

Sub-Saharan Africa's Sports Economy: Betting Boom, Digital Surge, and Infra

African Sports Economy · Answer Key · 8 Questions

1. Which sector is identified as the fastest-growing sub-sector within Africa's sports economy, generating an estimated \$3.08 billion in revenue in 2025?

- A) Esports streaming
- B) Sports apparel manufacturing
- C) Sports betting**
- D) Sports analytics platforms

2. According to the 2025 African Sports Market Trends Report, what percentage of industry professionals identified digital advancements (streaming, fan engagement, data analytics) as critical growth drivers?

- A) Over 70%
- B) Over 50%**
- C) Over 30%
- D) Less than 20%

3. What is the projected value of the African sports market by 2035, according to consulting firm Oliver Wyman?

- A) \$12 billion
- B) \$15 billion
- C) \$20 billion**
- D) \$25 billion

4. Which of the following is a significant infrastructure investment mentioned as an example of governments betting on sport as an economic growth lever in Africa?

- A) The Kigali Arena
- B) The Dakar Arena (\$270 million)**
- C) The Cape Town Stadium
- D) The Abuja National Stadium

5. What percentage of Sub-Saharan Africa's new mobile internet users globally is GSMA projecting for the period between 2025 and 2030?

- A) 10%
- B) 15%
- C) 25%**
- D) 35%

6. In 2024, Africa's gaming market was valued at \$1.8 billion, with the mobile gaming sector accounting for what percentage of the continent's gaming revenue?

- A) 50%
- B) 70%
- C) 90%**
- D) 100%

7. Despite growing optimism for investment in African sports, with a projected 5-10% increase in funding and sponsorship, what persistent barriers continue to hinder higher levels of financial commitment from investors?

- A) Lack of digital infrastructure and connectivity
- B) Over-reliance on international broadcasters
- C) Governance issues, economic instability, and limited market data**
- D) Low fan engagement and participation rates

8. The Basketball Africa League (BAL), a joint initiative between the NBA and FIBA, reported a significant number of fans across its 2025 group phases, and also generated substantial YouTube views. Approximately how many YouTube views were recorded for the BAL in 2025?

- A) 1.2 million
- B) 2.7 million**
- C) 5 million
- D) 10 million