

AFRICASCOPE 2024-2025

TV CONSUMPTION



- BURKINA FASO
- CAMEROON
- CONGO REPUBLIC
- DRC
- GABON
- IVORY COAST
- MALI
- SENEGAL



90%



of people aged 15+
watch TV every day



3:44 on average
per day and per individual

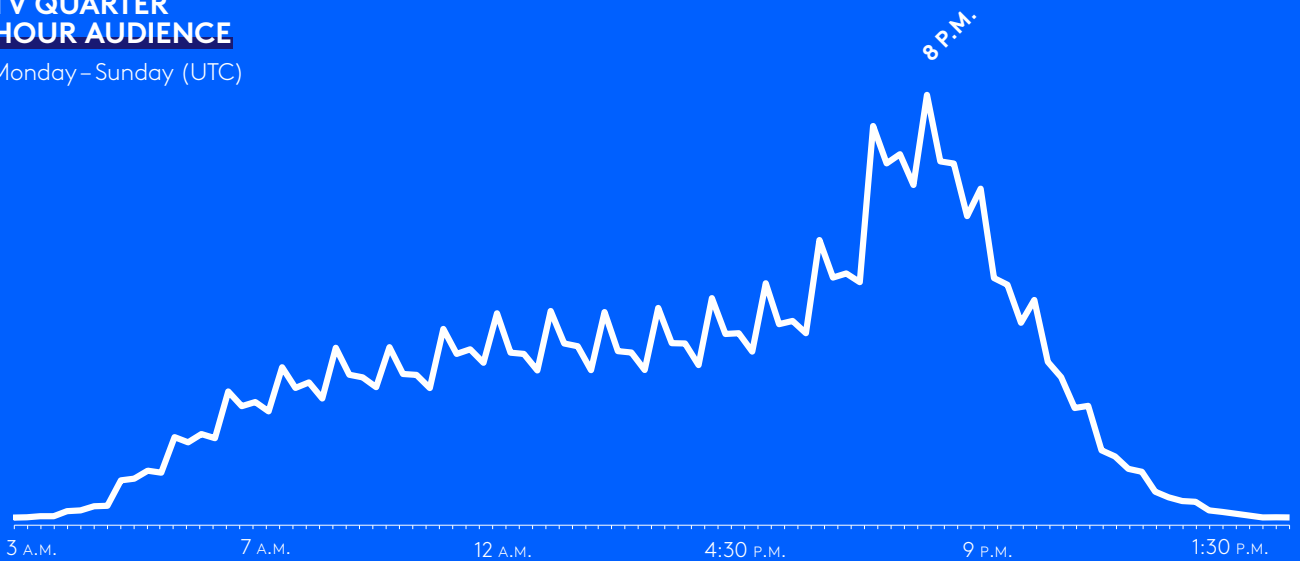
DAILY TV VIEWERS



MEN	<div style="width: 90%;"><div style="width: 90%;"></div></div>	90%	3:36
WOMEN	<div style="width: 90%;"><div style="width: 90%;"></div></div>	90%	3:52
<hr style="border-top: 1px dashed #ccc;"/>			
15-24	<div style="width: 93%;"><div style="width: 93%;"></div></div>	93%	4:05
25-39	<div style="width: 91%;"><div style="width: 91%;"></div></div>	91%	3:48
40+	<div style="width: 85%;"><div style="width: 85%;"></div></div>	85%	3:06

TV QUARTER HOUR AUDIENCE

Monday - Sunday (UTC)



About Africascope

Africascope is the leading study on TV & Radio audience measurement in Sub-Saharan Africa. The survey covers the main cities of **8 countries** (Burkina Faso, Cameroon, Republic of Congo, Ivory Coast, Gabon, Mali, DRC, Senegal) that is to say more than 24 million people from 15 years old. Interviews are conducted in face to face on tablet from an **overall sample of 11 200 people**, representative of the population aged 15+ in the covered area.

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RADIO CONSUMPTION



- BURKINA FASO
- CAMEROON
- CONGO REPUBLIC
- DRC
- GABON
- IVORY COAST
- MALI
- SENEGAL



44%



of people aged 15+
listen to the radio every day



0:51 on average
per day and per individual

DAILY RADIO LISTENER



MEN



1:02

WOMEN



0:39

15-24



0:32

25-39



0:49

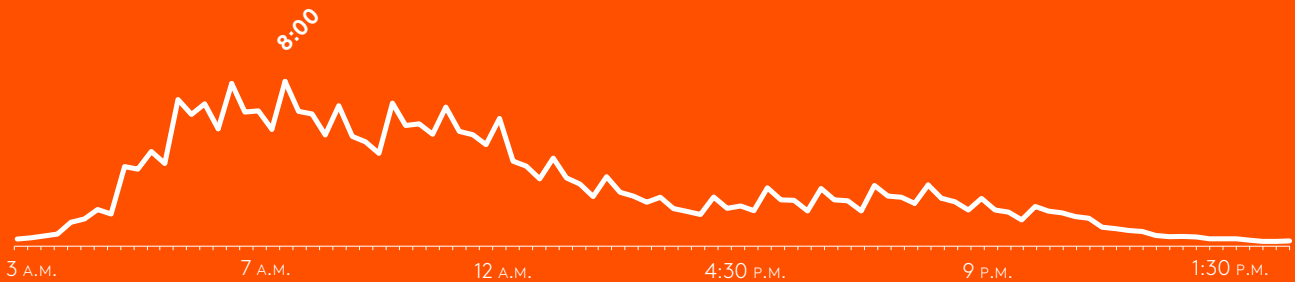
40+



1:21

RADIO QUARTER HOUR AUDIENCE

Monday - Sunday (UTC)



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INTERNET CONSUMPTION



- BURKINA FASO
- CAMEROON
- CONGO REPUBLIC
- DRC
- GABON
- IVORY COAST
- MALI
- SENEGAL



62%

of people aged 15+
connect to the Internet
every day



2:15 on average
per day and per individual

DAILY INTERNET USERS (% POP)



MEN	<div style="width: 67%;"><div style="width: 67%;"></div></div> 67%	2:28
WOMEN	<div style="width: 58%;"><div style="width: 58%;"></div></div> 58%	2:02
<hr style="border-top: 1px dashed #ccc;"/>		
15-24	<div style="width: 64%;"><div style="width: 64%;"></div></div> 64%	2:18
25-39	<div style="width: 69%;"><div style="width: 69%;"></div></div> 69%	2:35
40+	<div style="width: 49%;"><div style="width: 49%;"></div></div> 49%	1:38

TOP 3

DAILY ACTIVITIES DONE ONLINE

(Total Population)

1



Download
audio files

2



Download
video files

3



Share
video files



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