AFRICA24 - Audience & Data
In 2020 more than 80 million viewers every day
AFRICA 24 is the leading News Channel on CanalSat, N°1 satellite provider in 25 Francophone countries. AFRICA 24 is available and leading News Channel on Startimes Top3 satellite provider in Africa. AFRICA24 is available in all Canada via BELL, N°1 provider through Fiber. AFRICA24 is available in France via the 3 leading channel distribution services. AFRICA24 is available worldwide via major OTT and Digital platforms. AFRICA24 is available via terrestrial service in some major countries around Africa. AFRICA24 is available in all US via Afro platform and Enovative TV, leading OTT provider. AFRICA24 is available via terrestrial service in some major countries around Africa. AFRICA24 is pioneer and leading channel on several platforms: digital, social media, satellite & cable.
Television & Radio: audience leaders in Africa

According to Africascope surveys, television and radio are the most used media in African countries.

### Television
- **99% TÉLÉVISION**
- The AFRICA24 channel is on air and available for the major distributors worldwide (Canal+, Orange, SFR, Bell TV, StarTimes)

### Radio
- **91% RADIO**

### Digital Ecosystem
- **24% PC PORTABLE**

### Social media
- **21% SMARTPHONE**
- In 2021 AFRICA24 will redesign its website [www.africa24tv.com](http://www.africa24tv.com) to offer new services and experience with full-live and high-definition version available worldwide

### Website
- **16% TABLETTE**
- **14% ORDINATEUR**
- AFRICA24 with over 30,000 videos published and 12 million total video views, is a leading African focused website

AFRICA24 is leading in Africa related videos and news contents in Facebook and Twitter
AFRICA24 is pioneer and leading channel for European, African, US & Canada Diaspora that stems from French-speaking Africa. 

Worldwide distribution & N°1 Africa Diaspora impact

Europe & North America
AFRICA24 is a huge success on cable and fiber optic Networks in Europe and North America. AFRICA24 received his distribution agreement from the CSA (France) for all Europe. In Canada the Canadian Radio and communications has approved AFRICA24 in 2015.

- Europe: France (Orange, SFR, Bouygues) more than 15 million households
- North America: USA & Canada via Fiber and OTT
- Worldwide via OTT and Digital Live platforms (YouTube, Facebook..)

We have strong commitment with industries leader

Cable  OTT  Devices  SAT  Fiber

Our current distribution & Programming
Carriage agreements with leading MSOs in the US, Canada, Europe and Africa. We build loyalty with a refreshing lineup of original and exclusive Afrocentric content.

AFRICA24 is pioneer and leading channel for European, African, US & Canada Diaspora that stems from French-speaking Africa.
Since 2009, AFRICA24 has been referenced by audience as the first media about Africa in the global landscape.
AFRICA24 decade of leadership from 2010 to 2020

AFRICA24 in the Top of TV channels watched by policy makers, business executives and leaders

The EMS and AFRICASCOPE surveys showcase AFRICA24 undisputable leadership in the Continental news
www.africa24tv.com a key network to build awareness

Daily Newsletter
High Level Subscribers
+ 7000

Newsletter Connexion Access

Device 68%
Mobile 32%

New users
164208

Monthly web audiences
166 098

Pages views
433 000

AFRICA24 has a proven digital development on track record well established attracting thousand of online viewers
www.africa24tv.com for impactful awareness campaigns

Plan 1
Square insert (30 days)
CPM = 18

Plan 2
Web banner (30 days)
CPM = 30

Rebound rate = 46/100
Returning visitors

Website in 2021
54.71%

AFRICA24 has a proven digital development on track record well established attracting thousand of online viewers
With an unique portfolio, AFRICA24 is able to display a rich and high quality broadcasting to each viewer.
AFRICA24 brought a benchmark digital media signature to make Africa news available for everyone
AFRICA24 is the leader in the news category for African French-speaking countries and maintains its brand awareness indicator among the top African global brands.

Source: TNS SOFRES audience survey
Sales Agency: ETNIUM INTERNATIONAL

AFRICA24

BELIEVE IN AFRICA

La première chaîne mondiale d'information pour l'Afrique

The first global news channel for Africa

NEWS • BUSINESS • LIFE • SPORT • MUSIC

Sales contact: infos@etnium.com