

## AFRICASCOPE 2025

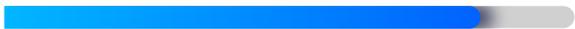
# TV CONSUMPTION



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



# 89%



of people aged 15+  
**watch TV every day**



**3:37** on average  
**per day** and per individual

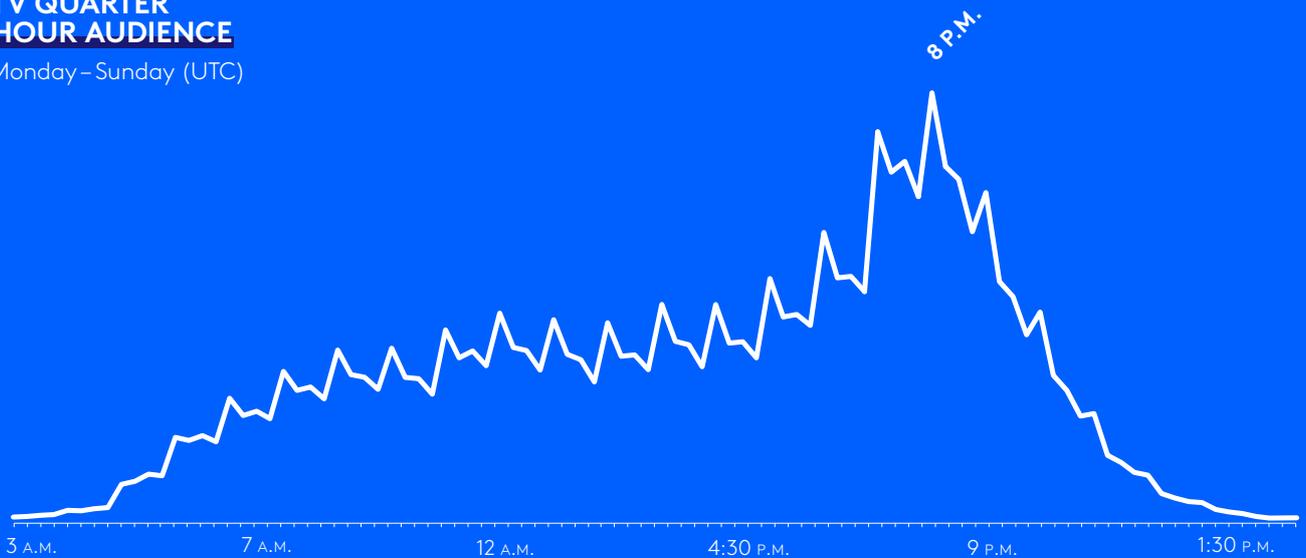
### DAILY TV VIEWERS



MEN		<b>89%</b>	3:29
WOMEN		<b>90%</b>	3:44
<hr style="border-top: 1px dashed #ccc;"/>			
15-24		<b>92%</b>	3:58
25-39		<b>90%</b>	3:41
40+		<b>84%</b>	2:58

### 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 25 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.

# RADIO CONSUMPTION



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



# 43%



of people aged 15+  
**listen to the radio** every day



**0:49** on average  
**per day** and per individual

### DAILY RADIO LISTENER



MEN



1:01

WOMEN



0:38

15-24



0:34

25-39



0:46

40+



1:15

### RADIO QUARTER HOUR AUDIENCE

Monday - Sunday (UTC)



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# INTERNET CONSUMPTION



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



# 64%

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: 68%;"></div> 68%	2:27
WOMEN	<div style="width: 60%;"></div> 60%	2:04
<hr style="border-top: 1px dashed #ccc;"/>		
15-24	<div style="width: 65%;"></div> 65%	2:17
25-39	<div style="width: 69%;"></div> 69%	2:33
40+	<div style="width: 52%;"></div> 52%	1:44

### TOP 3

### DAILY ACTIVITIES DONE ONLINE

(Total Population)

1



Download  
**video files**

2



Download  
**audio files**

3



Share  
**video files**



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