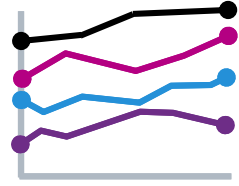
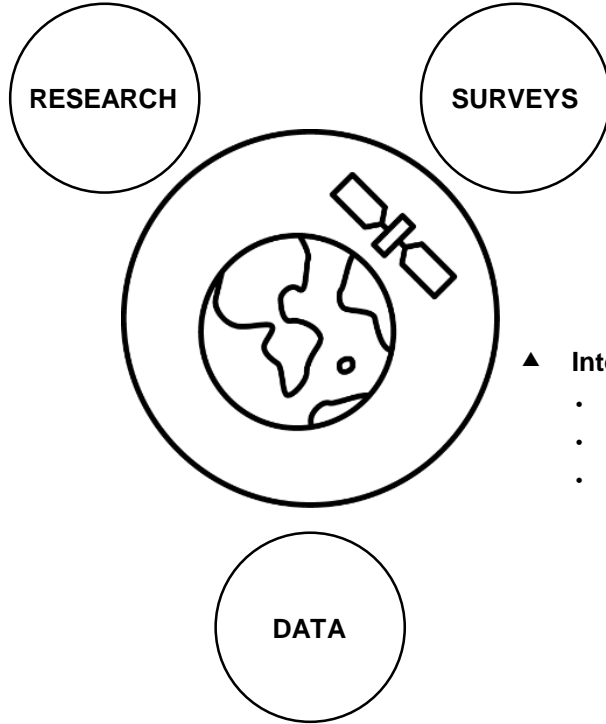


SES MARKET RESEARCH FOR AFRICA

PRESENTED BY
Ricardo Topham

PRESENTED ON
June 2020

Introduction to Satellite Monitor surveys



▲ Interviews YE2019

- Africa: 9,000
- Asia-Pacific: 7,500
- Europe: 20,800

▲ Market dynamics

- TV reception modes
- Analogue vs. digital TV
- HD equipment

▲ Reach

- Country
- Reception mode
- Orbital positions





▲ Social demographics

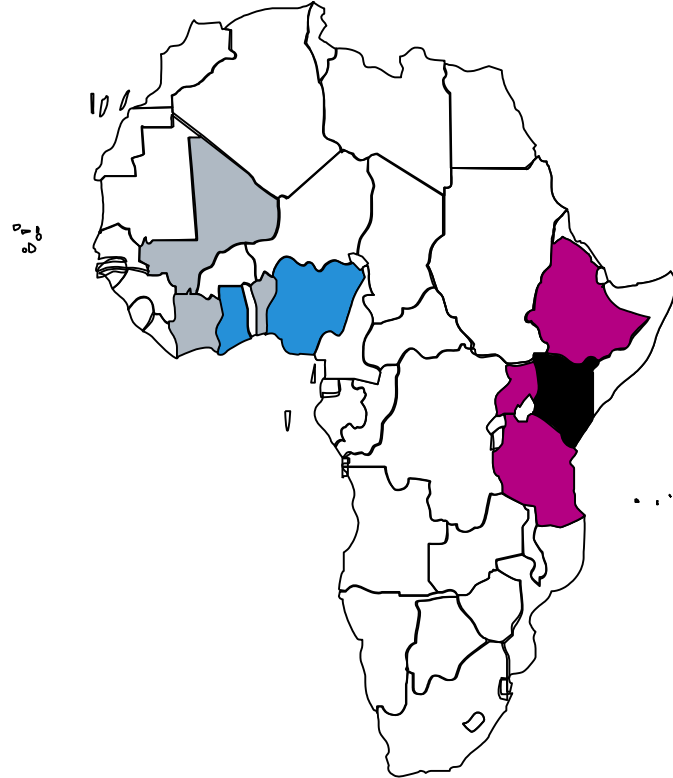
- Age
- Gender
- Type of homes
- Education
- Household income
- TV viewing

Satellite Monitor in Africa

▲ Surveys conducted:

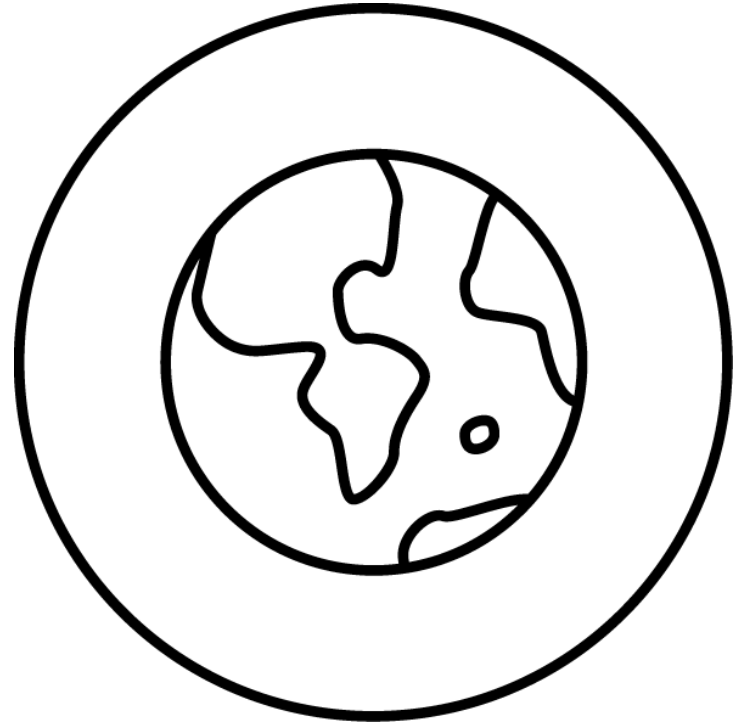
1. Ethiopia – 7 500 interviews (2017)
2. Ghana – 3 000 interviews (2015, 2017, and 2019)
3. Kenya – 5 000 interviews (2018)
4. Nigeria – 6 000 interviews (2015, 2017, and 2019)
5. Tanzania – 6 000 interviews (2017)
6. Uganda – 4 000 interviews (2017)

-  Countries surveyed in 2015, 2017, and 2019
-  Countries surveyed in 2017
-  Countries surveyed in 2018
-  Countries in the roadmap for 2020-2022



Satellite Monitors YE2020 and beyond

- ▲ Ongoing RFP to select market research agencies to roll-out surveys in further countries in Africa
- ▲ New countries in the pipeline: Benin, Ivory Coast, and Mali
- ▲ Potential future questions: HD reception, internet connectivity, OTT, etc.



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