

5TH EDITION

CONVENED BY

BROADCAST
MEDIA
AFRICA

OTT Streaming

SUMMIT - AFRICA 2025

REIMAGINING AFRICA'S OTT ECOSYSTEM:
INNOVATION, INCLUSIVITY AND SERVICE IMPACT

18 - 19 FEBRUARY 2025

CAPE TOWN - SOUTH AFRICA





The Over-The-Top (OTT) streaming landscape in Africa is undergoing rapid transformation. This is driven by increased internet penetration, the growing appetite for digital content among Africa's youthful population and the entrance of more assured and commercially savvy service providers. As a result, the future of OTT streaming in Africa is poised for significant growth, spurred by tech advancements and strategic partnerships.

With this in mind, the OTT Streaming Summit - Africa 2025 (5th edition) organised and presented by Broadcasting Media Africa (BMA) will explore the new opportunities, challenges, plus the service innovations and players in streaming platforms provisioning and content management for the diverse African marketplace.

The summit, with the theme "Reimagining Africa's OTT Ecosystem: Innovation, Inclusivity, and Impact," will provide a critical platform for networking, learning, and sharing insights about the future of content creation, distribution, and monetisation in Africa.





THEMES & TOPICS

- **Future of live streaming and sports content - managing rights and distribution complexities**
- **Developing affordable, low-data solutions for broader access to streaming services**
- **Addressable TV, dynamic ad insertion (DAI), and interactive ad formats tailored for OTT streaming**
- **Smart and Connected TV (CTV) - delivering streaming content in new ways**
- **Preparing OTT platforms for the next wave of technological disruption in digital content**
- **Developing culturally relevant and engaging content for streaming**
- **OTT streaming - innovative pricing and payment solutions**
- **Regulating streaming services - platform, content and user data - state of play in Africa**
- **AI and blockchain technologies for streaming platforms and content management**
- **Doing “FAST” services in Africa - players, opportunities and challenges**



Stay Ahead of the curve

Gain insights into the latest trends, technologies, and best practices shaping the OTT and content management landscape in Africa.



Network with industry leaders

Connect with senior executives, thought leaders, and innovators from across the OTT, media, telecommunications, and technology sectors.



Learn from expert speakers

Attend keynotes, panel discussions, and workshops led by renowned industry experts who are driving change in the OTT and digital content space.



Explore new opportunities

Discover new business opportunities, potential partnerships, and collaborative ventures to enhance your organisation's footprint in the OTT market.

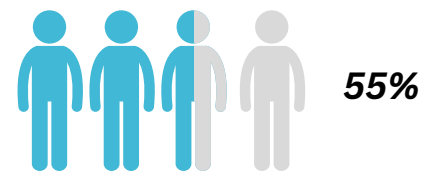


Regulatory Changes

Gain a comprehensive understanding of the evolving regulatory environment and how it impacts OTT services and content management in Africa.



SENIOR LEVEL ATTENDANCE



CEOS / DIRECTORS GENERAL / COOS / CTOS / CXOS



DIRECTORS / VPS / HEADS OF DEPARTMENT



TECHNICAL/ SOLUTIONS/ EXPERTS



BUSINESS DEVELOPMENT/ SALES / MARKETING



CONSULTANTS / ANALYSTS

INDUSTRY REPRESENTATION



- OTT & Streaming Services
- Broadcasters & Media Companies
- Telecommunications Companies
- Technology & Infrastructure Providers
- Advertisers & Marketers
- Content Creators & Producers

REGIONAL REPRESENTATION

