



# EAR CANDY



## CONNECTING CONTENT IN AFRICA'

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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

# ENGLISH ISN'T A UNIVERSAL LANGUAGE IN AFRICA

**2000+**

2000+ languages spoken in Africa

**22%**

Only 22% of African's speak a western/ colonial language

**>1%**

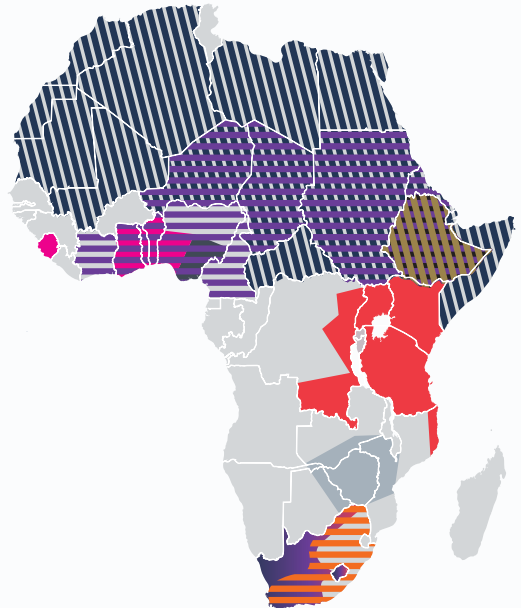
>1% speak English as a first language

**2nd & 3rd**

French, English, Portuguese are spoken as 2nd & 3rd languages after their mother tongue



## 40% OF AFRICAN'S (480M PEOPLE) SPEAK ONE OF THESE 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

## 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](http://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

# THE WORLD'S LEADING CONTENT LOCALIZATION PROVIDER IN AFRICA

Africa is the next frontier and the continents' Media and Entertainment sectors will continue their growth trajectory. As global content owners look to Africa, they are rapidly discovering that African language localization is the key to ensuring audience acquisition and retention whilst local players recognize the value of extending their content to other markets across the continent and beyond.

**EarCandy** is the world's leading female owned media and entertainment localization provider in Africa that provides turnkey solutions to your localization needs. Boasting over **20 000+** localized hours for a range of premium and blue-chip content owners in **30+ African** vernaculars from **Amharic to isiZulu**, we lead the world in African localization in the spoken word, written word and song.

**Netflix Partner Programme** badged for English South African accent, isiZulu and Kiswahili dubbing and English South African accent and isiZulu Audio Description ensures an exceptional viewer experience in these languages. We are also a standing member of the **Entertainment Globalization Association**. We are relentless in our craft to retell stories as authentically as possible. Our core services of **dubbing, translation, subtitling, voice-over, song localization and access services**, ensure that our clients forge meaningful connections with their mother tongue audiences.

**EarCandy's** unrivalled knowledge, technical expertise, creative excellence and team of mother tongue advocates – makes us the partner of choice when looking for authentic, high-quality localization for Africa. We are proud to be part of the movement that shines the spotlight on the 54 countries that make up this beautiful continent and its 1.2BN+ people.



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