

EARCANDY ENABLES CONTENT OWNERS TO CONNECT TO AFRICA

As global content owners look to Africa as a profitable growth market, they are rapidly discovering that African language localization is the key to ensuring audience acquisition and retention.

EarCandy is the only African owned Netflix Partner Programme and Entertainment Globalization Association member in sub-Saharan Africa. We've localized 20 000+ hours of animation, movies, series, fact-based programming, and media platform content, into 30+ African vernaculars since 2012.

We are the only studio on the continent to boast two permanent music localization studios and two award-winning musical directors. They have collectively localized more than 500 songs into Amharic, Afrikaans, French, Sotho, Swahili, Yoruba and Zulu.

Our unrivalled African localization knowledge, technical expertise, and creative excellence, are the reasons the world's leading studios, OTT players, media platforms and content owners consistently rely on us for localization, dubbing, voice-over, subtitles and broadcast access services for the continent.

When you need authentic, high-quality localization for Africa, or have African content that you want to take to the globe, look no further than EarCandy. The world's leading media and entertainment localization for Africa.



LOUISE BARNES | CEO

✉ louise@earcandy.co.za

in [linkedin.com/in/](https://www.linkedin.com/in/LouiseCallcottStevens)

LouiseCallcottStevens

☎ +27 73 234 4507

🌐 earcandy.co.za



MELISSA ZAGE | BUSINESS
DEVELOPMENT

✉ melissa@earcandy.co.za

in [linkedin.com/in/MelissaZage](https://www.linkedin.com/in/MelissaZage)

☎ +27 79 070 4880

🌐 earcandy.co.za



EARCANDY

CONNECTING CONTENT IN AFRICA



African
entertainment
segment is valued
at **\$115bn**



650m formal and
1.4m informal jobs
created by the
mobile ecosystem
in 2019



OTT market set to
triple to **\$2bn** by
2027



475m mobile
internet users
forecast by 2025
(39% penetration)



With a total
population of
1.2bn people,
Africa has more
people than USA,
Canada and Russia
together

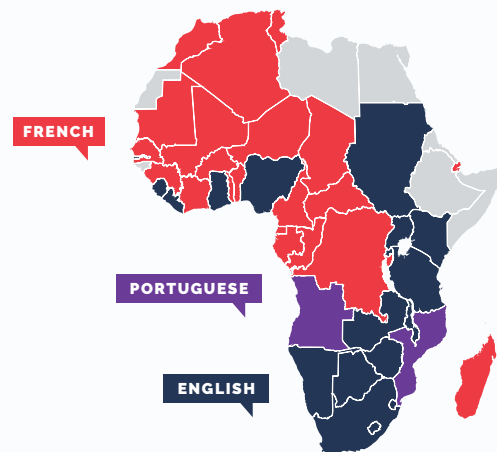


The median age
across Africa is
19.4 years. By
2050 1/3 of global
youth will reside in
sub-Saharan Africa

1.2BN PEOPLE SPEAK MORE THAN 2000 LANGUAGES IN AFRICA

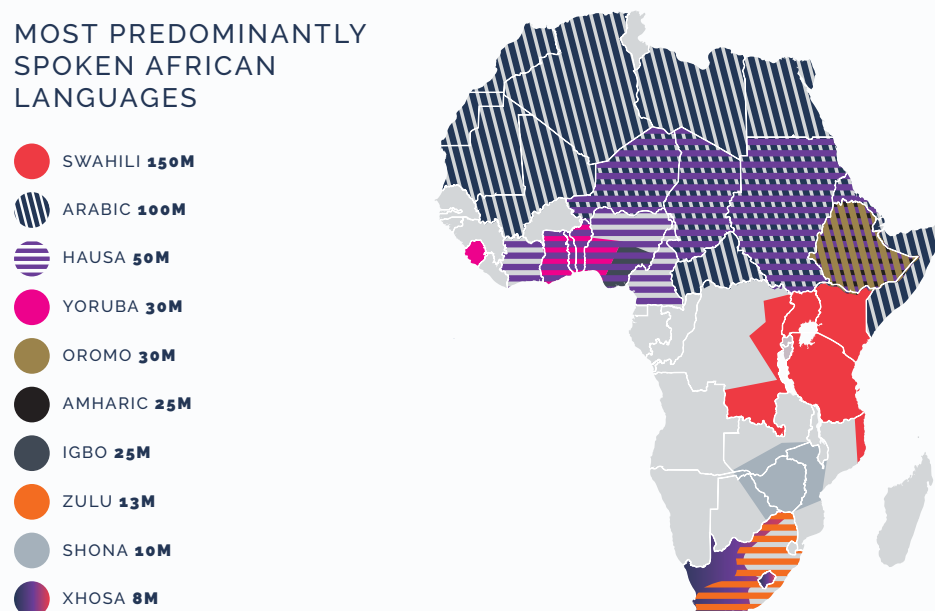
Only 22% of Africans speak a western (colonial) language. Less than 1% speak English as a first language. Colonial languages are spoken as second, and third, languages, after mother tongues.

MOST PREDOMINANTLY SPOKEN WESTERN LANGUAGES



40% of Africans (480 million people) speak one of these African languages.

MOST PREDOMINANTLY SPOKEN AFRICAN LANGUAGES



TRANSLATION AND LOCALIZATION ARE KEY TO DOING SUCCESSFUL BUSINESS IN AFRICA



320 million people in sub-Saharan Africa don't access the Internet, even though they are covered by mobile broadband



40% of GSMA survey respondents said that they don't access the internet because of lack of culturally and linguistically-relevant content



72.4% of consumers say they are more likely to buy a product if the information is in their own language



40% of non-English speakers won't make online purchases in another language






65% prefer content in their native language



65% prefer content in their language — even if the translation/localization is poor quality

AFRICA

SUB-SAHARAN AFRICA ENTERTAINMENT AND MEDIA REVENUE PROJECTIONS FOR 2026

Country	Traditional TV & Home Video	OTT Video	Internet Access	Games (& esports)
South Africa 	\$1.48bn	\$185m	\$6.4bn	\$556m
Nigeria 	\$824m	\$26m	\$1.4bn	\$627m
Kenya 	\$43m	\$8.9m	\$1.78bn	\$191m

All values expressed in USD

Sources: 'PwC Africa Entertainment & Media Outlook' 2022 – 2026 | www.nationsonline.org – Official and spoken languages of African countries | GSMA Report – Consumer barriers to mobile internet adoption in Africa

Nimdzi Report – The Continent of Africa and the business of localization | Common Sense Advisory: Can't read, won't buy. The need for African translation