

Africanews is the **1st pan-African multilingual news** channel available cross-platforms, highlighting vibrant stories from the continent. Africanews is **impartial, independent and reliable**, delivering **national, regional and international news from an African perspective.**



**REACH**

**21M** Households in Sub Saharan Africa

Platforms: DStv, Zap, Canal+, Startimes, Blue Line, BlueSat, Azam TV, Super TV, Easy TV, Airtel, Ethio Telekom,

**VIEWERSHIP**

**5.5M** **+3%** YoY

Monthly viewers

Source: Africascope evol 2018/2019

**AWARENESS**

**45%**  
1 African out of 2 knows Africanews

Source: Africascope 2020



**TEAMS**

**50** in **40+**  
Local correspondents Countries

**BILINGUAL**

**2** Languages available  
English & French

**UPSCALE AUDIENCES**

Young, connected, educated, wealthy

**73%**  
Male

**37yo**  
Average age

**29%**  
Business decision-makers

**98%**  
Own investments

**DIGITAL PERFORMANCE**

**1.3M**  
Unique Visitors in 2020  
monthly average

**3.2M**  
Page Views in 2020  
monthly average

Source: Adobe Analytics Monthly average Jan-Dec 2020

**SOCIAL MEDIA**



**1.3M** Video views,  
monthly average

**2M** Impressions on social  
media, monthly average

Source: Socialbakers monthly average Jan-Dec 2020

**AFRICANEWS GOES BEYOND THE NEWS**

Africanews covers entertaining and inspirational stories about culture, science, travel & tourism, tech, business, lifestyle... in a brand safe environment.

