021. External debt decreased to 48.2% of GDP in 2021, and debt services represented 7% of total exports in 2021 against 9.6% in 2020, due to the Debt Service Suspension Initiative, which allowed Mauritania to suspend \$200 million on its debt service payments. According to the survey on Household Living Conditions in 2019–20, 28.2% of Mauritians lived below the poverty line. Unemployment reached 12.2% and underemployment affected 41.9% of the population, with high rates for women (58.2%) and youth (53.1%). The country received an SDR allocation equivalent to \$175 million, which was used to finance the 2021 budget.

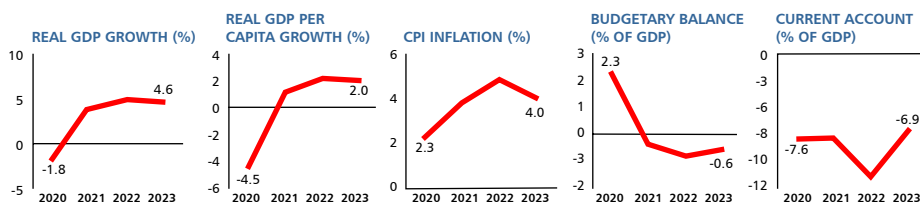
OUTLOOK AND RISKS

Economic growth in the short term is projected to reach 4.8%. Tailwinds include rising commodity prices and global demand as well as improved private investor confidence after debt restructuring agreements with Kuwait in August 2021 and Saudi Arabia in April 2022. Downside risks include high volatile commodity markets, debt distress, new waves of COVID-19 infections, and security threats in the Sahel region.

Inflation is forecast at above the 4% threshold in the short term due to the sharp rise in global food prices following the Russia–Ukraine conflict. The fiscal balance is projected to be in deficit in 2022 and 2023 after increased expenditures to support economic recovery and the social sector. A decline in the current account deficit is expected in 2023 after the start of gas exports. External debt is expected to reach 52.7% of GDP in 2022. Debt distress remains a risk. Enhancing domestic resource mobilization and opting for concessional financing for productive investments in infrastructure with long maturities on reasonable borrowing terms will be important for long-term debt sustainability.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Mauritania is one of the most vulnerable countries to climate change, which accentuates the continuing trend of degradation of agricultural, forest, and pastoral ecosystems. The most apparent effect is desertification with its impact on food security and rural populations' livelihoods. Mauritania launched an ambitious national strategy to diversify its energy mix based on the optimal exploitation of its enormous RE potential. The NDC, which represents an 11% reduction in GHG emissions by 2030 for a cost of \$34.3 billion, is in line with the Strategy for Accelerated Growth and Shared Prosperity 2016–30. Mauritania aims to reduce its extreme vulnerability by focusing on protecting and conserving ecosystems and developing agriculture and food security. According to the United Nations Development Programme, financing needs for these adaptation measures are about \$10.6 billion. Climate finance comes from international institutions involved in building climate resilience in Mauritania and from environmental funds such as the Adaptation Fund, the GCF, and the Global Environment Facility.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) - Arable land: 0.4% (2018 est.) - Permanent crops: 0% (2018 est.) - Permanent pasture: 38.1% (2018 est.) Forest: 0.2% (2018 est.) Others: 61.3% (2018 est.)
PEOPLE	
Population:	4,244,878 (2022 est.)
2013 census:	3,537,368
Age structure:	0-14 years: 36.11% (male 769,229/female 763,465) 15-64 years: 59.58% (male 1,197,311/female 1,331,815) 65 years and over: 4.31% (2022 est.) (male 77,123/female 105,935)
Population growth rate:	1.96% (2022 est.)
Urbanization:	Urban population: 57.7% of total population (2022)
Infant mortality rate:	Total: 49.95 deaths/1,000 live births (2022 est.)
Life expectancy at birth:	Total population: 65.57 years
Total fertility rate:	3.46 children born/woman (2022 est.)
Languages:	Arabic (official and national), Pular, Soninke, Wolof (all national languages), French
ECONOMY	
GDP (purchasing power parity):	\$ 23,035 billion (2022 est.)
GDP - per capita (PPP):	\$9,106 (2022 est.)
GDP annual growth rate:	3.7% (2022 est.)
GDP - composition by sector:	Agriculture: 50.61% (2020 est.) Industry: 13.12% (2020 est.) Services: 36.27% (2020 est.)
Exports:	Export: \$3.20 billion (2020)
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:	Import: \$3.853 billion (2020)
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)

COMMUNICATION

Internet users:

Total: 878.7 thousand internet users
67.6% of the population (2022 est.)

Sources: CIA World Factbook & World Bank's Doing Business Report

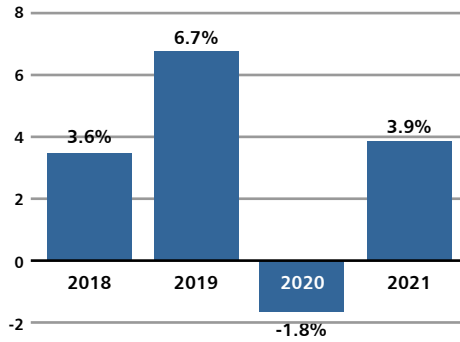
REGULATORY BODIES

PRESS AND BROADCASTING HIGH AUTHORITY

Article 4 of Law 026-2008 defines the main tasks of the Press and Broadcasting High Authority (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 newspaper 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 provision of Article 23 of the Law on Audiovisual Communication, applications for the exploitation of broadcasting stations and audiovisual companies and issue a favourable or unfavourable opinion on the granting, refusal, renewal or withdrawal of licenses and operating licenses for these stations and companies, to guarantee the respect of the mission books 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 law and 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 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



The gross domestic product (GDP) in Mauritania expanded 3.9% in 2021, recovering from a 2% contraction in the previous year.

MONTHLY INFLATION RATE: 2022



MONTH	2022
January	6%
February	6.1%
March	6.8%
April	8.2%
May	8.9%
June	9.6%
July	10.6%
August	11.1%
September	11.3%
October	12.7%
November	12.1%
December	11%

Source: <https://tradingeconomics.com/mauritania/inflation-cpi>

Inflation Rate in Mauritania dropped to 11% in December from 12.1% in November of 2022

EXCHANGE RATE OF OUGUIYAS (MRO) TO USD MONTHLY AVERAGE



MONTH	2022
January	-
February	-
March	355.5
April	356.1
May	353.2
June	354.7
July	355.4
August	354.0
September	355.9
October	356.0
November	359.0
December	354.3

Source: <https://tradingeconomics.com/mauritania/currency>

Mauritania exchange rate was at level of 354.3 MRO per US dollars in December 2022, unchanged from the previous months.

CITIES IN MAURITANIA BY POPULATION

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
Boù Gàdoûm	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
Bareïna	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
Nbeïka	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 Gleïta	Gorgol	N/A	15.7	17.702
Legceïba	Gorgol	N/A	14,908	16,809
Bousteïla	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
Tidjïkdja	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

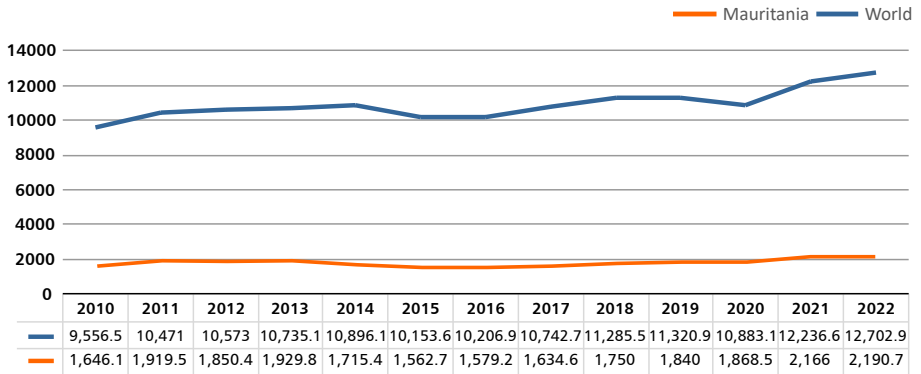
LANGUAGES

Arabic is the official language of Mauritania; Fula, Soninke, and Wolof are recognized as national languages. The Moors speak Hassaniyyah Arabic, a dialect that draws most of its grammar from Arabic and uses a vocabulary of both Arabic and Arabized Amazigh words. Most of the Hassaniyyah speakers are also familiar with colloquial Egyptian and Syrian Arabic due to the influence of television and radio transmissions from the Middle East.

One result of Mauritanian Arabic being drawn into the mainstream of the Arabic-speaking world has been a revalorization of Hassaniyyah forms in personal names, especially evident in the use of "Ould" or "Wuld" ("Son of") in male names. The Tukolor and the Fulani in the Sénégal River basin speak Fula (Fulfulde, Pular), a language of the Atlantic branch of the Niger-Congo family. The other ethnic groups have retained their respective languages, which are also part of the Niger-Congo family: Soninke (Mande branch) and Wolof (Atlantic branch). Since the late 1980s, Arabic has been the primary language of instruction in schools throughout the country, slowly ending a long-standing advantage formerly held by the French-schooled populations of the Sénégal River valley.

Source: britannica.com

YEARLY INCOME PER CAPITA



Source: [Data.worldbank.org](https://data.worldbank.org)

The average yearly income per capita in Mauritania in 2022 is \$2,190.7.

2021 data	Mauritania	World
Gross annual income / capita	\$2,190.7	\$ 12,702.9

MEDIA TRENDS IN MAURITANIA

The media landscape in the country has undergone significant changes in recent years and is characterized by a mix of traditional and modern media forms. In this section, we will discuss the current media trends in Mauritania.

Traditional Media: Radio and TV remain the most popular forms of traditional media in the country. According to the National Agency for the Regulation of Telecommunications, there are 12 private radio stations and 3 national radio stations in operation in Mauritania. The national radio stations broadcast in Arabic, French, and Hassaniya, the local language. In terms of television, there are two national television stations, Télé Mauritanie and Al Mourabitoun, and several private television stations operating in the country.

Online Media: With the increasing availability of internet access in the country, online media has become increasingly popular in recent years. According to the World Bank, the internet penetration rate in Mauritania was 46.5% in 2020. Social media platforms such as Facebook, Twitter, and WhatsApp are widely used by the population to connect with each other and to access news and information. Online media has also become a platform for citizen journalism, with many people using social media to report on events and issues in their communities.

Print Media: Print media, such as newspapers, remains an important source of information for many people in the country, although its popularity has declined in recent years due to the rise of online media. Nevertheless, there are still several daily and weekly newspapers in circulation in the country, including Al-Akhbar, Al-Moustakbal, and L'Authentique. Under the current administration, print media are experiencing a period of freedom, and freedom of speech is, for the most part, thriving. Sensationalist newspapers known as "Peshmergas" are currently the most widely read print periodicals in Mauritania.

- Akhbar Nouakchott, daily, in Arabic
- Le Calame (Al-Qalam), weekly, in Arabic and French OCLC 887897109
- Chaab, daily, in Arabic
- L'Veuil-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

Local Media: Local media in the form of community radio stations and local newspapers is also popular in Mauritania, particularly in rural areas. There are approximately 20 community radio stations in operation in the country, serving local communities and providing a platform for local voices and perspectives. Local media plays an important role in promoting cultural diversity and inclusiveness.

State-controlled Media: The government of Mauritania controls several media outlets, including the national television and radio stations. These media forms are often used to promote government policies and to provide information on official activities. The coverage of political and social issues is often biased, and criticism of the government is not tolerated.

The media landscape in Mauritania is diverse and rapidly evolving. While traditional media forms such as radio and television remain popular, online and local media are gaining ground and playing an increasingly important role in shaping public opinion and providing a platform for citizen voices.

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



Information About

CENTRAL AFRICAN REPUBLIC

Capital **Bangui**
"Unity, Dignity, Work"

Population



5.55

Million

The Central African Republic (CAR) is a landlocked country located in Central Africa. The nation is bordered by Chad to the north, Sudan to the northeast, South Sudan to the east, the Democratic Republic of the Congo (DRC) to the south, the Republic of the Congo to the southwest, and Cameroon to the west. The country has a rich and complex history that dates back thousands of years.

Pre-colonial history: The region now known as the Central African Republic has been inhabited for at least 8,000 years. The area was settled by various ethnic groups, including the Bantu, who migrated into the region around the 14th century. By the 16th century, various kingdoms and chiefdoms had been established, such as the powerful Sultanate of Dar al Kuti, the Yakoma people along the Ubangi River, and the Bandia-Nzakara around the modern-day capital, Bangui.

European exploration and colonization: European exploration began in the late 19th century, with the arrival of French explorers and traders. In 1889, the French established a post at Bangui, marking the beginning of the colonial period. The region was initially incorporated into French Congo, and later became part of French Equatorial Africa in 1910. The French ruled the region

with a system of indirect rule and forced labor, exploiting the country's natural resources and leaving a lasting impact on the nation's infrastructure and culture.

Independence and post-colonial history: The movement for independence began in the 1950s, led by nationalist leader Barthélémy Boganda. After Boganda's sudden death in 1959, David Dacko became the country's first president when the Central African Republic gained independence from France on August 13, 1960.

The post-independence period has been marked by political instability, with multiple coups, periods of military rule, and conflicts. In 1965, Jean-Bédél Bokassa seized power in a coup and later declared himself Emperor Bokassa I of the Central African Empire in 1976. His rule was marked by corruption, repression, and human rights abuses, and he was eventually overthrown in 1979, with David Dacko returning to power.

The following decades saw a series of military coups, rebellions, and political crises. One of the most significant conflicts was the Central African Republic Bush War (2004-2007), which involved multiple rebel groups and resulted in a peace agreement in 2008. More recently, the country has been grappling with the ongoing Central African Republic Civil War, which began in 2012 when a coalition of rebel groups, known as Séléka, rose up against the government of President François Bozizé. The conflict has led to widespread violence, displacement, and a humanitarian crisis.

Despite its wealth of natural resources, including diamonds, gold, and timber, the Central African Republic remains one of the world's poorest and least developed countries, facing challenges related to poverty, infrastructure, governance, and human rights.

POLITICAL CONTEXT

The Central African Republic (CAR) faced a complex political context characterized by a fragile government, ongoing civil conflict, and the influence of various armed groups.

Fragile government: The government of CAR was led by President Faustin-Archange Touadéra, who was re-elected for a second term in December 2020. However, his administration faced numerous challenges, such as limited territorial control, weak governance, and rampant corruption. Many rural areas remained beyond the government's reach, with state institutions struggling to provide basic services.

Civil conflict: Since 2013, CAR has been embroiled in a violent conflict involving various armed groups. The conflict was initially sparked by the ousting of then-President François Bozizé by the predominantly Muslim Séléka coalition. In response, the mostly Christian Anti-balaka militias formed to counter the Séléka, leading to a protracted conflict marked by sectarian violence and human rights abuses. Although a peace agreement was signed in February 2019 between the government and 14 armed groups, it failed to bring lasting stability, with fighting and insecurity persisting throughout 2021.

Armed groups: Various armed groups exerted significant influence in CAR in 2021. These groups not only controlled large portions of the country but also sought to exploit its natural resources,

such as gold and diamonds. They often engaged in violence against civilians, exacerbating the humanitarian crisis.

International intervention: In an effort to stabilize the situation, the United Nations deployed the MINUSCA (United Nations Multidimensional Integrated Stabilization Mission in the Central African Republic) peacekeeping mission in 2014. In 2021, MINUSCA continued its operations to protect civilians, support the peace process, and help build state institutions. Additionally, Russia and Rwanda provided military support to President Touadéra's government, while France and the European Union offered financial and logistical assistance.

Humanitarian crisis: The ongoing conflict in CAR created a severe humanitarian crisis, with widespread displacement and food insecurity. By 2021, over half of the population required humanitarian assistance, with millions of people displaced both internally and in neighboring countries.

The political context of the Central African Republic in 2022 was shaped by a fragile government, ongoing civil conflict, the presence of various armed groups, international intervention, and a dire humanitarian crisis.

OVERVIEW OF THE ECONOMY

Economic activity slowed in 2021 for the second year in a row, owing to the prolonged effects of COVID-19 on the global economy and the deteriorating security environment in the aftermath of the 2020 elections. Real GDP grew at an estimated 0.9% in 2021, unchanged from 2020. The economy could rebound in the medium term, supported by agricultural and industrial production, provided the security situation improves.

The main challenges remain (i) the restoration of lasting peace and security and (ii) the implementation of an ambitious reform agenda to foster a sustainable economic recovery; more inclusive economic growth; sound and prudent management of public finances; economic diversification; the creation of better jobs; improved human capital; the promotion and improvement of the business environment; and strengthened farming capacity.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

With the pandemic and insecurity still present, GDP growth stabilized at 0.3% in 2021, while pre-COVID-19 projections had been for 3.3% growth. The agriculture, hotel, and diamond sectors were the most hit, while the services sector (transport, trade, and finance) remained at around 42% of GDP. The worsening economic situation led to a drop in public revenues even as the health situation required an increase in social protection spending, widening the budget deficit in 2020 and 2021 to 3.5% and 5.7% of GDP. Still, public debt fell slightly from 47% of GDP in 2020 to 46% in 2021. The security situation and supply chain disruptions pushed inflation to 4.4% in 2021 from 2.3% in 2020. In November 2021, the Bank of Central African States (BEAC) raised its Interest Rate on Tenders from 3.25% to 3.5% and its Marginal Lending Facility Rate from 5% to 5.25% to replenish the region's foreign exchange reserves. The current account deficit increased to 10.5% of GDP in 2021 from 8.7% in 2020. The financial and banking sector is still embryonic, dominated by a few commercial banks and microfinance institutions based in Bangui. In 2019,

unemployment was around 34.5%— 36% in urban areas and 30% in rural areas, and 42.5% among women and 28.5% among men. In 2017, the Central African Republic was one of the poorest countries in the world, with an estimated poverty rate of 75%.

OUTLOOK AND RISKS

Prospects for economic growth are expected to be undermined by sociopolitical instability, after the coup d'état of January 24, 2022, and the worsening of the security situation. Economic activity is forecast to slow, to 5.0% in 2022 and 5.4% in 2023. The main growth drivers—trade and gold mining—should support growth in the short term. Inflation is expected to rise to 5.8% in 2022, due to higher cereal prices and the impact of the Russia–Ukraine conflict on the prices of imported goods. The budget deficit is projected to remain high, at 5.9% of GDP in 2022 and at 5.1% in 2023, reflecting increased expenditure in order to respond to security and humanitarian challenges. The debt ratio is projected to rise to 52.2% on average over the two years (2022–23), due to the increased use of government securities (Treasury bonds). The current account balance should remain in surplus, owing to the rising value of gold and cotton exports. These forecasts are exposed to major risks, particularly delayed reestablishment of the constitutional order, a pronounced worsening in security, inflationary pressure, a drop in gold and cotton prices, slowing of global economic growth owing to the Russia–Ukraine conflict, and a COVID-19 resurgence.

SOCIAL CONTEXT AND DEVELOPMENT CHALLENGES

The Central African Republic remains one of the poorest countries in the world and is grappling with numerous human capital challenges. It ranks 188th out of 189 on the Human Development Index and it is estimated that approximately 71% of the population was living below the international poverty line.

Almost 664,000 persons remain internally displaced while 735,000 Central African refugees are sheltering in neighboring countries (UNHCR data as of February 15, 2022). It is estimated that by 2022, 3.1 million Central Africans, or more than half of the country's population, are expected to need humanitarian assistance. The government of the Central African Republic and the Office for the Coordination of Humanitarian Affairs (OCHA) have officially launched a \$461.3 million Humanitarian Response Plan for 2022.

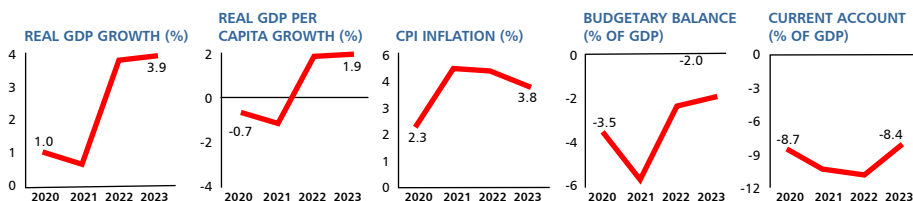
Maternal mortality is among the world's highest (882 per 100,000 live births), while the under-five child mortality rate is the sixth highest in the world, (116 children out of every 1,000) (UNICEF, 2020).

The Central African Republic has one of the lowest education and gender equality indicators in the world. The poor quality of primary education, the nonexistence of secondary school education for girls, and the numerous cases of violence against women and girls remain pressing challenges for the country.

Average life expectancy is 53 years. 40% of the population suffers from chronic malnutrition while fertility rates remain high with 6.4 children per woman.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

The country is 70 on the 2021 GCRI. Environmental risks are land and watershed degradation and loss of biodiversity among ecosystems and species. The country has ratified international agreements to combat global warming, including one with the EU on forest regulation and with the Programme des Nations Unies pour la Gestion du Bassin du Congo. Strategies and policies include the National Forest Monitoring Strategy, the National Strategy to Combat Deforestation and Forest Degradation, and the National Policy on the Environment. The Central African Republic has set targets for 2030 on land degradation neutrality: restore 50% of vegetation cover (that is, 19,384 ha); reduce loss of land productivity by 50% and the biomass rate by 25%; increase the soil's organic carbon rate by 10%; reduce GHGs by 5%; and restore 20% of mining areas. Although the country has considerable renewable water resources, only 30% of the population has access to clean drinking water—rates range from 36.5% in Bangui to 27% in rural areas.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) - Arable land: 2.9% (2018 est.) - Permanent crops: 0.1% (2018 est.) - Permanent pasture: 5.1% (2018 est.) Forest: 36.2% (2018 est.) Others: 55.7% (2018 est.)
PEOPLE	
Population:	5,552,228 (2022 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:	1.77% (2022 est.)
Urbanization:	Urban population: 43.6% of total population (2022)
Infant mortality rate:	80.6 deaths/1,000 live births
Life expectancy at birth:	Total population: 55.96 years
Total fertility rate:	3.99 children born/woman (2022 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):	\$5.02 billion (2022 est.)
GDP - per capita (PPP):	\$920 (2022 est.)
GDP real growth rate:	0.9% (2022 est.)
GDP - composition by sector:	Agriculture: 77.08% (2020) Industry: 5.41% (2020) Services: 17.50% (2020)
GNI (2008):	56.3 High: 28th
HDI (2019):	0.397 Low: 188th
Currency (code):	Central African CFA franc (XAF)

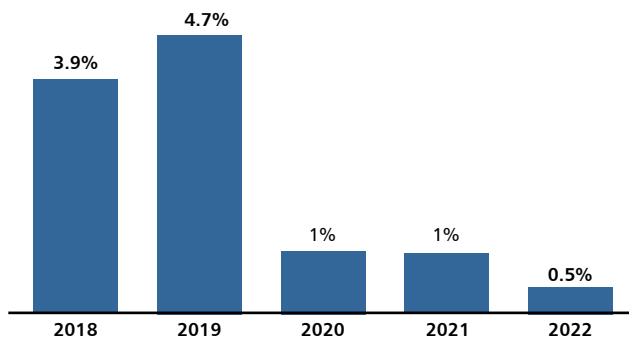
COMMUNICATION

Calling code: +236

Internet users: Total: 605,000 (2022 est.)
Percent of population: 11% (2022 est.)

Sources: CIA World Factbook & World Bank's Doing Business Report


YEARLY GDP GROWTH RATE



Source: tradingeconomics.com

The Gross Domestic Product (GDP) in Central African Republic expanded 0.50% in the fourth quarter of 2022 over the same quarter of the previous year.

MONTHLY INFLATION RATE: 2022



MONTH	2022
January	0.2%
February	2.3%
March	3.1%
April	10.8%
May	4.2%
June	3.8%
July	6.2%
August	7.1%
September	5.3%
October	7.6%
November	7.7%
December	7.6%

Source: <https://tradingeconomics.com/central-african-republic/inflation-cpi>

The annual inflation rate in the Central African Republic eased to 7.6 percent in December 2022 from a high of 7.7% in the previous month.

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

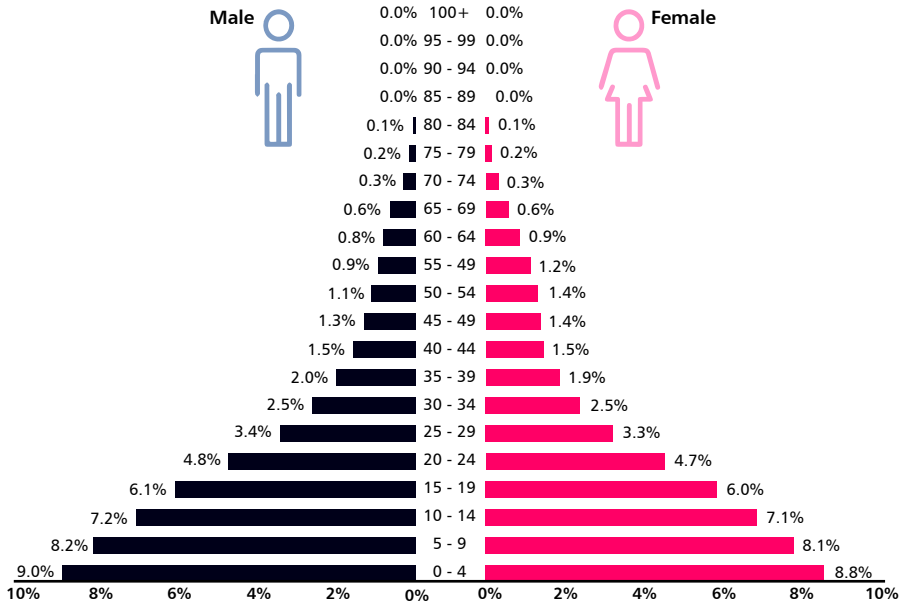


MONTH	2022
January	575.7
February	581.5
March	584.2
April	595.7
May	601.6
June	638.0
July	640.0
August	647.8
September	661.2
October	667.9
November	642.4
December	620.1

Source: <https://tradingeconomics.com/central-african-republic/currency>

Exchange rate of Central African Republic increased from 575.77 LCU per US dollars in January 2022 to 630.1 LCU per US dollars in December 2022.

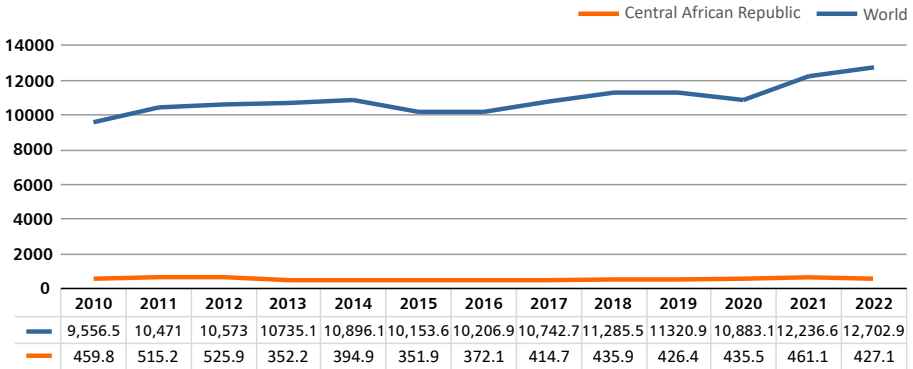
2022 CENTRAL AFRICA REPUBLIC AGE PYRAMID



Source: populationpyramid.net

Population: 5,552,228

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Central Africa Republic in 2022 is \$427.1.

2022 data	Central Africa Republic	World
Gross annual income / capita	\$427.1	\$12,702.9

POPULATION BY REGION

PREFECTURE	ISO CODE	CAPITAL	POPULATION (CENSUS) 2003	AREA (KM ²)
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

Central African Republic: Coronavirus and the media

What kind of a role can the media play in the most fragile countries of the Global South – those that are the least prepared to deal with a global pandemic such as Covid-19? In the Central African Republic (CAR), which came second from last in the 2019 edition of the UN's Human Development Index, being in a state of humanitarian emergency has been a fact of life for decades. Though it may still be a little too early to measure the full impact of this latest crisis, the outbreak phase of the disease has shown that there is already a need to assess the ability of the country's media to rise to the challenge of reporting on Covid-19, and its long-term sustainability.

When the pandemic hit, the CAR – a landlocked country in Central Africa with a population of nearly 4.9 million – was only just beginning to emerge from a long period of civil strife that began in 2013. As a result of the conflict, a quarter of the population was internally displaced and the country had been plunged into negative economic growth. The economy had recently begun to rally, and there was a projected growth rate of 4.8 per cent for 2019. However, this recovery was relative, as seven out of ten Central Africans still live below the poverty line, and clashes between rival militia groups continue to break out sporadically in the provinces.

When Covid-19 finally arrived in the CAR – somewhat later than in many other countries – few people were especially surprised. Citizens of the CAR have access to the main international broadcasters such as the BBC and RFI and belong to social networks through which they can connect with a substantial diaspora, and so they had become accustomed to the idea that the pandemic would eventually reach them too. They were also well aware that a country which, according to government sources, had only three ventilators for the entire population, was all too likely to suffer heavy losses.

Awareness-raising initiative

Once the first case of Covid-19 was officially confirmed, on 14 March, various measures designed to curb the spread of the disease were adopted: bars were closed, sports events were suspended and public gatherings of more than 50 people were banned. On 26 March, President Faustin Archange Touadera gave an address to the nation in which he announced further measures, including the closure of schools, places of worship and borders.

According to Jean-Claude Ali-Syhlas, who runs an information service for refugees on behalf of the international nonprofit Internews, it was at this point that his organisation decided to launch a Covid-19 awareness programme.

“Before, there had been only tentative efforts to raise awareness. We then invited the directors of the Bangui radio stations – public, private and community – to meet us. About ten came but we realised that none of them had made the slightest effort to talk about barrier gestures, for example, which were already then known to be very important. It was this failure to take respond quickly that made us decide to immediately set up a ‘synergy’ event – a training session involving a group of journalists from all the partner radio stations. Now, every week there is a 45-minute live broadcast, which is broadcast simultaneously on 13 Bangui radio stations.” The programme is also broadcast on Lengo songo (“Let’s be united” in Sangho, the main language spoken in the CAR), a station launched at the end of 2018 with Russian funding.

NATIONWIDE PROJECT

The first such broadcast went out on 28 March. From the third instalment onwards, the Central African Community Media Network (known by its French initials, RMCC) became involved, making it more of a nationwide project. The programme is now broadcast throughout the country by 18 radio stations.

This combined editorial operation – directed by Ali-Syhlas, a former editor-in-chief at Radio Ndeke Luka (“bird of good omen”) – has had a huge impact. This is all the more of an achievement when you consider that local media have introduced staggered hours for their staff and are consequently only offering a skeleton service, in an effort to reduce the infection rate. The Internews project also benefits from the fact that it has a vehicle at its disposal – a rare thing for a CAR media outlet – which can be used to report from remote parts of the country and get a sense of the mood there.

Radio Ndeke Luka – run by the Swiss nonprofit Fondation Hironnelle – is not taking part in the Internews project, but it too has switched to Covid-19 mode and has been reporting on how the crisis has affected ordinary people. In partnership with RMCC, the Fondation Hironnelle has responded to the pandemic by helping other local radio stations continue to provide a service. “We threw everything we had at the virus,” said Marcelin Djoza-Ridja, a representative for the organisation. “With presenters from the twelve partner radio stations we coach remotely, we produce radio theatre, programmes for young people, interviews with community leaders... and we buy space on the stations for them to broadcast these programmes, which enables them to access subsidies so that they can keep the studios’ and transmitters’ electric generators going.”

Combating the ‘infodemic’

Though it is a well-known fact that the CAR has long been prone to recurring crises, the impact that these have on the sustainability of local radio stations is not so widely recognised. “We have to explain to international organisations and NGOs over and over again that the health crisis is also an economic crisis, as the media can’t survive on good will alone,” explains Laurent Passicousset, who manages Internews’s operations in the CAR.

Areas at particular risk of turmoil, whether sparked by political unrest or health crises, are also the ones that struggle the most to diversify their sources of income. It is nonetheless crucial to support efforts by the media to achieve sustainability. This is especially true of radio stations, which remain the main source of information and the best way of combating misinformation for many in the country.

Awareness of the need for sustainably resourced media is closely linked to awareness of the role media can play in times of crisis. UN Secretary General António Guterres was one of the first to draw attention to the “infodemic” of misinformation triggered by the virus. He tweeted on 28 March: “To overcome the #coronavirus, we need to urgently promote facts & science, hope & solidarity over despair & division”.

Fact-checking initiatives

The Central African Bloggers’ Association (ABCA) responded to this call by launching a site, Talato (“radar” in Sangho), with the aim of mapping the pandemic and fact-checking doubtful claims. However, it is updated only sporadically. Internews has also set up a fact-checking unit. This

consists of seven full-time staff based in Bangui, Sibut, Bambari and Ndélé. Their work is given wider dissemination by the radio station Fréquence RJDH, set up by the Network of Journalists for Human Rights (RJDH in French), a local NGO.

The crisis could prove to be a turning point.

“In public health as in journalism, you can’t just keep on saying the same thing,” says Internews’s Passicousset. “You have to set a good example, get people talking, and make an effort to interact with them.” In this respect, the crisis could prove to be a turning point, by encouraging the media to get involved in new fields such as monitoring online dis/misinformation.

The authorities, on the other hand, are not so happy with this approach, as they cannot control it. “They prefer a more institutional coverage, like you get on Guira FM [the radio station of the United Nations Integrated Multidimensional Stabilisation Mission in the CAR] or on the national radio station, known as the ‘mother radio’,” says one journalist who prefers not to be named. “If you want to go beyond the traditional press conference, you can have a real problem with gaining access to sources.”

Media development challenges

The coronavirus crisis has served to highlight several ongoing problems in the media development sector. One of these is whether journalism training programmes set themselves realistic targets, given the local conditions. Sylvie Sargueil, a French doctor and journalist who has been training journalists from the Global South on health issues and emerging epidemics for more than fifteen years, questions what can be achieved by such training schemes. “What do we expect by telling people to stay at home when they need to go out and look after their animals? The whole media development sector should put itself in the shoes of the people it is aimed at.”

In a Medium post, Robert Shaw, a media development expert with the Danish organisation International Media Support, warns of the danger of aid for the media not being put to the best use, saying that in the current climate, “there is a strong chance that any stimulus will be ill-conceived, counter-productive and hijacked by political interests”. In the CAR, some writers have highlighted the problem of international aid capture and corruption. However, there are signs that donor countries are taking the issue increasingly seriously: the US Department of State recently announced that it was inviting applications from organisations interested in becoming involved in a new “Countering Corruption amid COVID-19” programme. The project description emphasizes the need “to enhance transparency and empower civil society and media”, underlining the importance of accountability as a key element of a genuinely sustainable media development.

MEDIA OVERVIEW

The media sector in CAR is relatively small and underdeveloped, with a limited number of private and state-owned media outlets operating in the country.

Television is the main source of news for the majority of the population, with state-owned and private TV stations broadcasting in the capital city, Bangui, and some other major cities. The state-owned television station, Radiodiffusion Télévision Centrafricaine (RTCA), is the most widely

watched TV station in the country, but its coverage is limited and it operates under government control. There are a few private TV stations, but they have limited reach and coverage, and most of their content is imported from other countries.

Radio is the second most important source of information for the population, with a mix of state-owned and private radio stations operating in the country. The state-owned radio station, Radio Centrafrique, is the most widely listened to radio station in the country, but it operates under government control and its coverage is limited. There are a few private radio stations, but they have limited reach and coverage, and they face challenges such as lack of funding and government interference.

Print media is limited in CAR, with only a few newspapers and magazines available in the country. The main newspaper, *Le Centrafricain*, is state-owned and operates under government control, while a few privately-owned newspapers are available in Bangui and some other major cities. However, the circulation of these newspapers is limited and they face challenges such as lack of funding, low literacy levels, and limited distribution networks.

Internet access is limited in CAR, with low levels of penetration and high costs, making it difficult for many people to access online news and information. According to the World Bank, as of 2021, only about 10% of the population has access to the internet. The government has limited control over the internet and has not imposed significant restrictions on online media, but the country's weak infrastructure and limited resources mean that online media is not widely used.

In terms of press freedom, CAR ranks among the countries with the lowest level of press freedom in the world. According to the 2021 World Press Freedom Index, CAR ranks 149th out of 180 countries. Journalists face significant challenges, including physical threats, harassment, and censorship. The lack of media regulation and the weak rule of law contribute to an environment in which journalists often operate in dangerous and unpredictable conditions. In addition, journalists face challenges such as lack of training, low salaries, and limited access to information.

The media sector in the Central African Republic is small, underdeveloped, and characterized by limited access to information and low media literacy levels. Television and radio are the main sources of news for the population, while print media and internet access are limited. The country ranks among the lowest in terms of press freedom, and journalists face significant challenges, including physical threats, harassment, and censorship.

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
Population profile:	49.3% Male population 50.7% Female population
Monthly household income:	441 USD
MEDIA TRENDS	
Regulatory bodies in the country:	HCC (High Communication Council)
Numbers TV Stations:	2 - 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 publications:	Press (2), Magazine (1)
OOH Media Trends	Almost non-existent
Global Trends in the Media Area	113th place
Emerging Trends	Digital: 5%
CATEGORY TRENDS	
Penetration of Categories By Region	Community radios only cover the capital (BANGUI) and some surrounding areas



Information About
CAPE VERDE
Capital **Praia**
"Unity, Work, Progress"

Population

603,901

Cape Verde, also known as Cabo Verde, is a group of islands located in the Atlantic Ocean, about 570 kilometers (350 miles) west of the African continent. The archipelago is made up of 10 volcanic islands and eight islets, which are divided into two groups: the Barlavento (Windward) islands in the north and the Sotavento (Leeward) islands in the south. The total land area of Cape Verde is approximately 4,033 square kilometers (1,557 square miles).

Cape Verde's discovery and colonization by the Portuguese in the 15th century were vital to its development. The archipelago played a significant role as a hub for maritime exploration during the Age of Discovery, and its strategic location made it a central point in the Atlantic slave trade. Many enslaved Africans were brought to Cape Verde before being transported to the Americas. This history has shaped the ethnic makeup of the population and greatly influenced the country's culture.

The Cape Verdean people, primarily of mixed African and European descent, have created a rich and diverse culture that reflects both heritages. The blending of African and European elements can be seen in the music, dance, art, and cuisine of the islands. The music of Cape

Verde is a blend of traditional African rhythms and Portuguese melodies, with genres such as morna, coladeira, and funaná being popular. Cape Verdean musicians such as Cesária Évora have gained international recognition for their unique sound. Traditional dances, such as batuque and tabanka, are also important expressions of Cape Verdean culture.

Religion plays an important role in Cape Verdean society, with Roman Catholicism being the dominant faith, although there is a growing number of Protestants and Muslims. Religious festivals and celebrations often involve colorful processions, traditional music, and dancing.

In recent years, Cape Verde's economy has undergone significant transformation. The government has prioritized the development of the tourism industry, which has become a major economic driver. The country's beautiful beaches, pleasant climate, and unique culture have made it an attractive destination for visitors from around the world. Investments in infrastructure, such as hotels, airports, and transportation, have helped boost the tourism sector.

Cape Verde also relies heavily on remittances from its diaspora, which has spread across countries like the United States, Portugal, and the Netherlands. These remittances provide a crucial source of income for many families, as well as a means of funding development projects and improving social services.

The government of Cape Verde has made concerted efforts to address the challenges of limited natural resources and arable land. Agriculture has been traditionally difficult due to the country's arid climate and lack of water resources. To overcome these issues, the government has implemented policies to support sustainable agriculture, such as the promotion of drought-resistant crops and efficient irrigation systems. The country has also sought to develop its fishery sector by modernizing its fleet and improving fish processing facilities.

Cape Verde's political landscape has been characterized by stability and a commitment to democratic principles since the adoption of multi-party democracy in 1990. The country has successfully transitioned from a single-party political system to a multi-party democracy, with regular elections and peaceful transitions of power. This political stability has contributed to the country's reputation as a safe destination for tourism and foreign investment.

Cape Verde's rich history and diverse culture are the result of its unique position at the crossroads of African and European influences. The country has made significant strides in economic development and democratic governance, and the government continues to work on addressing the challenges posed by its limited resources and environmental constraints.

POLITICAL CONTEXT

Cape Verde's political context is marked by its stable and democratic governance, which stands out among African nations. The country has successfully maintained a democratic system since transitioning from a single-party state to a multi-party democracy in 1990. This section will discuss the political history, structure, and key political parties in Cape Verde.

POLITICAL HISTORY:

Cape Verde gained independence from Portugal on July 5, 1975, after a long struggle led by the African Party for the Independence of Guinea and Cape Verde (PAIGC). After independence, the PAIGC established a single-party political system in Cape Verde under the leadership of Aristides Pereira, who became the country's first president.

In 1980, a coup in Guinea-Bissau resulted in the two countries severing their political ties, and Cape Verde subsequently formed its own single-party government under the African Party for the Independence of Cape Verde (PAICV). During the late 1980s, increasing domestic and international pressure led to the introduction of constitutional reforms that paved the way for a multi-party democracy.

The first multi-party elections were held in 1991, which resulted in a peaceful transition of power from the PAICV to the opposition party, the Movement for Democracy (MpD). Since then, Cape Verde has consistently held free and fair elections and experienced peaceful transfers of power between parties.

POLITICAL STRUCTURE

Cape Verde follows a semi-presidential system of government, in which executive power is shared between the president and the prime minister. The president, who serves as the head of state, is elected for a five-year term and can serve a maximum of two consecutive terms. The president's role is largely ceremonial, but they also have some important powers such as appointing the prime minister, who is the head of government, and dissolving the National Assembly.

The prime minister is typically the leader of the party with a majority in the National Assembly and is responsible for managing the day-to-day affairs of the government. The National Assembly is a unicameral legislative body composed of 72 members who are elected for five-year terms through a system of proportional representation. The judicial system in Cape Verde is independent and is comprised of the Supreme Court, the Court of Appeals, and lower courts. The Supreme Court is the highest court in the country and is responsible for ensuring the constitutionality of laws and government actions.

KEY POLITICAL PARTIES

There are two main political parties in Cape Verde:

African Party for the Independence of Cape Verde (PAICV): The PAICV is a center-left political party that played a significant role in Cape Verde's struggle for independence. The party has its roots in socialism and has historically focused on social and economic development. In recent years, the PAICV has embraced more moderate policies to promote economic growth and development.

Movement for Democracy (MpD): The MpD is a center-right political party that emerged in the early 1990s as an opposition to the PAICV. The party has been in power during different periods since the introduction of multi-party democracy. The MpD advocates for market-

oriented economic policies, political pluralism, and strengthening democratic institutions. The political context of Cape Verde is characterized by its stable and democratic governance, with a history of peaceful transitions of power between political parties. The country's political structure follows a semi-presidential system, and the two main political parties are the PAICV and the MpD. Cape Verde's commitment to democracy and political stability has contributed to its reputation as a safe destination for tourism and foreign investment.

OVERVIEW OF THE ECONOMY

Cape Verde is a small island nation located in the Atlantic Ocean, off the coast of West Africa. Despite its small size and limited natural resources, the country has made significant progress in recent years and has one of the strongest economies in Africa.

The economy of Cape Verde is primarily driven by tourism, which accounts for over 50% of the country's Gross Domestic Product (GDP). The country's favorable climate, beautiful beaches, and historic sites attract a large number of visitors every year, making it one of the most popular tourist destinations in Africa. The government has made significant investments in the tourism sector, including the construction of new hotels and resorts, to attract even more visitors and increase its revenue from this sector.

Fishing: Fishing is another important sector of the Cape Verdean economy, providing food security and employment for a significant portion of the population. The country has a rich fishing tradition, and its waters are abundant with a variety of fish species, including tuna, sardines, and mackerel. The government has also made investments in the fishing sector, including the construction of new fishing ports and the development of a fish processing industry, to increase its competitiveness in the global market.

Agriculture: Although agriculture only accounts for a small portion of the country's GDP, it is an important sector of the economy, providing food and employment for a significant portion of the population. The country has a favorable climate for agriculture, and its soil is suitable for growing a variety of crops, including maize, beans, and cassava. The government has made investments in the agricultural sector, including the construction of irrigation systems and the development of new farming techniques, to increase its productivity and competitiveness in the global market.

Manufacturing: Manufacturing is another sector of the Cape Verdean economy that is slowly growing, driven by investment and government support. The country has a well-educated workforce and a favorable investment climate, which make it an attractive destination for manufacturing companies. The government has also made investments in infrastructure, such as the construction of industrial parks, to attract more investment and increase the competitiveness of the manufacturing sector.

Construction: Construction is an important sector of the Cape Verdean economy, driven by investment in the tourism and real estate industries. The country has a growing real estate market, and the government has made investments in infrastructure, such as the construction of new airports and ports, to attract even more investment and support the growth of the construction sector.

Economic Challenges: Despite its progress, the Cape Verdean economy still faces several challenges, including its dependence on imports, which makes it vulnerable to changes in global commodity prices. The country also has a high level of debt, which is a result of significant investments in infrastructure and development projects. Its small size and limited natural resources also make it difficult to achieve economies of scale, which can limit its competitiveness in the global market.

The Cape Verdean economy is diverse and growing, driven by tourism and other sectors such as fishing, agriculture, and construction. The government and private sector are working together to address the challenges the country faces and continue to promote economic growth and development. Despite these challenges, the country has a stable political climate, a well-educated workforce, and a favourable investment climate, which make it an attractive destination for investment and a hub for economic activity in the region.

RECENT MACROECONOMIC AND FINANCIAL DEVELOPMENTS

Cabo Verde's economic growth was estimated at 7.1% in 2021, after a 14.8% contraction in 2020, for a 6% gain in per capita income, yet is insufficient to offset the 16% loss in 2020. On the supply side, growth was supported by transport and construction, amid weak tourism activity. Public expenditure increased by 11.7% in 2021, bolstering growth on the demand side. Inflation rose to 1.8% in 2021 from 0.6% in 2020, driven by high energy prices, rising domestic demand, accommodative monetary policy, and a COVID-19 credit line of €400 million, which boosted liquidity. The overall fiscal deficit declined from 9% of GDP in 2020 to 8.6% in 2021, owing to tax and administration reforms and COVID-19-related expenditure restraint. Concessional loans, domestic borrowing, and use of the \$32.2 million SDR allocation covered the fiscal deficit. Public debt increased from 155% of GDP in 2020 to 156.7% in 2021, driven by high interest payments on domestic debt, and the risk of debt distress remains high. Despite narrowing from 15.9% of GDP in 2020 to 13.1% in 2021, the current account deficit prompted a drawdown in reserves from 7.2 months of imports in 2020 to 6.7 months in 2021. Foreign direct investment (FDI), portfolio inflows, and remittances financed the current account deficit. Liquidity and capital ratios in the banking system are adequate, but exposure to NPLs remained high. The pandemic reversed progress in social conditions and raised poverty from 26% in 2019 to 31.6% in 2020, and unemployment from 11.3% to 14.5% in the same period.

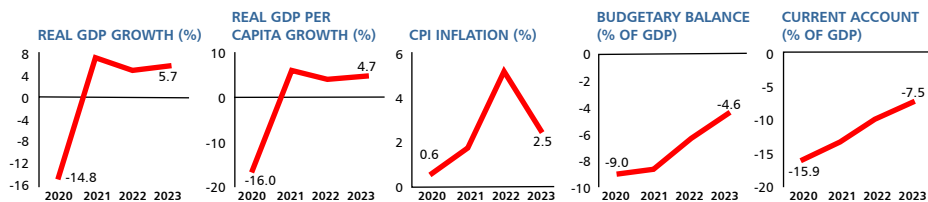
OUTLOOK AND RISKS

The outlook remains uncertain due to the COVID-19 pandemic, prolonged drought, and the Russia–Ukraine conflict because Cabo Verde imports an estimated 11% of its oil and 8.6% of its cereals from Russia. Growth is projected to remain below pre-COVID-19 levels, at 5.1% in 2022 and 5.7% in 2023, driven by services and renewable energy. Public investment and credit growth are projected to help reduce poverty and unemployment to 29.1% and 12.4% in 2022. Inflation will reach 5.2% in 2022, affected by rising fuel and food prices due to the Russia–Ukraine conflict, before normalizing at 2.5% in 2023 as global supply chains improve. The fiscal deficit is projected to narrow from 6.4% of GDP in 2022 to 4.6% in 2023

on fiscal consolidation. The current account deficit is projected at 10.1% of GDP in 2022 and 7.5% in 2023, supported by tourism and remittances, while foreign reserves will stabilize at 5 months of imports. The NPL ratio is projected to be above 12.5% in 2022 and 2023, contained somewhat by loan resolution and provision for loan losses.

CLIMATE CHANGE ISSUES AND POLICY OPTIONS

Cabo Verde is 130 on the 2021 GCRI. Erratic rainfall leads to \$2 million losses of income in agricultural crops annually. Losses from volcanic eruption of 2014–15 in Fogo Island reached \$30.5 million (1.7% of GDP). In September 2020, floods affected 150,000 people and damaged houses, land, and crops. Overall, Cabo Verde could lose between 0.1% and 0.27% of per capita GDP by 2030 and 2050 if the Paris Agreement is not met. The government is addressing climate change and building resilience through investments in blue economy, reforestation, and restoration of environmental ecosystems. Government is also promoting a just energy transition through renewable energy investments, notably a 10 Mw wind farm in Santiago in 2022, and an additional 150 Mw of photovoltaic energy by 2030, increasing the renewable energy share from 18.4% in 2020 to 30% in 2025 and to 50% by 2030. The country is on track to meet SDG 13 on climate action, but climate financing needs are huge (€2 billion). Adoption of blue bonds and debt swaps for environmental protection, domestic resource mobilization, and coherent tax policies are recommended to scale up climate finance.



Source: Data are as of April 2022 and are from domestic authorities, figures for 2021 are estimates and figures for 2022 and 2023 are projections by the African Economic Outlook team.

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% (2018 est.) - Arable land: 11.7% (2018 est.) - Permanent crops: 0.7% (2018 est.) - Permanent pasture: 6.2% (2018 est.) Forest: 21.0% (2018 est.) Others: 60.4% (2018 est.)
PEOPLE	
Population:	603,901 (2022 est.)
Age Structure:	0-14 years: 26.68% (male 80,974/female 80,143) 15-64 years: 67.18% (male 198,503/female 207,205) 65 years and over: 6.14% (2022 est.) (male 14,099/female 22,977)
Population growth rate:	1.19% (2022 est.)
Urbanization:	Urban population: 68% of total population (2022)
Infant mortality rate:	Total: 22.96 deaths/1,000 live births
Life expectancy at birth:	Total population: 74.02 years (2022 est.)
Total fertility rate:	2.14 children born/woman (2021 est.)
Ethnic groups:	Creole (mulatto) 71%, African 28%, European 1%
Languages:	Portuguese (official), Crioulo (a blend of Portuguese and West African languages)
Literacy rate:	Definition: age 15 and over can read and write Total population: 86.8%
ECONOMY	
GDP (purchasing power parity):	\$ 3.95 billion (2022 est.)
GDP - per capita (PPP):	\$6,717 (2022 est.)
GDP real growth rate:	7.0% (2022 est.)
GDP - composition by sector:	Agriculture: 11.12% (2020) Industry: 22.10% (2020) Services: 66.78% (2020)
Exports:	\$4.23 million (2020 est.)
Export- commodities:	Fuel (re-exports), shoes, garments, fish, hides
Export- partners:	Spain 45.3%, Portugal 40.3%, Netherlands 8.1% (2017)
Imports:	\$1.02 billion (2020 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)

COMMUNICATION

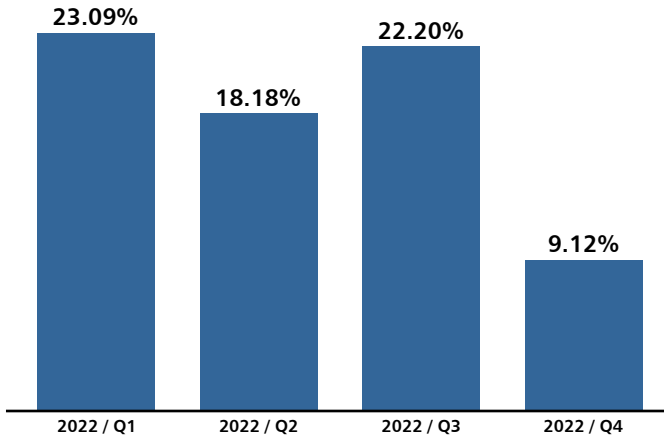
Internet users:

Total: 349.8 thousand internet users (2022 est.)

Percent of population: 61.9% (2022 est.)

Sources: CIA World Factsbook & World Bank's Doing Business Report


GDP QUARTERLY GROWTH RATE 2022



Source: Trading Economics

The latest data from Q4 2022 show economic growth of 9.12%, which is a decrease from the rate of growth of 22.2% in the previous quarter and a decrease compared to the growth rate of 19.6% in the same quarter last year.

MONTHLY INFLATION RATE: 2022




MONTH	2022
January	6.6%
February	7.1%
March	7.6%
April	7.6%
May	7.8%
June	8.2%
July	9%
August	8.6%
September	8.7%
October	8.2%
November	8%
December	7.6%

Source: <https://tradingeconomics.com/cape-verde/inflation-cpi>

The annual inflation rate in Cape Verde eased to 7.6% in December of 2022, from 8% in November.

EXCHANGE RATE OF CAPE VERDEAN ESCUDO (CVE) TO USD MONTHLY AVERAGE

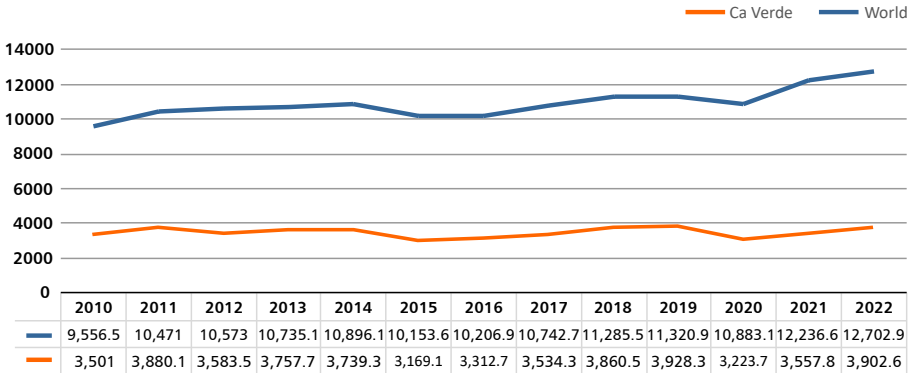


MONTH	2022
January	98.8
February	98.6
March	100.2
April	102.5
May	103.3
June	103.3
July	107.8
August	109.2
September	111.2
October	112.6
November	108.3
December	104.4

Source: <https://knoema.com/atlas/cape-verde/topics/Economy/Short-term-indicators/Exchange-rate>

Cabo Verde exchange rate was at level of 104.4 LCU per US dollars in the month of December, up from 108.3 LCU per US dollars previous month.

YEARLY INCOME PER CAPITA



Source: Data.worldbank.org

The average yearly income per capita in Cape Verde in 2022 is \$3,902.6.

2022 data	Cape Verde	World
Gross annual income / capita	\$3,902.6	\$12,702.9

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

LANGUAGES

Cape Verde, also known as Cabo Verde is known for its diverse culture and linguistic heritage, influenced by its Portuguese colonial past and the African continent. The two primary languages spoken in Cape Verde are Cape Verdean Creole and Portuguese, with Cape Verdean Creole being the most widely spoken language among the population.

Cape Verdean Creole (Kriolu, Kriol, or Kabuverdianu):

Cape Verdean Creole is a Creole language that evolved from Portuguese and various African languages, mainly from the West African region. It is the mother tongue of most Cape Verdeans and is spoken in various dialects across the different islands. While there is some variation between the dialects, they all share a common linguistic foundation.

The dialects can be broadly classified into two groups: Sotavento (southern) and Barlavento (northern).

Some key characteristics of Cape Verdean Creole are:

- A phonetic structure that deviates from Portuguese, with a simpler phonemic inventory and fewer nasal sounds.
- A simplified grammatical structure with fewer verb conjugations and more flexible word order.
- A vocabulary that incorporates Portuguese, West African, and other linguistic influences.

Cape Verdean Creole has no official standard orthography, but there are efforts to create a standardized written form, called ALUPEC (Alfabeto Unificado para a Escrita do Cabo-verdiano). This alphabet aims to promote literacy and preserve the language's unique identity.

Portuguese:

Portuguese is the official language of Cape Verde and is used primarily in government, education, and formal settings. The Portuguese spoken in Cape Verde is influenced by Cape Verdean Creole and retains some archaic expressions that may not be used in mainland Portugal. Portuguese serves as the language of instruction in schools and is essential for higher education and professional settings.

RELIGION

Cape Verde is a linguistically diverse nation, with Cape Verdean Creole being the most widely spoken language, reflecting the unique blend of African and European influences in the country's history. Portuguese, as the official language, remains important for formal communication and education.

Cape Verde is known for its religious diversity and tolerance. The population practices various faiths, with the majority adhering to Christianity. The major religions in Cape Verde can be described as follows:

Roman Catholicism: The predominant religion in Cape Verde is Roman Catholicism, which was introduced during the Portuguese colonization period in the 15th century. The majority of Cape Verdeans identify as Roman Catholics, with estimates ranging from 70% to more than 85% of the population. Catholicism has shaped the culture, traditions, and daily lives of Cape Verdeans, and its influence is visible in various aspects of the society, such as religious holidays, festivals, and

rituals. The Roman Catholic Church is organized into two dioceses in Cape Verde, one for the Barlavento islands and one for the Sotavento islands.

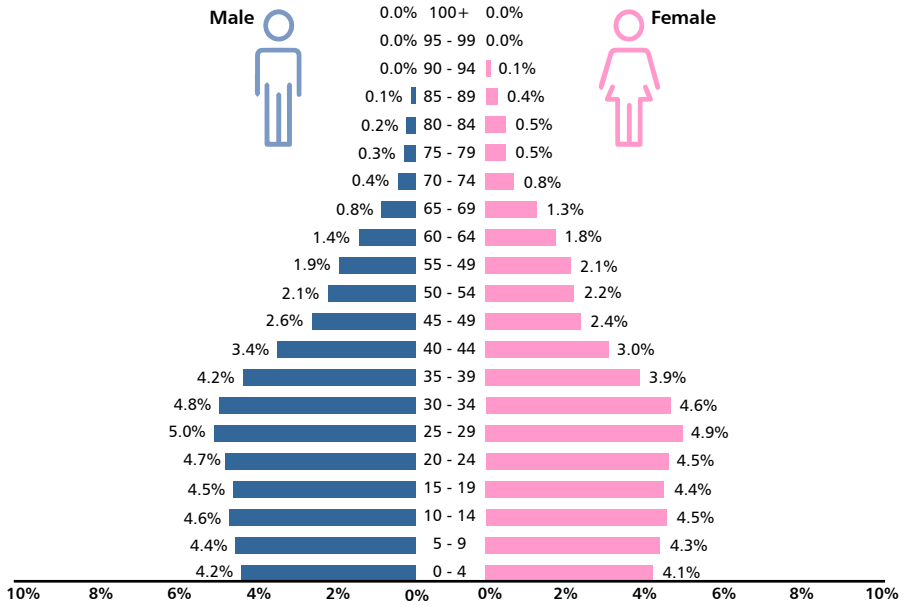
Protestantism: Various Protestant denominations have gained a presence in Cape Verde over the years, accounting for a small but significant portion of the population. Some of the main Protestant denominations include the Church of the Nazarene, the Seventh-day Adventists, the Assemblies of God, and the Baptist Church. These denominations have established churches and missions across the islands, providing religious services and community support to their followers.

Islam: Islam is practiced by a small minority in Cape Verde, with most adherents being immigrants from West African countries, such as Senegal and Guinea-Bissau. The Islamic community in Cape Verde is generally well-integrated into society, and there are a few mosques and Islamic centers on the islands.

Other Faiths and Beliefs: A small percentage of Cape Verdeans practice other religions, such as the Bahá'í Faith, Jehovah's Witnesses, and various traditional African religions. Additionally, some Cape Verdeans follow syncretic practices that blend elements of Catholicism with indigenous African beliefs and customs.

Cape Verde is a religiously diverse and tolerant nation, with Roman Catholicism as the dominant religion, followed by various Protestant denominations and smaller communities of other faiths. This religious diversity reflects the rich cultural heritage of the country and its history of interaction between European and African influences.

2022 CAPE VERDE POPULATION PYRAMID



Source: populationpyramid.net

Population: 603,901

MEDIA TRENDS

The media landscape in Cape Verde has evolved significantly over the past decades, embracing new technologies and trends that reflect the growing connectivity and modernization of the nation. The media environment comprises a mix of print, broadcast, and digital outlets, including newspapers, radio stations, television channels, and online platforms.

Print Media

Print media in Cape Verde includes a variety of newspapers and magazines, although the circulation of print publications has generally been declining due to the rise of digital media. Some notable newspapers include:

- **A Semana:** A weekly newspaper covering national news, politics, culture, and sports, published in Portuguese.
- **Expresso das Ilhas:** A weekly newspaper that covers local and international news, published in Portuguese.
- **Terra Nova:** A monthly newspaper that focuses on cultural and literary content, published in Portuguese.

Broadcast Media:

Radio and television remain important sources of information and entertainment for Cape Verdeans, with both public and private broadcasters operating in the country.







- **Radio:** The national public radio broadcaster, Radiotevisão Caboverdiana (RTC), operates several stations, including RTC RCV, which broadcasts news, talk shows, and music in Portuguese and Cape Verdean Creole. There are also private radio stations, such as Praia FM, Rádio Morabeza, and Rádio Comercial, providing a mix of news, music, and entertainment programming.
- **Television:** RTC TCV is the public television broadcaster, offering news, educational, and entertainment programs in Portuguese and Cape Verdean Creole. Private television channels, such as Record Cabo Verde and TIVER, provide additional options for viewers, with content ranging from news and documentaries to telenovelas and movies.

Digital Media:

With increasing internet access and mobile connectivity in Cape Verde, digital media has become an essential part of the media landscape. Online news websites, blogs, social media platforms, and streaming services have transformed the way Cape Verdeans consume and share information.

- **Online News:** Many traditional print and broadcast media outlets have established an online presence, with websites and social media accounts that deliver news and updates to readers. Additionally, there are digital-only news platforms like Inforpress and Santiago Magazine, which provide news and analysis in Portuguese and sometimes Cape Verdean Creole.
- **Social Media:** Social media platforms such as Facebook, Twitter, Instagram, and YouTube are widely used in Cape Verde for sharing news, opinions, and content. Many media organizations, journalists, and influencers utilize these platforms to engage with their audience and disseminate information.
- **Streaming Services:** As internet access improves in Cape Verde, streaming services like Netflix, YouTube, and Spotify have become popular sources of entertainment, offering a wide range of international and local content.

The media landscape in Cape Verde is diverse and evolving, with traditional print and broadcast media being supplemented by digital platforms that offer new ways for Cape Verdeans to access information and entertainment. The growth of internet connectivity has played a crucial role in shaping these media trends and is likely to continue to influence the country's media landscape in the future.

MEDIA SCENE	
TV	 <p>4 National channels 2 Various parallel bouquet (Matrix and Boom TV)</p>
Radio	 <p>+ 5 Main channels: Radio Frequency</p>
Newspaper	 <p>+5 Dailies Various international publications</p>
Internet	 <p>Several Internet sites: www.sapo.cv</p>
OOH	 <p>Over 10 bidders governed various networks Road signs (12m², 18m², 21m²) Screen LED Bus branding and taxi</p>
Mobile & E-mailing	 <p>Mobile advertising should be further developed MMS / push SMS E-mailing</p>

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 Nação	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.



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.

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
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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 Supérieur 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: +233-21-234692; +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
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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
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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
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REGULATORY ORGANISATIONS

Conseil Supérieur de la Communication (CSC)
Contact: BP E 1856 Bamako
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Observatoire de la Déontologie et de l'Ethique de la Presse (OPED)
Contact: BP E 4020 Bamako
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E-mail: odepmali@yahoo.fr
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USEFUL INFORMATION ABOUT NIGER MEDIA ASSOCIATIONS

Association des Journalistes du Niger (AJN)
Contact: BP 13182 Niamey
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E-mail: anpniger@intnet.net.ne & onep@intnet.net

Union des Journalistes Privé Nigérien
Contact: BP 11776 Niamey
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REGULATORY ORGANISATIONS

Conseil Supérieur de la Communication (CSC)
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USEFUL INFORMATION ABOUT NIGERIA MEDIA ASSOCIATIONS

Association of Advertising Agencies of Nigeria (AAAN)
ADVERTISING HOUSE, Plot 8 Otonba 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
E-mail: 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, Aguiyilronsi 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)**

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wajaujao@yahoo.fr

Agence de Presse Sénégalaise**Contact: 58, Boulevard de la République**

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Web site: www.aps.sn

REGULATORY ORGANISATIONS

**Conseil National de Régulation de
l'Audiovisuel (CNRA)**
Immeuble TAMARO, Rue Mohamed V x
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USEFUL INFORMATION ABOUT TOGO MEDIA ASSOCIATIONS

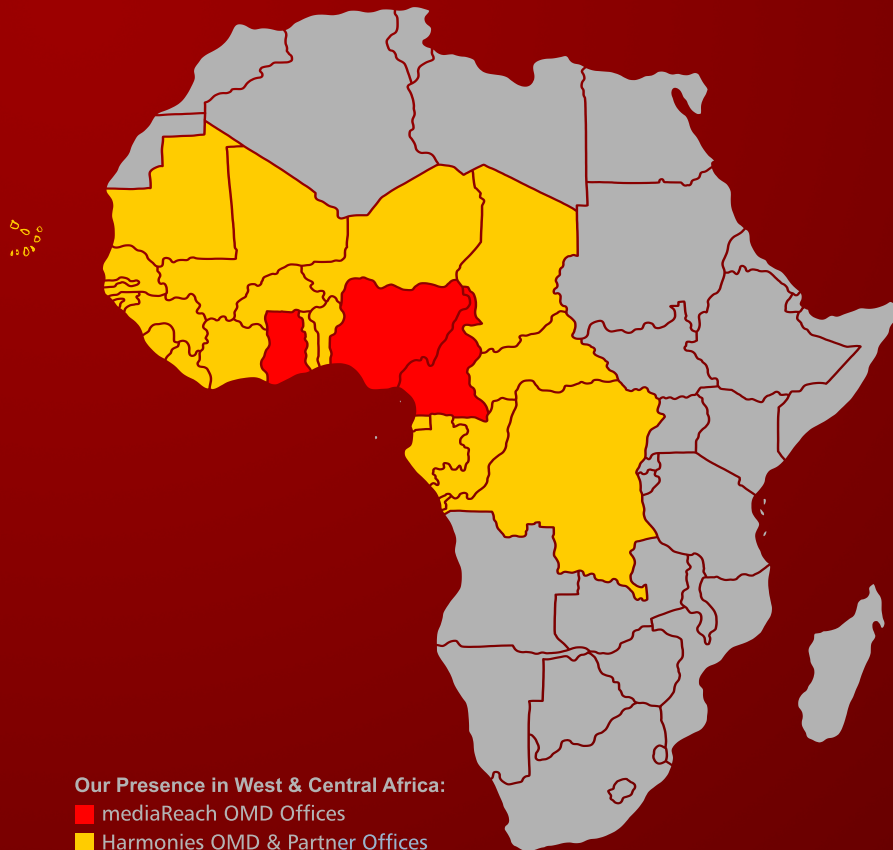
**Union des Journalistes Indépendants
du Togo (UJIT)**
Contact: BP 6035 Lomé
Tel.: +228 22 20 12 00 Fax: + 228 22 26
13 70 / 22 20 12 01
Email: ujit@mediatogo.org

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REGULATORY ORGANISATIONS

**Haut Autorité de l'Audiovisuel et de la
Communication
(HAAC)**
Contact: BP 8697, Lomé
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Observatoire Togolais des Médias
Contact: BP 80714 Lomé
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