

Sub-Saharan Africa's Entertainment Economy: Streaming Boom, Creator Chal

African Entertainment · Answer Key · 15 Questions

1. Which of the following Sub-Saharan African countries is projected to have the fastest-growing internet advertising market globally, with a CAGR of 16%?

- A) Nigeria
- B) South Africa
- C) Kenya**
- D) Ghana

2. According to recent reports, what percentage of Africa's gaming revenue in 2024 was generated by mobile games?

- A) 75%
- B) 80%
- C) 90%**
- D) 95%

3. What is the primary challenge hindering the scaling of creator-led businesses in Sub-Saharan Africa, despite their growing global audience reach?

- A) Lack of mobile-first content
- B) Limited access to institutional capital**
- C) Over-reliance on traditional media
- D) Insufficient internet infrastructure

4. Which genre currently accounts for the largest share of revenue in the Africa SVOD (Subscription Video on Demand) market, as of 2025?

- A) Comedy
- B) Action
- C) Drama**
- D) Documentary

5. Reports indicate that Sub-Saharan Africa's music revenues saw a significant increase in 2025, outpacing global growth. What was the approximate percentage increase?

- A) 8.5%
- B) 12.1%
- C) 15.2%**
- D) 18.0%

6. Which of the following is a key trend reshaping the African E&M (Entertainment & Media) sector, according to PwC's 2025-2029 outlook?

- A) Decline in mobile data usage
- B) Increased reliance on physical media
- C) Adoption of generative AI**
- D) Shift away from digital advertising

7. In 2024, Nigeria led Sub-Saharan Africa in E&M growth with a remarkable rate of 11.2%. Which country followed with a 7.1% growth rate?

- A) South Africa
- B) Kenya**
- C) Ghana
- D) Egypt

8. Which platform is identified as the largest player in Africa's music streaming market, often pre-installed on Transsion smartphones?

- A) Spotify
- B) Apple Music
- C) Boomplay**
- D) YouTube Music

9. What is a significant challenge faced by African creators when attempting to monetize their content due to platform policies, particularly concerning TikTok?

- A) High platform fees
- B) Lack of direct monetization options**
- C) Limited user base
- D) Content restriction on mature themes

10. As of 2025, which country is home to the fastest-growing internet advertising market globally, projected to grow at a CAGR of 16%?

- A) Nigeria
- B) South Africa
- C) Kenya**
- D) Egypt

11. What is the projected compound annual growth rate (CAGR) for Nigeria's E&M market through 2029, making it the fastest-growing in Africa?

- A) 3.5%
- B) 5.2%
- C) 7.2%**
- D) 11.2%

12. Which of the following is a major concern for African artists when signing international contracts, as highlighted in recent analyses?

- A) Lack of global exposure
- B) Unfavorable royalty splits
- C) Insufficient legal safeguards for rights and revenues**
- D) Limited touring opportunities

13. In 2024, the African gaming industry reached approximately \$1.8 billion in revenue. What was its growth rate, significantly outpacing global averages?

- A) 5.2%
- B) 7.1%
- C) 12.4%**
- D) 16.0%

14. Which Sub-Saharan African country is the largest E&M market on the continent, projected to reach \$17.4 billion by 2029, albeit with a slower growth rate?

- A) Nigeria
- B) Kenya
- C) South Africa**
- D) Ghana

15. The 'Africa Creator Economy Report 2.0' highlights that a significant percentage of African creators earn less than a specific monthly amount from their digital work. What is this amount?

- A) \$50
- B) \$75
- C) \$100**
- D) \$150