

# Afrobeats, Film & Streaming Boom: Sub-Saharan Africa's Entertainment Econ

African Entertainment Economy · Answer Key · 10 Questions

---

**1. Which Sub-Saharan African country's internet advertising market is projected to grow the fastest globally, with a CAGR of 16%?**

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

**2. What is the projected annual revenue of Nigeria's music industry by 2025, according to estimates?**

- A) \$300 million
- B) \$450 million
- C) \$600 million**
- D) \$750 million

**3. In South Africa's film industry, for every Rand spent on production, approximately how much is generated in the local economy?**

- A) R1.50
- B) R2.00
- C) R2.50**
- D) R3.00

**4. Which Sub-Saharan African nation is leading the continent's creator economy, with over 7.5 million active content creators leveraging platforms like YouTube and TikTok?**

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

**5. What is the projected Compound Annual Growth Rate (CAGR) for Africa's overall entertainment and media sector between 2025 and 2029, outpacing the global average?**

- A) 3.7%**
- B) 5.2%
- C) 7.2%
- D) 6.0%

**6. Which of the following is a significant challenge facing African content creators in accessing global markets and equitable monetization?**

- A) Over-saturation of global platforms
- B) Algorithmic bias and unequal ad rates**
- C) Lack of international distribution channels
- D) Limited access to social media marketing tools

**7. By 2029, what percentage of digital ad spend is Nigeria expected to reach, surpassing the global benchmark?**

- A) 74%
- B) 80%
- C) 84%**
- D) 90%

**8. What key trend is driving the growth of South Africa's film industry, attracting significant foreign investment?**

- A) A decline in local production budgets
- B) A focus on documentary filmmaking
- C) Its reputation as a cost-effective production hub with skilled crews**
- D) Increased government subsidies for independent films

**9. What is the primary factor driving the rapid expansion of internet advertising in Nigeria and Kenya, according to PwC's report?**

- A) Government investment in rural broadband
- B) The adoption of 5G technology in all major cities
- C) Mobile-first internet usage and digital innovation**
- D) A surge in traditional media advertising

**10. Which music genre is identified as a major cultural export and economic driver for Nigeria, dominating African streaming charts and commanding significant global audiences?**

- A) Highlife
- B) Afrobeats**
- C) Jùjú
- D) Fuji