

# Africa's Sports Market Explodes: \$2 Billion Broadcasting Deals, Esports Surge

African Sports Economy · Answer Key · 15 Questions

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**1. What is the projected value of Africa's sports economy by 2035, according to various market analyses?**

- A) \$14 billion
- B) \$20 billion**
- C) \$35 billion
- D) \$50 billion

**2. Which of the following is identified as a major growth driver for the African sports landscape in 2025, according to industry professionals?**

- A) Traditional media expansion
- B) Physical infrastructure development alone
- C) Digital transformation (streaming, fan engagement tools, data analytics)**
- D) A decrease in mobile phone penetration

**3. The African Premier League (APL), set to launch in September 2025, has secured a broadcasting deal worth \$2 billion with which major media partners?**

- A) Al Jazeera, Sky Sports, and Amazon Prime
- B) ESPN, beIN Sports, and SuperSport**
- C) BBC, DAZN, and Eurosport
- D) Fox Sports, Canal+, and Tencent Sports

**4. Which country is identified as the largest sports betting market on the African continent?**

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

**5. What was the estimated valuation of Africa's sports betting sector in 2024, with forecasts indicating significant growth by 2029?**

- A) \$500 million
- B) \$1.85 billion**
- C) \$5 billion
- D) \$10 billion

**6. According to a report, what percentage of Africa's gaming revenue was generated by mobile games in 2024?**

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

**7. Which of the following is a key trend in Africa's sports betting market, with 80% of African bettors preferring this method?**

- A) Land-based casino betting
- B) Pre-game fixed odds betting
- C) Live, in-play betting**
- D) Social media-based betting pools

**8. What significant equity investment was made into Helios Sports and Entertainment Group (HSEG) in June 2025, targeting sports, media, and entertainment across Africa?**

- A) \$20 million
- B) \$30 million
- C) \$50 million**
- D) \$100 million

**9. What is the projected compound annual growth rate (CAGR) for the South Africa esports market from 2025 to 2030?**

- A) 10.5%
- B) 14.8%
- C) 18.7%**
- D) 22.3%

**10. Which of these is a major challenge hindering the full potential of investment growth in the African sports sector, as noted in market trend reports?**

- A) Over-saturation of talent
- B) Lack of fan interest
- C) Governance issues and economic instability**
- D) Excessive government regulation

**11. The African sports betting market is projected to reach approximately \$3.08 billion by the end of which year?**

- A) 2024
- B) 2025**
- C) 2026
- D) 2027

**12. What is the estimated contribution of sports to Africa's GDP in 2024, as per the 'Strength in Numbers - Part 2' report?**

- A) \$5 billion
- B) \$10 billion
- C) \$14 billion**
- D) \$20 billion

**13. Which of the following is a key trend shaping the African sports tech ecosystem in 2025, driven by digital innovation?**

- A) Decline in smartphone usage
- B) Increased reliance on traditional broadcast media
- C) Renewed focus on grassroots development**
- D) Reduced investment in data analytics

**14. In terms of revenue, South Africa accounted for what percentage of the global esports market in 2024?**

- A) 0.1%
- B) 0.7%**
- C) 1.5%
- D) 3.2%

**15. Which African institution provided a financing facility of EUR 245 million to New World Television for the acquisition of African sports broadcast rights?**

- A) African Development Bank (AfDB)
- B) African Export-Import Bank (Afreximbank)**
- C) African Continental Free Trade Area (AfCFTA) Secretariat
- D) Pan-African Parliament (PAP)