

AFRICA SPORTS INDUSTRY

# STRENGTH IN NUMBERS

## PART 2



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## FOREWORD FROM THE EXECUTIVE CHAIRMAN

As we turned the page on 2024, we reflect on a transformative year for Africa's sports industry.

We've seen significant growth in investments, both local and international, fueling the development of infrastructure and the rise of homegrown talent. New partnerships and strengthened collaborations have provided part of the resources necessary to continue this positive momentum.

Looking ahead, Africa's sports industry is brimming with potential. To seize these opportunities, it will take sustainable innovation, patient capital, human capital development and mindset shift to a commitment to excellence. We must continue to foster an inclusive and sustainable ecosystem where athletes thrive, industries grow and so, benefit. The guideline is our very own U-GO model: Africans must Understand the Game, Grow the Game and ultimately Own the Game!

The stakes are high: in 2050, 1 out of 4 of the world's population will be from Africa, 85% of the working population growth will come from the continent and with a median age of 19, the youth of the world is in Africa! So, what is at stake is not only the future of the continent, but truly the future of the world.

As Africa rises on the global stage, we understand it is more than a game! Investing in sports is not only a mercantile exercise, it is all about impact! Wealth and job creation, societal cohesion, community upliftment, the sports industry is such a unique asset class! Together, let's step-up in 2025 with 'intentional-purpose' and let's maximise sports as a powerful catalyst for Africa socio-economic development.

The journey ahead is bright, I have called it the 'Road to 5', it is a future where sports contribute to 5% of Africa GDP. Thank you for your continued dedication and support.



### **WILL MBIAKOP**

Executive Chairman, ASCI (African Sports and Creative Institute)



## FOREWORD FROM THE EDITOR



**Richard Wanjohi**

Research and Editorial

The African Sports and Creative Institute (ASCI) is pleased to present the **Strength in Numbers – Part 2 (SiN2) report**, a comprehensive analysis and blueprint for unlocking the tremendous potential of Africa's sports industry. As Project Lead, I am excited to introduce this second edition, which captures the transformative opportunities shaping Africa's sports landscape. Africa's sports sector is evolving rapidly, becoming an increasingly prominent part of the global narrative. From soccer and basketball to athletics and cricket, African athletes are redefining the game with skill and passion.

The **SiN2 report** is ASCI's latest strategic playbook for this transformative moment. Offering key data and strategies, the report serves as both a reflection on Africa's sports sector and a guide for unlocking its potential. We cover infrastructure investments, emerging African-led sports ventures, and international partnerships that are driving growth. It's

packed with data and insights also explores how digital transformation, the rise of sports tech, digital media, and grassroots movements, all reshaping fan engagement, athlete development and business growth. It also addresses key challenges, advocating sustainable practices, equitable representation, and inclusive policy reforms to create a resilient sports industry.

With the right focus, Africa is poised to compete in the global sports arena. This evolution is about better athletes or facilities—fostering a sporting culture that drives economic, social, and cultural impact for generations to come. Special thanks to our ASCI team including our Executive Chair Will Mbiakop, Francis Youmsi in IT, our associates Vuyo Mundo, Mariam Arafa, Tchamba along with other contributors and advisors for your extra eyes and insights on the report.

The journey is only beginning, the time is now, and the future of African sports is bright—together, let's seize it.

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# INTRODUCTION

The African Sports & Creative Institute (ASCI) has been at the forefront of promoting the growth and development of the sports industry in Africa.

In our first part of the 2-series report, "Africa Sports Industry: Strength in Numbers, Part 1" explored the vast potential of the sports sector on the continent. The report highlighted the significant contributions that sports can make to Africa's economic growth, social development, and cultural enrichment.

Africa's sports industry has been gaining momentum in recent years, driven by a young and increasingly affluent population. The continent is home to the world's youngest population, with **70% under the age of 30**, providing a massive talent pool for various sports.

The emergence of globally successful athletes in sports such as football, basketball, and boxing has further boosted the industry's prospects. Moreover, the global sports industry is projected to increase significantly, with Africa expected to grow at an impressive rate of **8% over the next 3-5 years**. The population also serves as a potent driver for the market opportunities for the sports brands and properties looking to expand into Africa - the next 'frontier for sports business and growth'.





Our previous report identified several **key challenges and opportunities in the African sports industry**.

We found that systemic challenges, such as **inadequate infrastructure and limited investment**, hinder the growth of the industry. However, we also highlighted the potential for sports to drive broader economic and social development beyond the sport itself. The report proposed strategies for addressing these challenges and leveraging the industry's potential for growth and development.

Africa is estimated to be a **\$3 trillion economy** by the IMF in nominal terms of the 54-countries gross domestic product (GDP). Home to **1.4 billion people**, the continent is as diverse in both culture and language as it is in economic output.

The visualisation below represents the breakdown and top 10 economies on the continent in 2023-24.

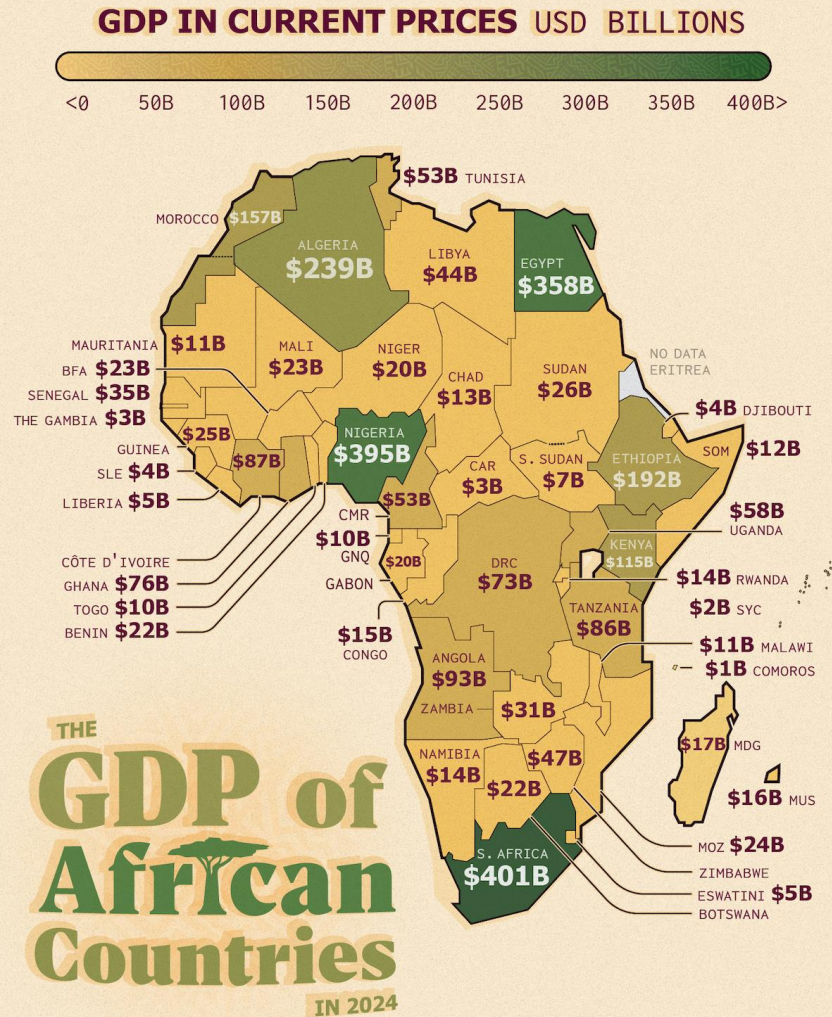


The global sports industry was valued at **\$2.65 trillion** as published in the "Global Sports Insights" by The University of Oregon published in 2023. These insights are drawn from the report's model which considers the '*Best-Howard Sports Business Model*' & three domains of sports business namely **fan engagement, sports products and sports participation**.

According to the PwC study in 2024, Africa records between **\$7-12 billion per annum** over the past five years and is expected to grow to double digits by the year 2027.

IMF forecasted Africa's overall GDP growing to \$2.8 trillion in 2024. With the current contribution of sports at 0.5%, our estimate gives us an annual contribution of **\$14 billion** to the continent's GDP.

Join us as we look at the sports landscape across the continent in our second part of the 'Strength in Numbers' report. Let's get going!



Source: IMF (Oct 2023)  
All figures are projections. Excludes Lesotho, Guinea-Bissau, São Tomé and Príncipe, Burundi.





SECTION 1

# SPORTS BUSINESS IN AFRICA

UNDERSTANDING THE GAME

## THE AFRICAN SPORTS INDUSTRY IS BOOMING!

In the 2024 sports trends by SportsPro magazine, Michael Long states that, “**Sport will finally realize Africa’s untapped potential**”. All eyes will be on Africa in 2025 as the global sports business finally gets serious about a continent that has long been tipped as its next frontier.

Growing interest and investment from international rights holders such as the National Football League (NFL), Professional Fighters League (PFL) and International Cycling Union (UCI) will continue to develop the African sports market, which has reportedly seen **five per cent year-on-year growth over the past 20 years**, as will the expansion of the National Basketball Association-supported Basketball Africa League (BAL) for 2025.

Millions of investments are flowing into the market: **\$284M for Senegal Stadium, circa \$100M invested in the Right to Dream football academy in Ghana, NBA Africa was recently valued at \$1 billion**. And this is just the beginning!

Sports is and will continue being a major driver of socio-economic development, contributing to **6 of the 17 Sustainable Development Goals (SDGs)**.

Numerous major international sports events are coming to the continent: UCI World Cycling Championships 2025, Youth Olympic Games in Dakar 2026, FIA race after the 2024 FIA Awards, first NBA game in 2027, Football World Cup in 2030.

With a gigantic **market of 1.4 billion people**, the **youngest population in the world**, a **growing middle-class**, and increasing demand for sports and entertainment content, the African sports industry represents a huge socio-economic development opportunity!



# UNDERSTANDING THE GAME

80% World Population are Sports Fans

2-3% of the World's GDP

5% annual growth rate over the past 20 years

Projected CAGR : 5% to 9% in the next 5 years

0.5% of Africa's GDP



# UNDERSTANDING THE GAME: AFRICAN MARKET TALKS !

According to a survey of ~3,000 sports business professionals run by ASCI; these are the key challenges hindering the development of sports on the continent as shown below



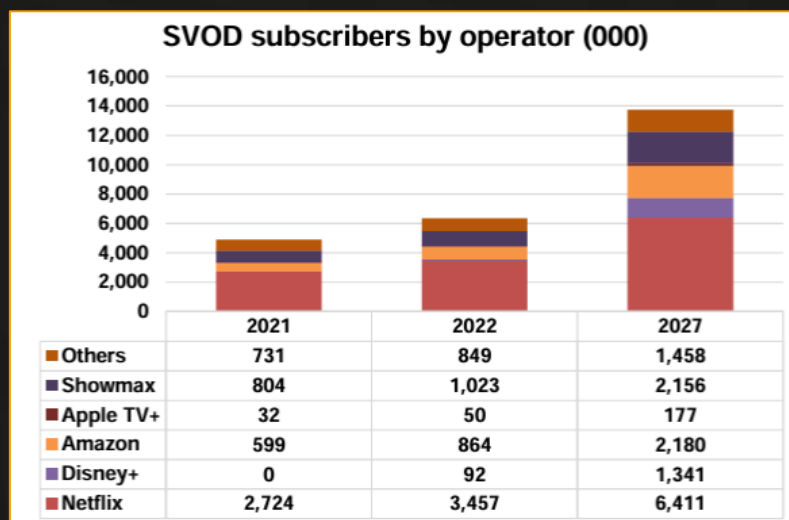
\* Challenging business environment – mainly the 'ease of doing business in Africa be it legal, fiscal or other related factors.

## KEY INDUSTRY DRIVERS: TECHNOLOGY AND MEDIA

Technology, the internet and smartphone penetration are driving fan engagement. They include sports tech, gaming, E-sports revenues and merchandising sales. Media stand as one of the main revenue stream in professional sports.

### RISE OF THE OVER-THE-TOP (OTT) PLATFORMS

- Africa OTT to feature **16 million subscribers and generate \$2 Billion revenue by 2027**.
- Increased online streaming of sports contents
- Driving **the emergence of sports OTT platforms** (Telco, Leagues and Teams, Netflix, Showmax, etc.), which are disrupting the market



### GROWTH OF THE SPORTS TECH SECTOR

- The Global Sports Tech market generated a revenue of more than **\$9 billion in 2018**.
- The sector's revenue was **projected to reach \$31 billion by 2024** on the back of significant improvements in audience engagement, growing demand for data-driven decisions and operations, and an increasing number of events, both online and offline.
- The "digital social sports communities" represent a potential of **1.4 billion people on the continent**.



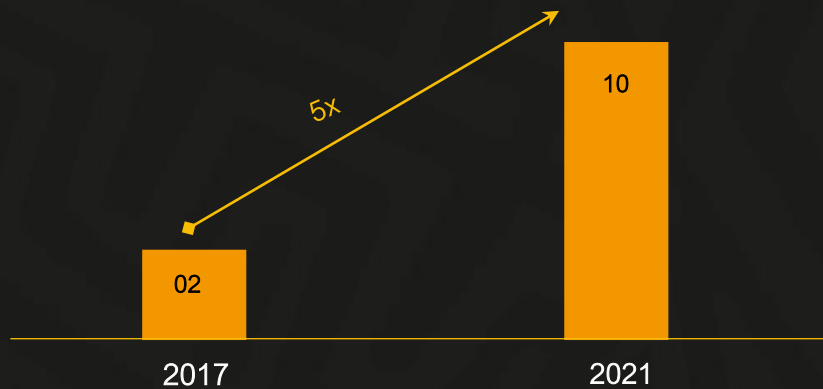
*In June 2023, Morocco held its first Sports Tech Summit*

# KEY INDUSTRY DRIVERS: MEDIA AND HUMAN CAPITAL

Ultimately Africa population is the most attractive asset, a fantastic 1.4 Billion people market, 19 years median age, and projected to represent 25% of the world population by 2050 => The households' daily practice & consumption of sports are the cornerstones of growth

## MEDIA CONTENT – AN AFRICAN NARRATIVE

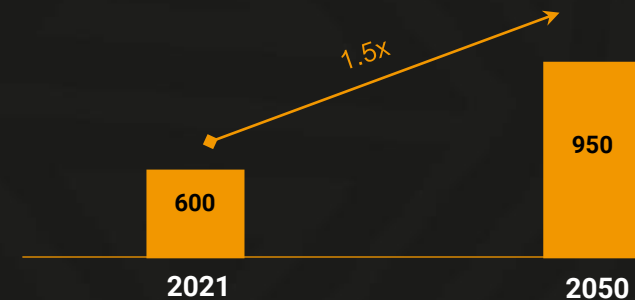
- **Content is still the King** : the biggest revenue stream for sports as seen in players such as Netflix, Prime and Showmax – even on the African continent.
- **A wave of change in blowing**: Emergence of new players on traditional DBS, DTT, DTH (New World TV) but also OTT and DTC offering.
- **The show must get better** to truly match the market's potential and reach international markets and the diaspora – in sales value & quality standards



Media rights of Tanzania's Football League (\$ million)

## DEMOGRAPHIC GROWTH

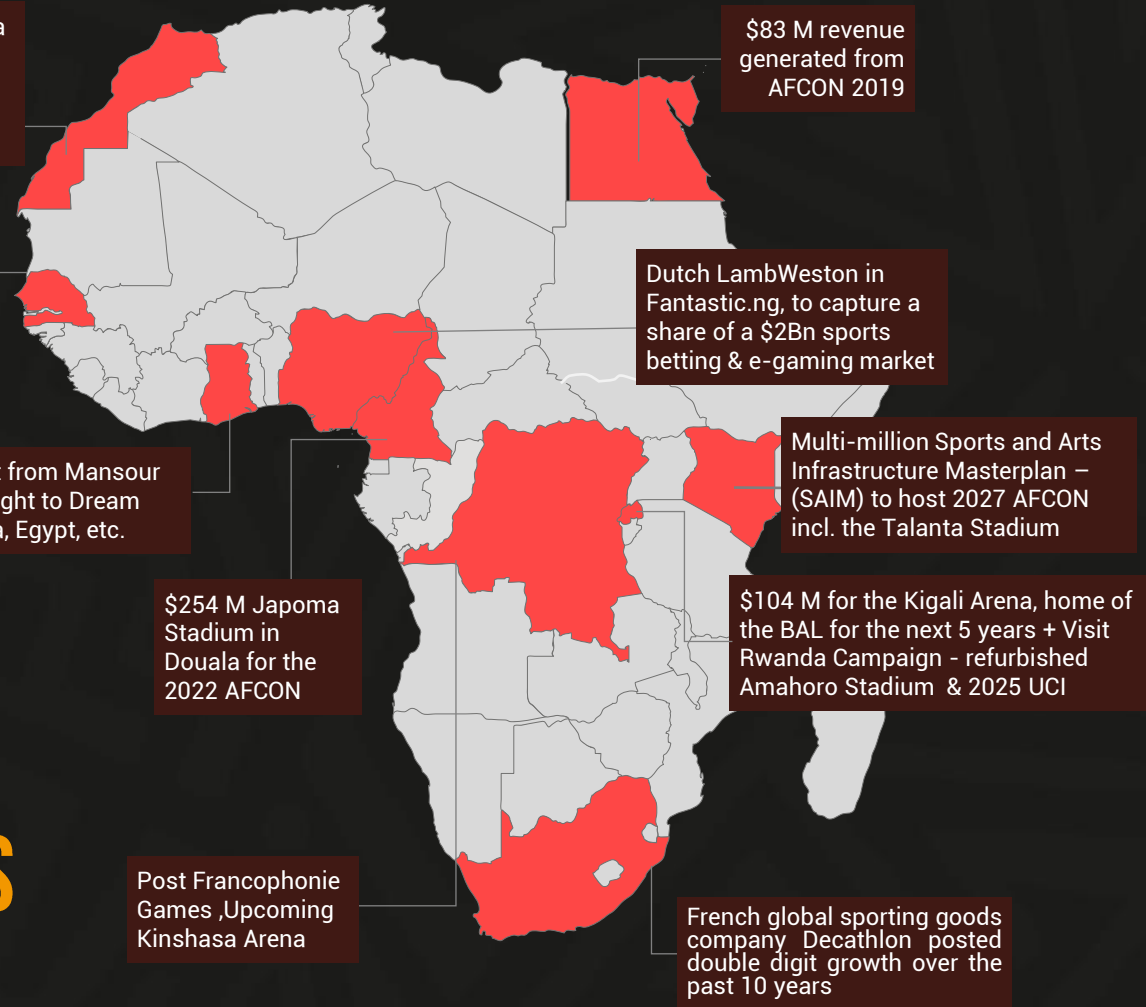
- **Africa** demography: **1.4 billion inhabitants** and an average annual growth rate of 2%.
- More than **60% of Africa's population is under the age of 25** and they are estimated to account for **42% of global youth**. **By 2050, 1 out of 4 will be from Africa**



Urban Population in Africa (millions)



# GREAT MOMENTUM IN AFRICA SPORTS INDUSTRY



- \* **African Cup of Nations (AFCON) 2024** reached an all-time social media viewership & revenue : \$80 M according to CAF reports;
- \* **Cote d'Ivoire invested \$1.2Bn ahead** of the 2023 AFCON;
- \* **Launch of the AFL (Africa Football League), the African version of the UEFA champions league, projected to generate \$200M in the future**



- \* Growth of the NBA in Africa including the launch and growth of the Basketball Africa League (BAL)
- \* **NBA raised a reported \$100M** from a consortium including Helios
- \* NBA Africa is currently valued at \$1Bn



- \* French media giant **Canal+** (Vivendi group) recently acquired Multichoice (Supersports) for an estimate \$2.9 Billion
- \* **Afreximbank** has signed a EUR 245-million facility with **New World TV (NWTV)** to fund the acquisition of major sports broadcast rights in Africa

# BUSINESS OF AFRICAN FOOTBALL



With an estimated **400 million fans**, Africa boasts some of the most passionate and vibrant soccer communities in the world. The sport's reach is vast, with **54 member associations** under the Confederation of African Football (CAF). Between 2022-24, CAF generated over **\$125 million in revenue** through various competitions and assistance from FIFA, underscoring the economic significance of football in Africa.

The Confederation of African Football (CAF) estimated that nearly 2 billion people watched the 2023/24 Africa Cup of Nations live. The demand and growth for African football reflects on the opportunity that African sport is likely to enjoy in the coming years.

African Football League's launch for the club game by Confederation of African Football (CAF) attracted significant investment from Visit Saudi, Saudi Arabia's tourism board. The African Football League is set to transform the club game and has already attracted significant investment from new main sponsor Visit Saudi, while the emergence of Togolese broadcaster New World TV as a major rights buyer has prompted FIFA to invite offers for its next two World Cups in sub-Saharan Africa.

From Morocco to South Africa, a more concerted, ambitious approach to driving tourism and investment is yielding results, with Visit Rwanda's sponsorships in European soccer demonstrative of a broadening outlook when it comes to international brand building. Expect more investment activity in 2025 as the cultural and commercial power of the continent and its sprawling diaspora continues to be realised.



## CASE 1

# AFRICA CUP OF NATIONS SUCCESS - 3.6 BILLION VIEWS ON TIKTOK: A DIGITAL-FIRST TOURNAMENT

The success of Cote d'Ivoire AFCON 2023 was driven by unprecedented global availability, with 110 broadcast partners serving content to a reported two billion people across 171 countries. The digital realm gave the tournament unprecedented exposure.

CAF's official social media accounts cumulatively built 2.1 billion impressions across platforms, with the #AFCON2023 hashtag recorded 3.6 billion views on TikTok - a 90% growth compared to the previous edition. The partnerships with Google, Meta (Facebook) and TikTok helped drive visibility on social media.





## Afcon 2023 sponsors

Name	Category	Sector	Partner since
TotalEnergies	Title sponsor	Energy	2016
1XBet	Global partner	Gambling	2019
Visa	Global partner	Financial services	2023
Puma	Global partner	Sportswear	2023
Orange	Global partner	Telecommunications	2023
Unilever	Global partner	Personal care consumer goods	2024
Tecno Mobile	Tournament partner	Smartphone	2023
Apsonic	Tournament partner	Auto	2023
Razzl	Tournament partner	Soft drinks	2023
EcoBank	Tournament partner	Banking	2023
Smart Technology	National supporter	Electronics	2023
Celeste	National supporter	Mineral water	2023
Porteo	National supporter	Construction	2023
Lonaci	National supporter	Lottery	2023
AGL	Supplier	Logistics	2023

Source: [Africa Sports Unified](#) • Created with [Datawrapper](#)

**Figure 1:**  
Major sponsors  
of AFCON 2023

### AFCON's Prize Money

The Confederation of African Football (CAF) increased the prize money for its most prestigious tournament prize money by 40%.

Position	Prize Money
Winners (1st)	US\$ 7,000,000
Runner-up (2nd)	US\$ 4,000,000
Semi-finalists (2 losing teams)	US\$ 2,500,000 each
Quarter-finalists (4 losing teams)	US\$ 1,300,000 each

This makes the tournament the third highest compared to similar competitions in Asia, Europe and South America.

Continent	Tournament	Prize Money
Europe	UEFA European Football Championship or European Championships	US \$ 30.9 million
South America	CONMEBOL Copa América	US\$ 10 million
Africa	AFCON Africa Cup of Nations	US\$ 7 million
Asia	Asia Football Cup	US\$ 5 million

**Figure 2:**  
Prize Money for Africa Cup of Nations vs other Continental competitions

## CAF African Football Clubs

CAF Governing Council signed off on an increase of prize money for the football clubs playing in the men's and women's club championships. This is part of CAF's realignment of prize monies given to African clubs in a bid to improve the level of competition, attract and retain talent.

### CAF Champions League:

Position	Prize Money	Teams
Winner	US\$ 4,000,000	1
Runner-up	US\$ 2,000,000	1
Semi-Finalists	US\$ 1,200,000	2
Quarter-Finalists	US\$ 900,000 each	4
3 <sup>rd</sup> of the Group	US\$ 700,000 each	4
4 <sup>th</sup> of the Group	US\$ 700,000 each	4
Total Prize Money	US\$ 17,600,000	16

### CAF Women's Champions League:

Position	Prize Money	Teams
Winner	US\$ 600,000	1
Runner-up	US\$ 400,000	1
3 <sup>rd</sup> Place	US\$ 350,000	1
4 <sup>th</sup> Place	US\$ 300,000	1
3 <sup>rd</sup> of the Group	US\$ 200,000 each	2
4 <sup>th</sup> of the Group	US\$ 150,000 each	2
Total Prize Money	US\$ 2,350,000	8

**Figure 3:** CAF Champions League – Men and Women's Competitions' Prize Money

The women's champions league was formed in 2021 under the new CAF leadership. Only in its third year, the CAF governing body increased the prize money by 52% to US \$2,350,000.







# TOP 10 AFRICAN NATIONAL TEAMS (2023-2024)

Team (Nickname)		Total Market Value	(Team) Player Value
Morocco (The Atlas Lions)		\$398.01 million	(\$15.31 million)
Nigeria (Super Eagles)		\$355.76 million	(\$15.5 million)
Côte d'Ivoire (The Elephants)		\$283.94 million	(\$11.36 million)
Senegal (The Lions of Teranga)		\$256.58 million	(\$11.16 million)
Cameroon (Indomitable Lions)		\$223.20 million	(\$9.31 million)
Ghana (Black Stars)		\$209.18 million	(\$6.53 million)
Algeria (The Desert Warriors)		\$186.41 million	(\$7.17 million)
Mali (The Eagles)		\$123.35 million	(\$5.14 million)
Burkina Faso (3.53m)		\$102.58 million	(\$3.53 million)
Congo DRC (3.91m)		\$101.55 million	(\$3.91 million)

The Top 10 African National team ranking is based on performances across major competitions and international friendlies. It also factors sponsorships the team may have acquired within the period shown.

The (Team) Players Value is based on the earnings and endorsements for each of the players at Club level and national team involvement.

The period covered is **January 2023 – December 2024**

Figure 4: Top 10 African National Teams from the Confederation of African Football (CAF) - Dec 2024

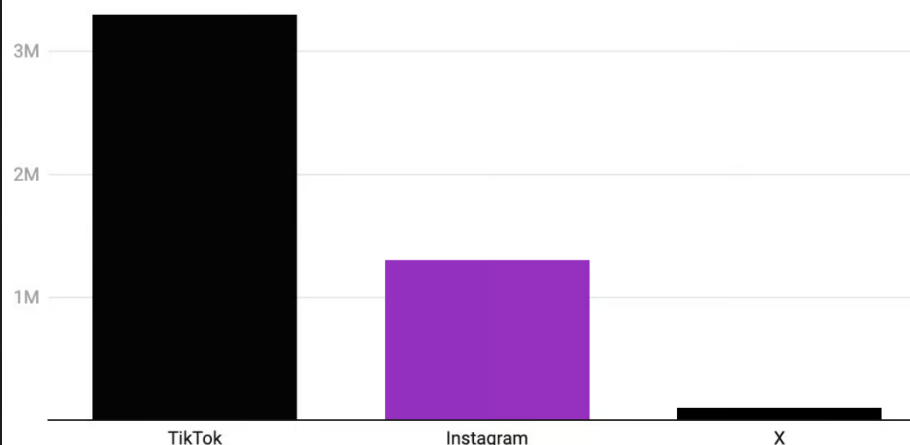
## SOCIAL MEDIA VS TRADITIONAL MEDIA

The number of followers of the official CAF channels demonstrates the growing and unexplored opportunity for sports properties on digital platforms;

Platform	Followers (Pre-tournament)	Followers (Post-tournament)
Tik-Tok	5.2 million	8.5 million
Instagram	3.6 million	4.9 million
X (formerly Twitter)	2.7 million	2.8 million

### Short-form videos drove social media growth

Follower increase for CAF official channels, by platform



Source: Yet Another Sports Newsletter • [Get the data](#) • Created with [Datawrapper](#)

2024's AFCON was broadcast across 180 countries (up from 157 in 2022), as well as via CAF's YouTube page. The main discussion around media rights centered around main pay TV players such as Canal+ and Multichoice.

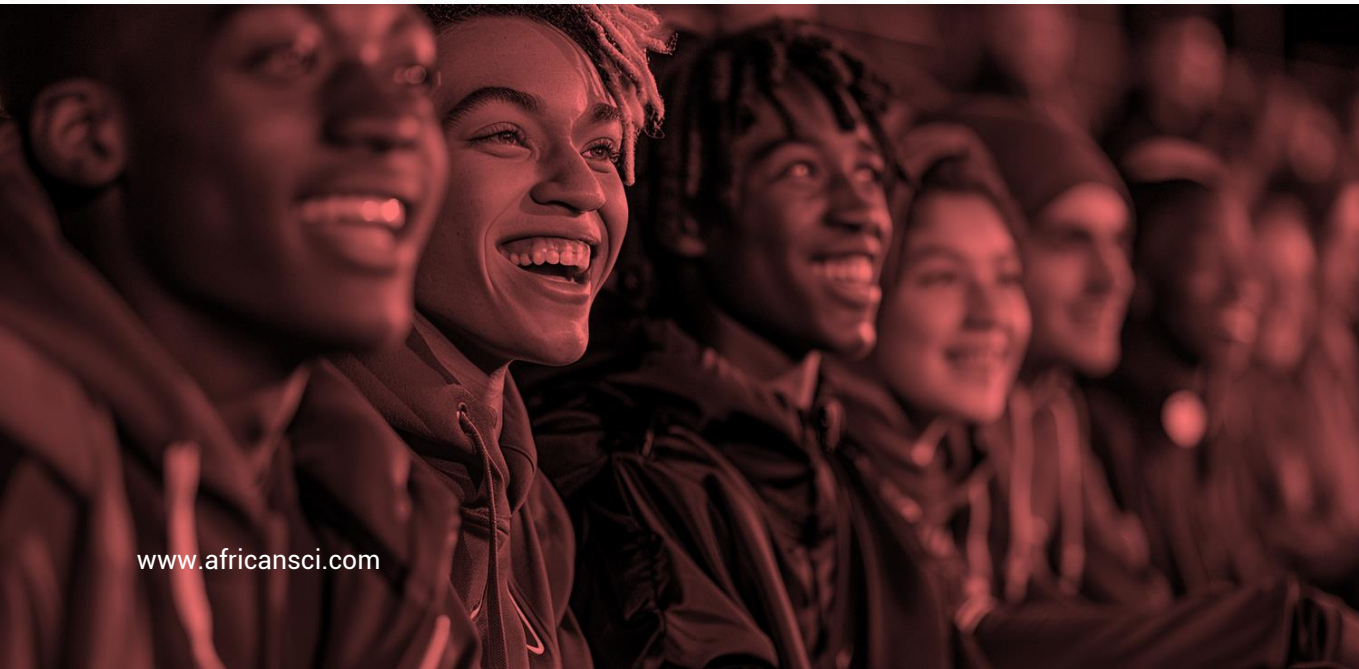
The free-to-air channels also offered a far greater reach and accessibility across many African countries, and helping AFCON reach viewers they might otherwise have not.

**Figure 5:**  
Impact of AFCON 2023 on the CAF Social Media pages



# COUNTRY FOCUS

We will look at the top 10 countries football leagues in Africa. The compilation will analyze the number of teams, clubs and players in each of the country's leagues. This is according to the data submitted to FIFA in 2022-2023 season.



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Country	Top-Tier Competitions	Players	Clubs	Transfers
Morocco	Tier 1(T1) – Botola Pro (16 clubs) Tier 2 (T2) – Botola 2 (16 teams) Tier 3 (T3) – National (16 teams) Tier 4 (T4) – Football Amateur I (32) T5 - Football Amateur II (32) T6 – Regional Leagues	N/A 85% Domestic and 15% Foreign	32 teams in T1 & T2	Incoming 152 (US\$ 0.85 million) Outgoing 131 (US\$ 8.5 million)
Senegal	T1 – Ligue 1 (14 clubs) T2 – Ligue 2 (14 teams) T3 – Ligue de Football Amateur (24)	n/a	28 clubs	Incoming – 44 players ( n/a) Outgoing – 161 players ( 5.2 million)
Nigeria	T1 – Professional Football League (20 clubs) T2 – National League (32 teams) T3 – Nationwide League One (91 teams)	790 players (94% domestic + 6% foreign)	20 clubs	Incoming – 72 (n/a) Outgoing – 445 (US\$ 5.1 million)
Egypt	Tier 1 – Premier League – 18 teams Tier 2 – 2 <sup>nd</sup> Division – 48 teams	642 professional players (84% domestic & 16% foreign)	18 Premier League	Incoming – 135 (US\$ 9.5 million) Outgoing – 128 (US\$ 10.3 million)
Cote d’Ivoire	Tier 1 – Ligue 1 (16) T2 – Ligue 2 (24) T3 – Championnat D3 (38)	n/a	16 in Tier 1 Ligue	Incoming – 65 (n/a) Outgoing – 160 (4.4m)
Tunisia	T1 – Ligue I (16 clubs) T2 – Ligue II (24 teams) T3 – Ligue Amateur I (48 teams) T4 – Ligue Amateur II (56 teams) T5 – Ligue Régionales (84 clubs)	N/a (82% domestic and 18% foreign)	40 in two top tier Leagues	Incoming – 167 (US\$ 1.7 million) Outgoing – 154 (US\$ 4.3 million)
Algeria	T1 – Ligue Professionnelle 1 (16 teams) T2 – Ligue 2 (16 teams) T3 – Inter-Regions Division (96 teams) T4 – Regional League I (142 teams) T5 – Regional League II 263	549 professional (96% domestic and 4% foreign)	32 top 2 tier leagues	Incoming – 74 (US\$ 906.3 K) Outgoing – 69 (US\$ 3.2 million)
Mali	T1 – Ligue 1 (16 clubs) T2 – Deuxieme Division (18 clubs)	Not available	16 Clubs in Ligue 1	Incoming – 7 Outgoing – 106 (US\$ 9.4 million)
Cameroon	T1 – Elite One – 19 teams T2 – Elite Two – 16 T3 – Regional Leagues - 32	1,225 professional players	35 in top 2 Tier Leagues	Incoming – 73 (n/a) Outgoing – 129 (US\$ 3.6 million)
South Africa	T1 – Premiership (16 clubs) T2 – Championship (16 clubs) T3 – Second League (144 amateur teams) T4 – Regional Leagues – 1772 amateur	541 professional players	16 clubs	Incoming – 52 (US\$ 1.4 million) Outgoing – 85 (US\$ 3.8 million)

**Figure 6: African Football Leagues -**

## Some Numbers

The current estimation by CAF is there are more than 225 million amateur footballers on the African continent. The continent currently has a steadily growing middle class likely to attain an estimate 500 million people in the next five years – 2030.

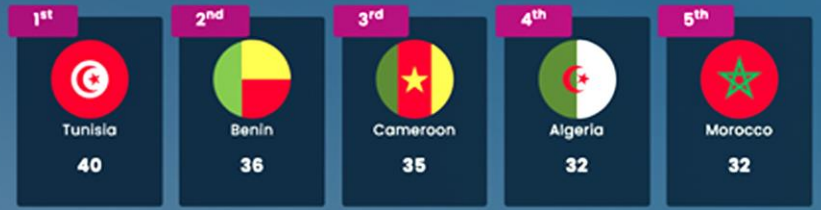




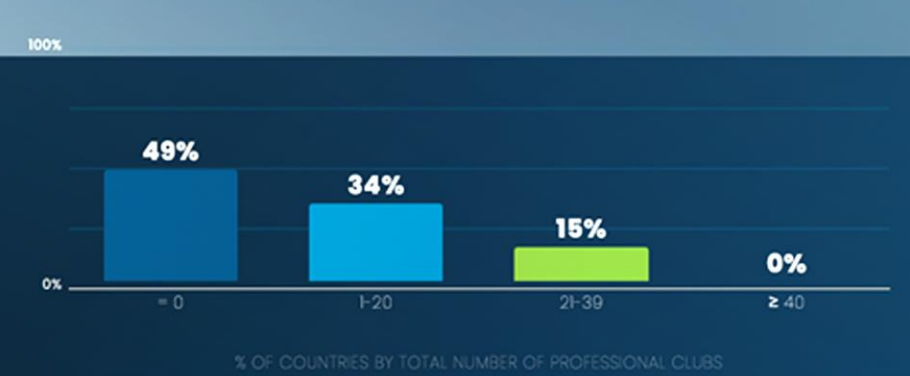
**Total Number of Professional Clubs**



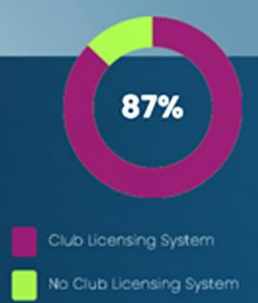
**Top Five**



**Professional Clubs - % of Countries by Total Number of Professional Clubs**



**Club Licensing**



**Breakdown of Legal Form of Top-Tier Clubs**







# AFRICAN FOOTBALL CLUBS

In the African region, the most valuable football team as of the 2023/2024 season was the Egyptian El Ahly, with a market value of 40.5 million euros. El Ahly was established in 1907, and since then it managed to be the most decorated club in Egypt and held the record as the team with the highest Confederation of African Football (CAF) champions league titles.

The South African Mamelodi Sundowns FC followed closely with a value of 29.15 million euros. Another Egyptian and South African team followed, namely Pyramids FC and Orlando Pirates, with a market value of 21.73 million and 19.55 million euros, respectively. Furthermore, Zamalek SC ranked fifth with a market value of nearly 19.23 million euros.

## Egypt, South Africa and Morocco dominate most valuable African clubs

Most valuable soccer clubs in Africa (2023/24)

Club	Country	Value in euros
Al Ahly	Egypt	40.5M
Mamelodi Sundowns	South Africa	29.15M
Pyramids FC	Egypt	21.73M
Orlando Pirates	South Africa	19.55M
Zamalek	Egypt	19.23M
Wydad Casablanca	Morocco	19.05M
Esperance Tunis	Tunisia	17.9M
Kaizer Chiefs	South Africa	17.45M
Raja Casablanca	Morocco	13.11M
RS Berkane	Morocco	12.26M

Source: Statista • Created with [Datavrapper](#)

**Figure 7:** 10 Most Valuable Football Clubs in Africa

## HIGHEST-PAID AFRICAN FOOTBALLERS

A sneak preview of the top earning footballers from the continent, as follows:-

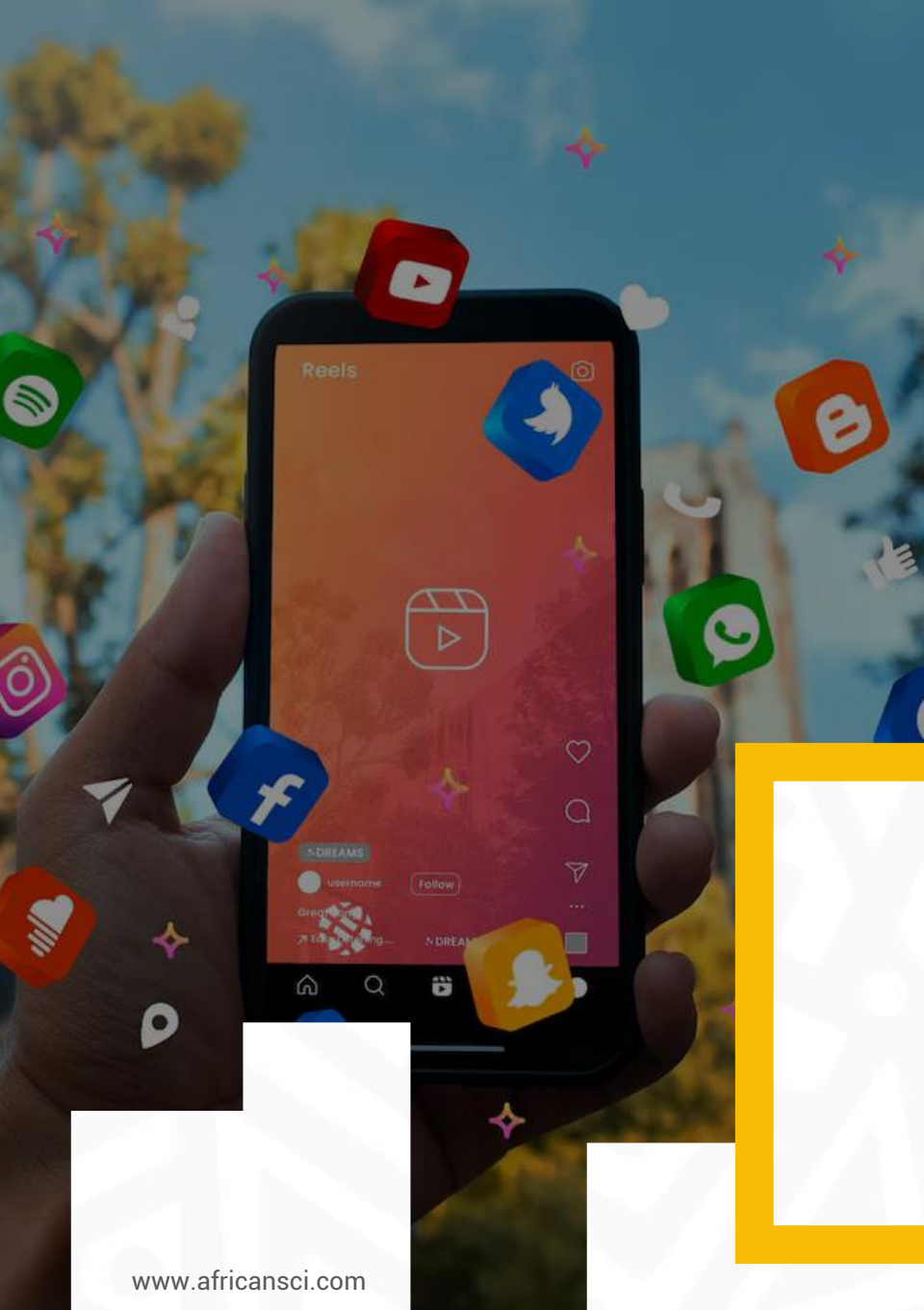
Name	Club/Country of Origin	Estimated Earnings
Riyad Mahrez	Al Ahli/Algeria	\$58 million
Mohammed Salah	Liverpool/Egypt	\$53 million
Sadio Mane	Al Nassr/Senegal	\$52 million
Kalidou Koulibaly	Al Hilal/Senegal	\$26 million
Achraf Hakimi	PSG/Morocco	\$22 million
Victor Osimhen	Napoli/Nigeria	\$20 million
Frank Kessie	Al Ahli/ Cote d'Ivoire	\$18 million
Thomas Partey	Arsenal/Ghana	\$16 million
Seko Fofana	Al- Nasr/ Cote d'Ivoire	\$15 million
Sebastien Haller	Borussia Dortmund/Cote d'Ivoire	\$14 million

Figure 8: 10 Male Earning Football Players





# AFRICAN FOOTBALL CLUBS AND THEIR SOCIAL MEDIA PRESENCE



### Al-Ahly is by far the most followed club on the continent, cumulatively on all social media platforms

Social media followers by platform

Facebook Instagram X Youtube TikTok

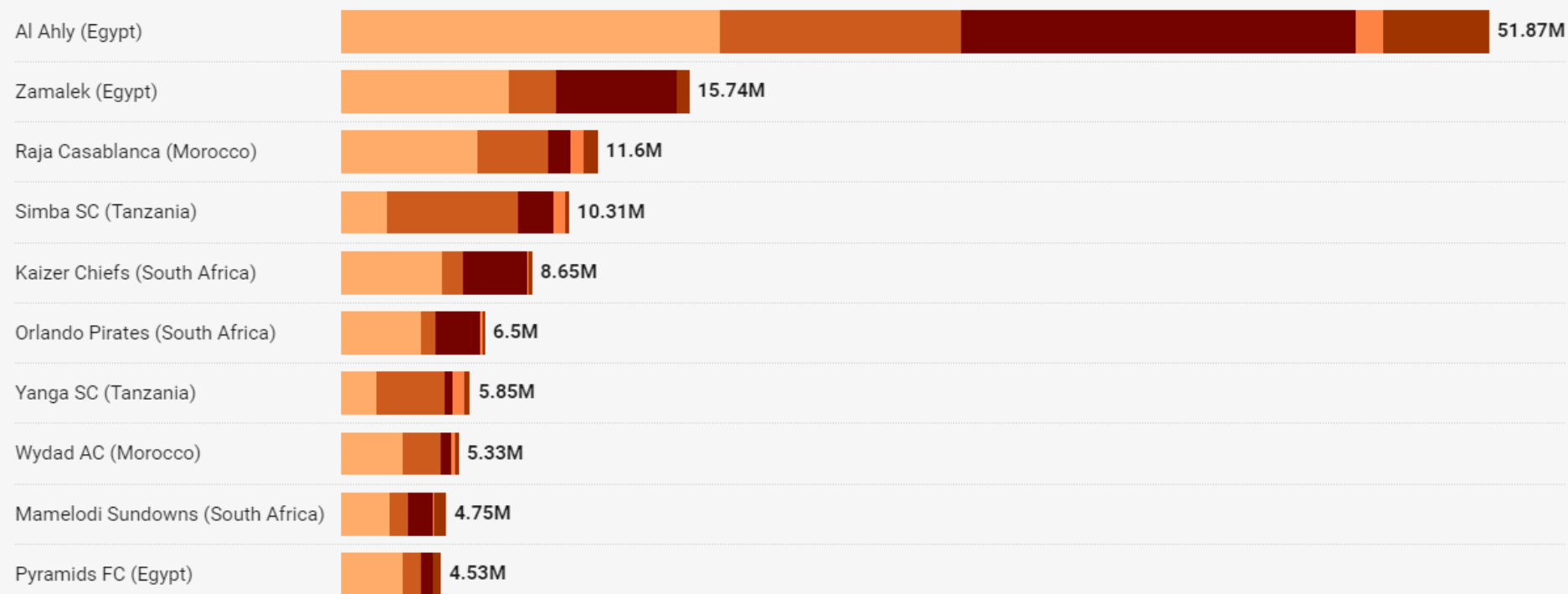


Chart: James Torvaney • Source: Social media platforms • Created with [Datawrapper](#)

**Figure 9: African football clubs with the Most Followers on Social Media**

Top 10 Football Clubs with the Most Social Media Followers

# CAF CHAMPIONS LEAGUE AND CONFEDERATION CUP UPGRADE

CAF estimates that there are more than 225 million amateur footballers on the African continent. The continent currently has a steadily growing middle class likely to attain an estimate 500 million people in the next five years – 2030.

The clubs participating in the preliminary stages of the CAF Champions League and Confederation Cup (both sponsored by Total Energies) now receive \$ 50,000 each. The first preliminary round kicked off on the 16th – 18th of August with return legs played on 23rd – 25th August 2024.

The second preliminary round takes place in September where teams compete for group stage qualifiers. This is the first time CAF is offering financial assistance to clubs with these early stages' qualifiers.





### CAF Champions League:

Winners	US\$ 4,000,000
Runner-up	US\$ 2,000,000
Semi-finalists	US\$ 1,200,000
Quarter-finalists	US\$ 900,000
3 <sup>rd</sup> of Group	US\$ 700,000
4 <sup>th</sup> of Group	US\$ 700,000

### CAF Confederation Cup:

Winners	US\$ 2,000,000
Runner-up	US\$ 1,000,000
Semi-finalists	US\$ 750,000
Quarter-finalists	US\$ 550,000
3 <sup>rd</sup> of Group	US\$ 400,000
4 <sup>th</sup> of Group	US\$ 400,000

**Figure 10: CAF Champions League vs Confederation Cup Prize Money**

**\*Preliminary Round (for both competitions): US\$ 50,000 per club**

The increase in prize money for the Champions League and Confederation Cups competitions was instituted by CAF Governing Council on the back of improved revenues and sponsorships. It is designed to help African clubs attract and retain talent within the continent.



[www.africansci.com](http://www.africansci.com)



This is the first time CAF offers financial assistance to Clubs at this stage of the Competition. Previously, Clubs needed to reach the Group Stages to be eligible to share the overall prize money.

## Large market value discrepancies from European leagues

A large discrepancy can be easily recognized between African clubs and European clubs. In fact, the market value of the most valuable attacker and player in the Confederation of African Football, Victor Osimhen, stands at 120 million euros which is already higher than the market value of the most valuable club on the continent. Manchester City FC, the most valuable European football club had a market value of around 1.39 billion euros, while Arsenal followed with close to 1.32 billion euros as of June 2023.

The next Africa Cup of Nations (AFCON) finals has been put back six months to the start on 21st December 2025, the Confederation of African Football (CAF) announced. The 2025 AFCON in Morocco were due to be played next June but that clashed with the expanded 32-team Club World Cup, which will be held in the US from June 15 - July 13, 2025. The tournament serves as a barometer of the game's development on the continent. It also helps teams scout and assess local talent who are ready for movement to the European leagues.



# SPONSORSHIP

The African sports industry is characterized by a diverse range of key players and stakeholders who play crucial roles in shaping its growth and development. These include government agencies, sports federations, leagues, clubs, and teams, which are responsible for governing and regulating various sports disciplines.

Additionally, private sector entities such as sports marketing and management companies, sponsors, and investors contribute significantly to the industry's financial and operational aspects. International organizations like FIFA, the International Olympic Committee (IOC), and the Confederation of African Football (CAF) also have significant influence on the continent's sports landscape.



**CASE STUDY 2**

# SOUTH AFRICA'S SPONSORSHIP LANDSCAPE

**Figure 11:** Sponsorship Landscape in South Africa

Brand	Industry	Sports Sponsored	Properties
Toyota	Automobiles	Soccer, Rugby, Cycling	Kaizer Chiefs, Toyota Cheetahs, Toyota Elite eCycling team
Nedbank	Banking	Soccer, Golf, Running, Cycling	Nedbank Cup, Nedbank Golf Challenge, Nedbank Running Club, Nedbank Tour de Tuli
Absa	Banking	Golf, Cycling	Sunshine Ladies Tour, Absa Cape Epic
FNB	Banking	Soccer, Varsity Sports	Cape Town City FC
SuperSportBet	Betting	Soccer	Orlando Pirates, Kaizer Chiefs
Hollywoodbets	Betting	Rugby, Cricket, Horse Racing	Hollywoodbets Sharks, Hollywoodbets Dolphins, Hollywoodbets Greyville Racecourse
Betway	Betting	Cricket, Rugby	SA20, SA Rugby
DStv	Broadcasting	Soccer	Premier Soccer League
Sasol	Chemicals	Soccer, Paralympics	Bafana (National Women's Team), Paralympics, Wheelchair Basketball
Carling	Beverage	Soccer	Carling Knockout Cup
Red Bull	Beverage	Soccer	Mamelodi Sundowns
Castle Lager	Beverage	Soccer	Bafana (National Men's Team)
DHL	Logistics	Rugby	DHL Stormers
SPAR	Retail	Rowing, Athletics, Running	SA Rowing, Athletics South Africa, SPAR Women's Challenge Series
Nike	Sportswear	Rugby	SA Rugby
Adidas	Sportswear	Soccer	Orlando Pirates
MTN	Telecommunications	Soccer, Rugby	MTN8, Springboks
Vodacom	Telecommunications	Soccer, Rugby	Orlando Pirates, Kaizer Chiefs, Vodacom Bulls

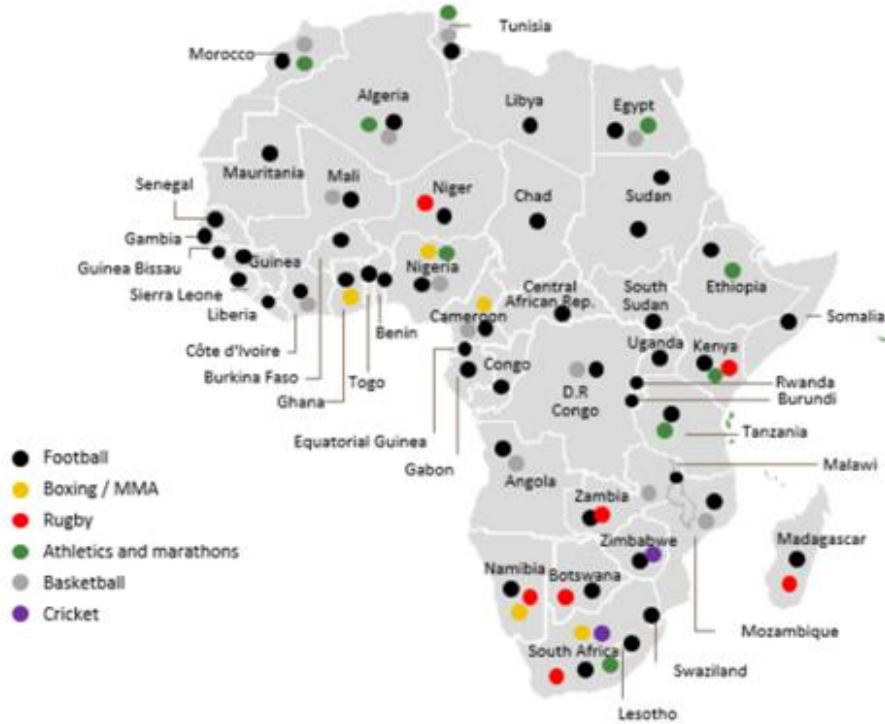
As one of Africa's leading sports powerhouses, and also one of the few that enjoys multi-sport representation across the world, South Africa remains one of the most developed countries in sports sponsorship. A wide range of sports disciplines are supported by different sponsors with the main ones being football(soccer), rugby, athletics, golf, cricket, cycling and horse racing. Sponsoring companies range from automobile, banking, betting, beverage, broadcasting and telecoms.

In July 2024, **the South African Premier League signed a three-year deal with betting company Betway. Valued at \$ 50,226,500** (approx. 900 million rand) it is touted the biggest sponsorship deal .



## Popular sports in Africa

### Football remains king in Africa and presents the best opportunity for FMCG brands in the sports sector



#### Comments:

- Football is the number one sport in all African countries. It is the most preferred sport and has many followers.
- The athletics countries indicated on the chart are based on countries that have won Olympic medals, with the highest number of medals being 86 and the lowest being 10.
- Boxing is popular in Ghana and South Africa. It is gaining popularity in Nigeria and Zambia as well.
- Mixed Martial Arts (MMA) is gaining traction in Africa.
- Cricket is popular in Zimbabwe, Namibia, and Kenya.

#### Examples of FMCG brand categories in the sports sector

##### Clothing & footwear



##### Accessories



##### Nutrition & sports drinks



##### Personal care





SECTION 2

# SPORTS FINANCE IN AFRICA



NUMBERS & PROSPECTS IN AFRICA'S EMERGING SPORTS BRANDS

# FINANCIAL LANDSCAPE

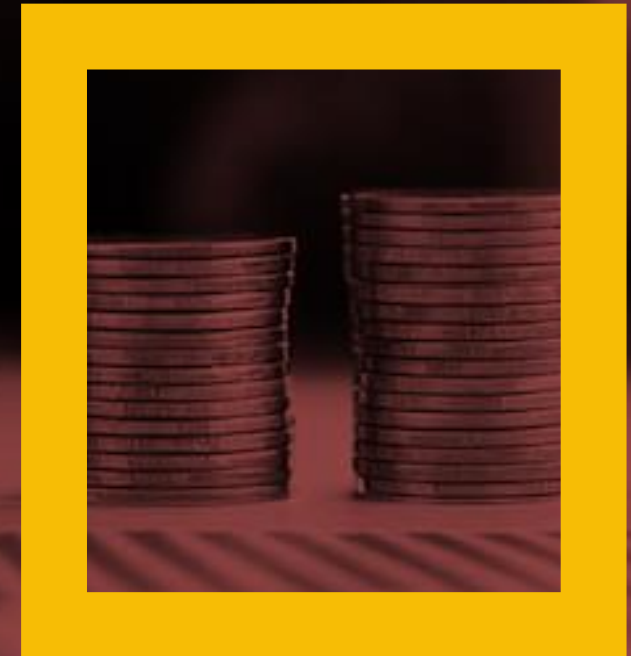
Understanding the economy of sports from a global and continental context is extremely vital.

The business orientation of global sports especially in North America and Europe is financial. The business is primarily supported by 5 main areas namely :

- 1) Media Rights,
- 2) Merchandise,
- 3) Sponsorship,
- 4) Gate Revenues/Ticketing and;
- 5) Naming Rights.

These are supported by an effective framework of sport and commercial laws. Strong legal enforcement of ownership rights ensures the commercial viability of sports leagues.

African sports need to develop these areas to ensure the commercial and financial viability of their products.





# 1. FUNDING MODELS

In the 1990s and early 2000s, there was the **Spectators, Sponsors, Subsidies and Local** (SSSL) model of sports finance which was rooted in local, regional, and national funding, with minimal international involvement.

**The Media, Corporations, Merchandising, Markets and Global** (MCMMG) model redefines sports finance by integrating global media, corporations, merchandising, and markets for international funding.

Given the nascent nature of sports in Africa, we're still grappling with the former SSSL and slowly growing into the MCMMG as seen by federations such as CAF and country NOCs.



Sports transactions now involve local foundations, government agencies, and international partnerships like the NBA-FIBA Basketball Africa League. Investments in African sports properties and European leagues have grown, creating numerous opportunities from 2022 to 2024. This context sets the stage for highlighting key commercial and investment opportunities currently underway or recently unveiled :

Investment Groups/Funds:				
Name of Company/Group	Areas of Focus	Sport	Deal Type/Activity	Amount
<b>Ackerley Sports Group</b>	Invests in sports sector with a focus on leagues, teams, venues, media, technology and development opportunities	Rugby -South Africa	Equity investment - 20% stake in South Africa Rugby Union's (SARU) commercial entity	Initial investment of US\$ 75 million (post- money valuation growing to US\$ 375 million)
<b>Guinness Ventures</b>	Independent fund management in long-term equity funds and private equity investments	Rugby (Africa)	Seed funding (Series A – Sportable data provider)	US\$ 15 million
<b>Helios Sports &amp; Entertainment Group (Helios Fairfax Partners)</b>	Investment holding company in sports and entertainment	Mixed Martial Arts, Basketball	Equity investment	US\$ 13 million
<b>NSIA: Nigeria Sovereign Investment Authority</b>	manages the Nigeria sovereign wealth fund	Assorted	Sports infrastructure development	US\$ 100 million
<b>Rainbow Sports Group</b>	Global sports business company in sports marketing and management, sports franchise ownership, sports financing, and consulting	Assorted (Football, wrestling)	Player & Team development and league development	Undisclosed
<b>Silverbacks Holdings</b>	Private capital allocator pursuing value investing in tech, media, sports & lifestyle	Basketball, Entertainment and Sports Tech	Team ownership, content development and sports technology	Portfolio currently worth US\$ 10 billion
<b>Tofino Capital</b>	Early-stage investment in African start ups	Assorted	Gaming	\$10 million
<b>Sporting Chance Fund</b>	Private fund approach in sports	Assorted	Mixed	Undisclosed

Figure 12: Sports Transactions – Investment Groups and/or Funds

Individuals or Group of Individuals:				
Name of Company/Group	Areas of Focus	Sport	Deal Type/Activity	Amount
<b>Mohammed Dewji</b>	Tanzanian businessman with interests in manufacturing, distribution, trading and real estate	Football (soccer) Simba SC (Tanzania)	Holds 49% stake and additional investment	US\$ 10 million
<b>Nassef Sawiris &amp; Wes Eden</b>	Egyptian and his business partner own football club holding company V Sports, which	Football possesses English Premier League team Aston Villa; a 46-percent stake in Portuguese Primeira Liga team Vitória S.C.; Egyptian's ZED FC (partnership) Japanese Vissel Kobe (partnership) and Spanish club's Real Unión (partnership)	100% ownership of Aston Villa; 46% in Vitoria Partnerships in 3 other clubs	Over US\$ 11.9 billion (net worth)
<b>Mohamed Mansour</b>	Egyptian businessman	Football with major stake in US' Major League Soccer's San Diego team (to be named);	Ownership and expansion	US\$ 500 million ( expansion fee)
<b>Kunle Soname</b>	Nigerian businessman	Football with acquisition of Portuguese side Clube Desportivo Feirense, Nigeria's Remo Stars FC	Ownership and acquisition	Undisclosed
<b>Shola Akinlade</b>	Nigerian businessman	Football – Sporting Lagos FC from Nigeria; Danish side Aarhus Fremad	Ownership and acquisition	Undisclosed

Figure 13: Sports Transactions – Individuals: llowers

## 2. FINANCIAL MANAGEMENT

### Best practices in financial management for sports organizations

Sports in Africa are a growing industry, with vast potential to drive economic development, enhance national pride, and create career opportunities. However, one of the critical elements that determines the sustainability and growth of the sports industry on the continent is financial management. Despite Africa's rich sports talent, the sector often grapples with underfunding, mismanagement, and inadequate infrastructure.





## Challenges in Financial Management

- A. Inadequate Funding and Resource Allocation** - Government funding is prioritized for major events e.g. funding the Olympics, leaving grassroots development underfunded. In 2023, funding delays for Kenya's Harambee Stars highlighted this gap.
- B. Governance and Corruption Issues** - Corruption in African sports federations, such as the Nigeria's Football Federation's (NFF) fund mismanagement, demoralizes athletes and damages credibility. Protests during the 2022 Commonwealth Games highlighted these issues, deterring sponsors.
- C. Poor Infrastructure Development** - Poor sports infrastructure in Africa, such as Zambia's poorly maintained stadiums, hampers athlete performance, reduces attendance, and limits sports industry growth.
- D. Mismanagement of Resources** - a good number of sports federations across the continent have been plagued by mismanagement of available funds and sponsorship monies becoming less appealing to private companies and potential sponsors.





## Financial Management Success

- A. South Africa's Cricket and Rugby Models** - SARU and CSA showcase how diversified revenue streams—broadcasting rights, sponsorships, and merchandise—drive financial stability and growth. SARU reinvested World Cup revenues into grassroots rugby, while CSA's broadcasting deals ensured stability despite the pandemic.
- B. Morocco's Investments in Football** - Morocco's focus on modern infrastructure and effective financial management has elevated its football stature. The Mohammed VI Football Academy has produced elite players, while strategic investments have fueled international success, including a 2022 FIFA World Cup semifinal appearance and securing co-hosting rights for the 2030 World Cup.

- C. Kenya's Athletics Model** - Kenya's dominance in long-distance running is evident, with over 40% of the top 10 marathon finishers globally in recent years. This success is supported by strategic partnerships with global sportswear giants like Nike and Adidas, providing financial backing, athlete endorsements, and access to advanced training resources. Athletics Kenya has also utilized international training grants and development programs to cultivate emerging talent, ensuring a continuous pipeline of elite athletes. While the financial specifics of Nike's sponsorship are undisclosed, its influence on Kenya's continued athletic success is undeniable, helping maintain the country's global prominence in the sport.



## Opportunities for Growth and Financial Sustainability

- A. Leveraging Media Rights and Digital Platforms** - Monetizing media rights is an underutilized financial resource in African sports. As digital platforms grow, federations can leverage broadcasting and streaming deals to engage global fans and attract international sponsors. By enhancing broadcast quality and embracing digital innovation, federations can create new revenue streams and strengthen financial stability.
- B. Public-Private Partnerships (PPPs)** - Governments and private companies are partnering to improve sports infrastructure in Africa. Ethiopia's PPP projects have funded sports facilities, with private enterprises managing their operations. This model has attracted investment from construction firms and local businesses. Similarly, Senegal's Dakar Arena, funded by both public and private investments, has hosted international basketball events, boosting sports tourism revenue.
- C. Athlete Financial Literacy Programs** - Training athletes in financial management is key to long-term sustainability. Some African countries are implementing programs to educate athletes on managing finances, investments, and planning for life after sports. For example, South African athlete academies now include financial literacy in their development programs, helping athletes manage earnings from prize money, sponsorships, and endorsements.





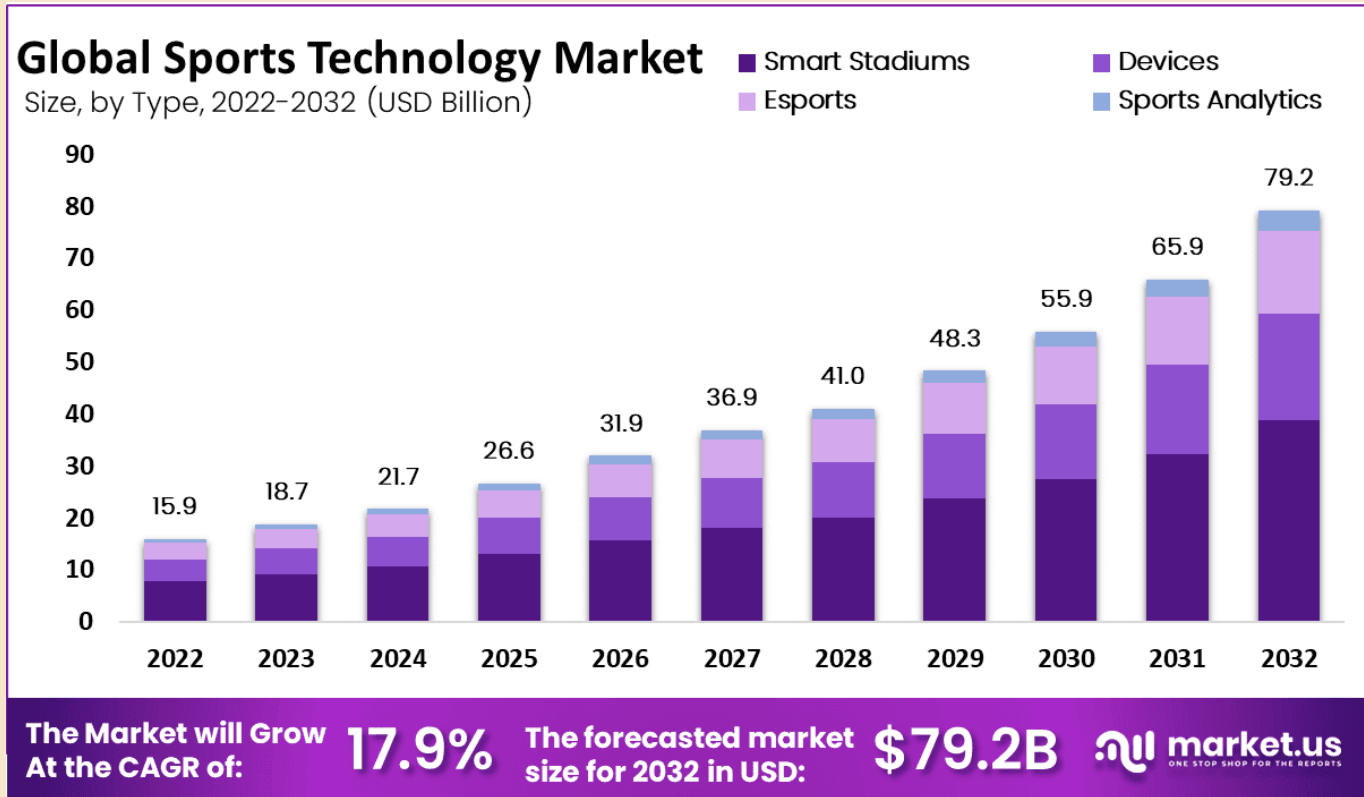


SECTION 3

# SPORTS TECHNOLOGY

EMPOWERING PLAY: SHAPING AFRICA'S FUTURE

# 1. TECHNOLOGY & INNOVATIONS



The chart alongside shows the global sports technology market. This indicates the current size of the sports technology space and the potential of the sports space. Africa and the appreciation of expanding digital and mobile device availability give this some opportunity to grow the space.

Below are some of the sports technology firms that have been able to make a difference in the sports technology industry:

Figure 14: Global Sports Technology market growth projection 2022-2032

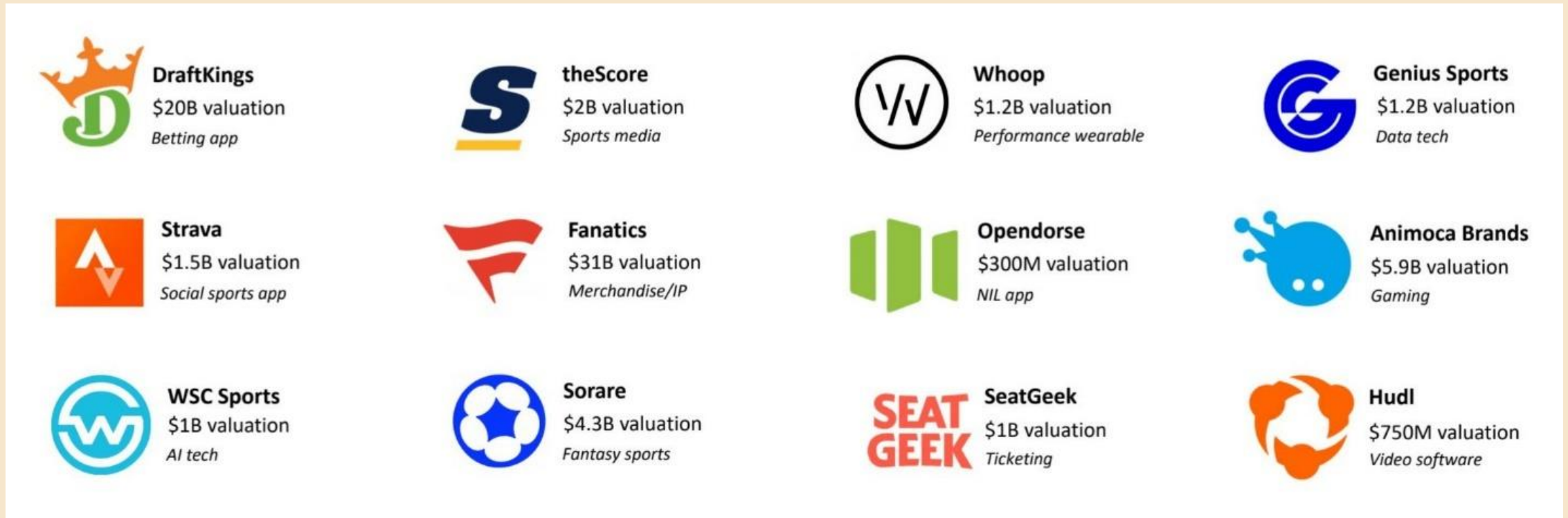


Figure 15: Top Sports Tech Global firms and their Valuations



## Current state of sports technology in Africa

**A. Wearable Technology and Athlete Performance** - This has emerged as a critical tool for improving athlete performance and injury prevention globally. In Africa, sports teams and athletes, particularly in football and athletics, have started incorporating wearables such as GPS trackers and heart rate monitors to optimize performance.

**Valuation:** Globally, the wearable sports tech market is projected to reach \$37 billion by 2028, and Africa, with its strong athletic tradition, particularly in endurance sports, is expected to see an increase in demand for performance-enhancing wearables as the technology becomes more affordable.

**B. Data Analytics and Performance Tracking** - Data analytics has revolutionized sports by providing insights into player performance, game strategies, and fan engagement. In Africa, however, the use of advanced data analytics remains limited to elite sports teams and a few pioneering organizations.

**Valuation:** The global sports analytics market was valued at \$2.1 billion in 2020 and is expected to grow to \$6.4 billion by 2026. Africa's sports analytics market is still small but has the potential to grow, particularly in football, which is the most commercially viable sport across the continent.

**Example:** Cape Town City FC, a professional football club in South Africa, has integrated data analytics into its training sessions to assess player performance metrics. The club works with Catapult Sports, an international sports analytics company, to collect and analyze data from wearables and video footage to make tactical decisions and improve player conditioning.

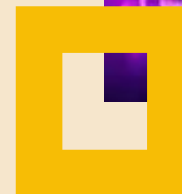


**C. E-Sports and Virtual Engagement Platforms** - The digital shift in sports is rapidly expanding in Africa, with E-sports and virtual fan engagement platforms gaining traction. Mobile gaming, in particular, has seen exponential growth on the continent, where mobile penetration is high.

**Example:** The African E-Sports League launched in 2019, is creating a platform for E-sports competitions across the continent. Countries like South Africa, Nigeria, and Kenya are at the forefront of this movement, with local gaming companies organizing competitive gaming tournaments that attract large fan bases. E-sports in Africa is also seeing investments from global gaming brands such as Razer and Logitech.

**Valuation:** The global E-sports market size was valued at USD 1.72 billion in 2023 and is projected to grow from USD 2.06 billion in 2024 to USD 9.29 billion by 2032. Africa is beginning to tap into this market with its rapidly growing youth population. The continent's E-sports market is expected to exceed \$200 million by 2025, driven by increased sponsorship and online streaming of E-sports events.

The continent is beginning to tap into this global trend, with both local tournaments and the creation of regional E-sports leagues.



## E-Sports and Gaming

According to the 2023 Global Games Market Report by Newzoo, the number of players is projected to reach 3.38 billion in 2023-24, a growth of +6.3% year-on-year.

Africa and the Middle East, along with Latin America, are projected to grow by 4.7% and 3.8% respectively. Despite this growth, their combined share of the global games market remains only 5%.

The E-sports sector is also experiencing rapid growth across Africa, fueled by increased internet access and a burgeoning gaming community. The African gaming market has experienced explosive growth, with the number of gamers in sub-Saharan Africa increasing from 77 million in 2015 to 186 million in 2021.

Nigeria has emerged as the leading market, surpassing South Africa with \$249 million in gaming revenue compared to South Africa's \$236 million. Kenya, Ethiopia, and Ghana are also notable contributors, showcasing the diverse and expanding gaming landscape across the continent.

The Sony Innovation Fund's recent investment in Carry1st highlights the potential of the African gaming sector. Sony's support is expected to enhance local game development and increase PlayStation's presence in the region.

Africa E-Sports Championship (AEC), established in 2018, is one of the continent's largest E-sports competitions, with gamers from countries like Kenya, South Africa, and Nigeria competing in global titles such as FIFA and Call of Duty. Additionally, mobile gaming is expanding as smartphones become more affordable, and local developers are creating African-themed games.





## 2023 Global Games Market Per region

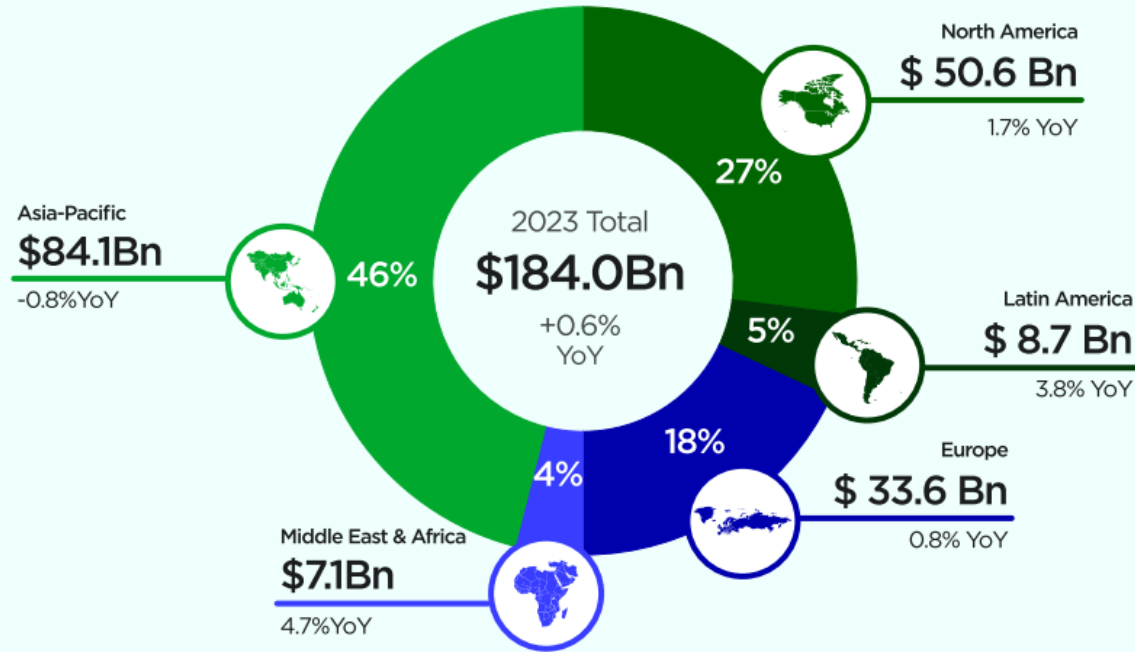


Figure 16: 2023 Global Games market - image courtesy of Newzoo

<https://www.nfl.com/international/global-markets-program>

However, with advancements in infrastructure and increasing mobile adoption, these regions are expected to keep expanding.

Between 2020 and 2023, Africa's gaming industry saw consistent growth, with the top ten games generating over \$110 million, including nearly \$25 million from Candy Crush Saga, and a significant revenue jump from \$15 million to \$31 million between 2020 and 2021.

<https://gamesindustryafrica.com/2024/01/22/state-of-the-african-games-industry-2024/>

GIA GAMES INDUSTRY AFRICA		APPMAGIC							
SOUTH AFRICA		EGYPT		NIGERIA		ALGERIA			
YEAR	REVENUE	YEAR	REVENUE	YEAR	REVENUE	YEAR	REVENUE		
2020	\$15,447,297.00	2020	\$10,208,315.00	2020	\$2,398,593.00	2020	\$400,203.00		
2021	\$31,238,956.00	2021	\$11,588,270.00	2021	\$3,215,941.00	2021	\$445,346.00		
2022	\$30,297,737.00	2022	\$11,620,410.00	2022	\$2,726,705.00	2022	\$376,149.00		
2023	\$33,231,183.00	2023	\$10,118,920.00	2023	\$2,384,125.00	2023	\$344,892.00		
Subtotal	\$110,215,173.00	Subtotal	\$43,535,915.00	Subtotal	\$10,725,364.00	Subtotal	\$1,566,590.00		

Figure 17: Gaming revenues in the top 4 African countries

### Top Gamers in Africa :

1. **Ioannis "JT" Theodosiou** - highest earning South African player with \$234,351.14 USD in prize money won overall.
2. **Tiaan 'TC' Coertzen** - A prominent South African esports player, TC is recognized as one of the greatest male esports athletes in Africa.
3. **Sylvia Gathoni** - full-time professional esports athlete and the first Kenyan Esports athlete to be featured on Forbes magazine's 30 Under 30 list.
4. **Eghosa 'Solo' Asekomhe** - leading League of Legends player from Nigeria, and one of the top male Esports athletes in Africa.
5. **Kingnee** - Top gaming streamer in Africa who has ranked first in gaming on TikTok seven times.
6. **Odun Wire** - an early Nigerian CODM creator and one of the most followed CODM creators on TikTok. He is known for his music style content.
7. **Kuda 'Kuda' Chidembo** - a top Rocket League player from Zimbabwe, Kuda has represented his country in multiple international tournaments, showcasing his skills on the global stage.
8. **Cukia "Sugar" Kimani** - creative engineer and co-founder of Nyamakop, the studio that created Semblance, the first African IP on Nintendo. He was named one of Forbes Africa's 30 under 30 in 2018.

*Africa's mobile gaming ecosystem has a nascent developer talent pool, with fewer than 100 game development teams across the continent, mostly concentrated in more developed countries like South Africa. While the market opportunity is significant, the industry is still in its early stages*

### The 2024 Africa Games Report teaches us that:

- With 35 million gamers, Egypt's gaming market is a leading force in the MENA region accounting for 10,5% of the **\$1.92 Bn** market generated in 2023.
- Nigeria remains one of Africa's fastest growing gaming markets with revenue reaching **\$249 million** in 2021-22.
- South Africa is expected to grow to **\$333 million by 2026** thanks to over **26 million players**. The market here thrives on mobile games and a strong console and PC gaming community.
- Kenya generated **\$46 million** in revenue in 2021, mainly from mobile gaming with **30% being from urban areas**. It's strong on educational games, augmented reality (AR) and virtual reality (VR).

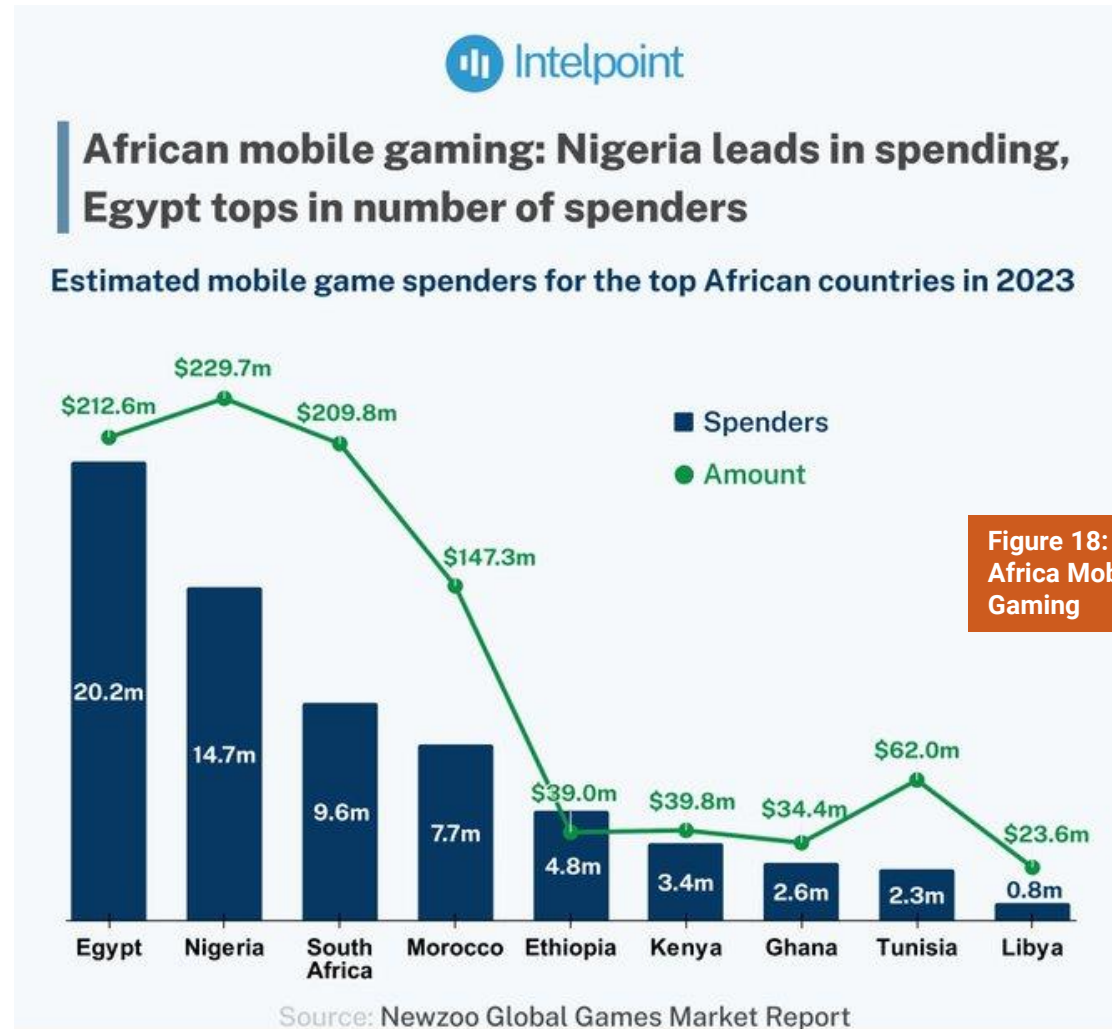
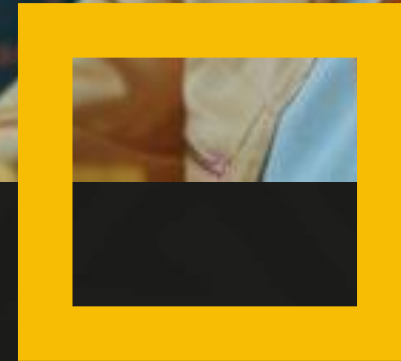
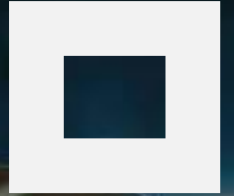


Figure 18:  
Africa Mobile  
Gaming



## 2. DIGITAL TRANSFORMATION





## **A. Internet Penetration and Digital Access in Africa**

As of 2023, internet penetration in Africa stands at around 43.2%, according to the International Telecommunication Union (ITU). While this figure trails behind global averages, the rapid growth is driven by mobile connectivity. More than 570 million people across sub-Saharan Africa now have access to mobile internet, with projections indicating this number will surpass 600 million by 2025. This expansion of digital access is critical to the growth of sports consumption via online platforms.



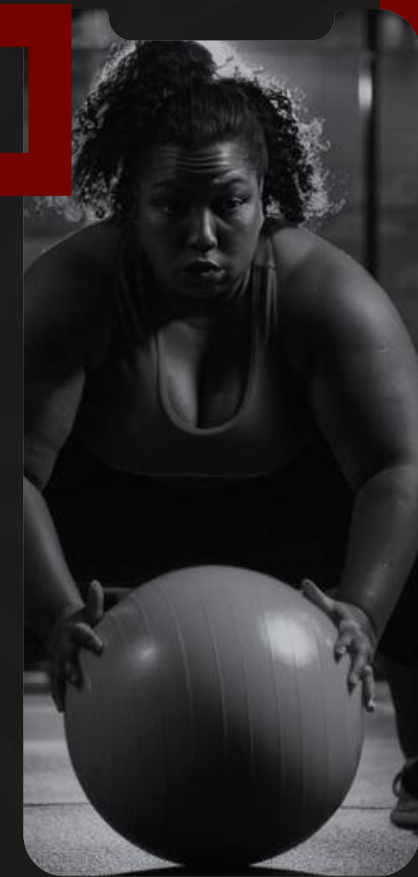
## B. Social Media as the Primary Sports Consumption Hub

Social media platforms are at the heart of digital sports consumption in Africa. African sports fans increasingly turn to these platforms to access live scores, match highlights, and athlete interactions.

- **Facebook:** With over 260 million users across Africa as of 2024, Facebook remains the most popular social media platform on the continent. A large percentage of sports teams, leagues, and media outlets use Facebook to live stream matches, provide real-time updates, and engage fans through video content and discussion threads. The platform's video engagement has grown significantly, with sports clips, interviews, and live streams reaching millions of viewers across African countries.



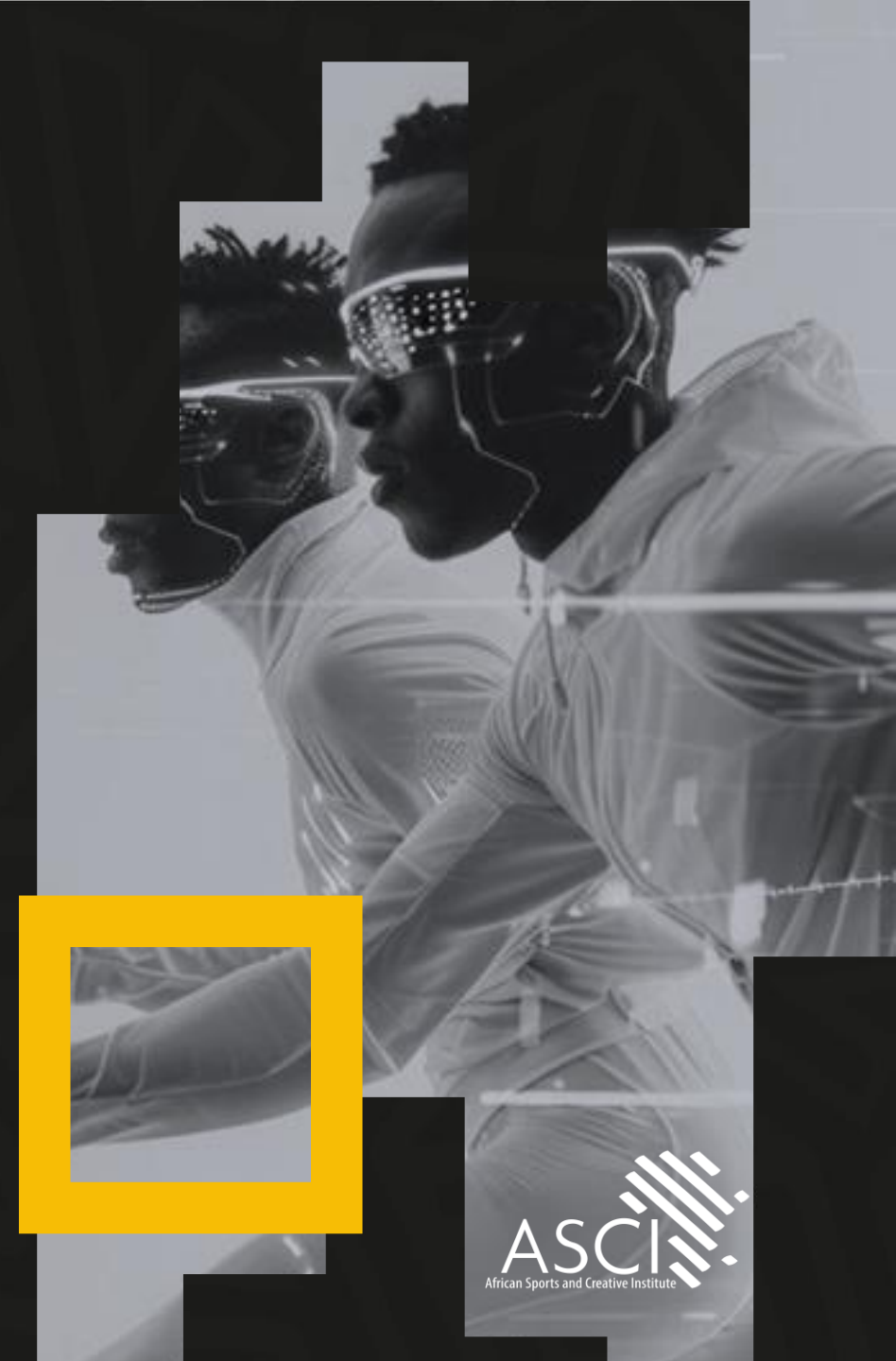
- **YouTube:** YouTube has seen massive growth as a platform for sports content in Africa, boasting **90 million monthly active users** as of Dec 2024. Sports organizations, influencers, and content creators use YouTube to deliver highlights, documentaries, and behind-the-scenes access to major sporting events. YouTube's accessibility via mobile devices has made it a favored platform for younger African audiences. Channels dedicated to European football, basketball, and athletics command millions of views per video, especially during peak events like the FIFA World Cup, the UEFA Champions League, and the NBA Finals.
- **Twitter:** Twitter is also a major player in Africa's digital sports space, with **40 million users** across the continent. Twitter's real-time nature makes it ideal for live updates and fan commentary during matches. Hashtags such as #AFCON (Africa Cup of Nations) or #Tokyo2020 (Olympics) become central points of conversation, drawing millions of tweets during major tournaments. In 2022, the #AFCONFinal match alone generated over 8 million tweets across Africa.
- **Instagram:** With an audience of **over 100 million African users**, Instagram has gained traction as a hub for sports highlights and behind-the-scenes content. Athletes and sports brands use Instagram's visual storytelling features to connect with fans, offering real-time access to training sessions, personal moments, and matchday highlights. Major African footballers like Mohamed Salah and Pierre-Emerick Aubameyang have followings in the millions, leveraging the platform to engage with fans.



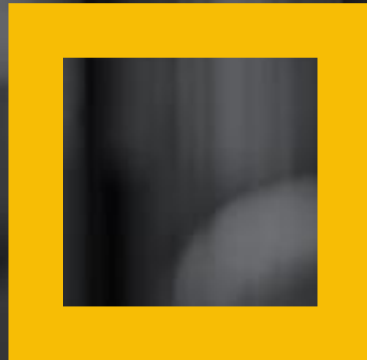
## C. Streaming Services and the Rise of Digital Sports Broadcasting

Streaming services are a fast-growing channel for sports consumption in Africa, fueled by the growing availability of broadband internet. While traditional satellite broadcasters like Canal + , SuperSport and DStv dominate the African sports landscape, digital streaming services are rapidly gaining traction.

- **DStv Now (SuperSport):** As Africa's largest sports broadcaster, SuperSport's digital platform, DStv Now, has capitalized on the demand for streaming sports content. In 2023, DStv Now reported over **1.8 million active users**, with many African subscribers watching major sports events such as the UEFA Champions League, the Premier League, and local football leagues online.
- **Showmax:** Launched in 2015, Showmax, owned by Multichoice (the parent company of DStv), has emerged as a leading streaming service for sports content in Africa. With over **2 million subscribers**, the platform offers a sports package that includes live events, highlights, and original sports documentaries. Showmax Sports is becoming particularly popular among young, urban viewers who prefer to watch sports on-demand.
- **YouTube Live:** Beyond regular video content, YouTube Live has become a major venue for sports streaming. During the **2022 FIFA World Cup**, official highlights and live streams on YouTube attracted millions of African viewers. Similarly, local sports leagues are starting to adopt YouTube Live for broadcasting, offering fans a free or low-cost alternative to traditional sports channels.
- **Netflix** and **Amazon Prime Video:** these two launched in Africa in 2016 with South Africa being their entry market. However, with the low purchasing power and mobile-first access for audiences on the continent, they have scaled down investment and expansion for production and live-streaming.



- **Fan Engagement and Interactivity:** Digital platforms have transformed how African sports fans engage with their favorite teams and athletes. Unlike traditional broadcast models, which offer one-way communication, digital media allows for two-way interaction, providing real-time fan engagement.
- **Fantasy Sports and Mobile Gaming:** The growth of digital media has also spurred interest in fantasy sports leagues and mobile sports gaming across Africa. Platforms like Superbru and Goal Fantasy allow African fans to build virtual teams and compete for prizes, while mobile apps related to soccer and basketball are generating significant user engagement. With over 80% mobile gamers across Africa, this is a burgeoning space where sports and digital entertainment intersect.



- **Athlete and Brand Influence:** Digital platforms have enabled African athletes to build personal brands and directly connect with fans. Global African sports icons like Sadio Mané, Giannis Antetokounmpo, and Caster Semenya have leveraged social media to amplify their influence, drawing in millions of followers who engage with their content daily.



## D. Challenges and Opportunities for Growth

Despite the rapid growth of digital sports consumption, challenges remain:

- **Affordability and Infrastructure:** Although mobile penetration is high, data costs remain a barrier in several African countries. Streaming sports on platforms like YouTube or Showmax requires significant data, which can be prohibitively expensive for many fans.
- **Local Content Development:** While African fans consume international sports content digitally, there is a growing demand for more localized sports content, particularly from domestic leagues and athletes. Increased investment in local league digital broadcasting could accelerate fan engagement across the continent.
- **Monetization:** As sports consumption shifts online, sports organizations, broadcasters, and content creators must develop effective monetization strategies. Sponsored content, pay-per-view models, and digital advertising are emerging as ways to capitalize on Africa's growing sports viewership.



## E. Sports and Social media

### Top African Sports Personalities on X (formerly Twitter)

	Name/Personality	Sport	Handle	Number of Followers
1.	Mohamed Salah	Football(Soccer)	@MoSalah	19 million
2.	AB de Villiers	Cricket	@ABdeVilliers17	9.7 million
3.	Mohamed Elneny	Football	@ElNennY	5.2 million
4.	Riyad Mahrez	Football	@Mahrez22	4.1 million
5.	Giannis Antetokounmpo	Basketball	@Giannis_An34	3.2 million
6.	Essam El-Hadary	Football	@ElHadary	2.7 million
7.	Didier Drogba	Football	@didierdrogba	2.7 million
8.	Ahmed Elmohamady	Football	@ElHadary	2.3 million
9.	Pierre Emerick Aubameyang	Football	@Auba	2.3 million
10.	Joel Embiid	Basketball	@JoelEmbiid	2.1 million



## Media and Broadcasting Rights











Media and broadcasting rights in Africa offer a key investment opportunity in 2024 due to the continent's growing sports market, driven by a youthful and digitally connected population. Africa's sports media industry is projected to be worth \$1.5 billion by 2025, as internet penetration continues to rise, reaching nearly 50% of the population. Major broadcasting companies, such as SuperSport, have capitalized on this by securing exclusive rights to regional leagues, and new digital platforms are expanding access to sports content across Africa.

Moreover, mobile adoption in Africa is expected to hit 615 million unique subscribers by 2025, providing an even larger audience for live sports streaming. In October 2024, New World Television secured a 245 million euros facility from AfreximBank to help acquire African sports media licensing rights for selected broadcasting copyrights from global media rights holders.

As local and international sports events gain popularity, particularly football and athletics, media rights are becoming a lucrative area for investors looking to tap into Africa's rapidly expanding viewership base.



## Top 10 Sports Start-ups in Africa:

Startup	Overview	Last round	Total raised	Founded
1.  Eksab Egypt	Eksab is an Egyptian sports entertainment platform intended to offer online fantasy, prediction and trivia games.	Seed	\$ 3,520,000	2017
2.  ScoreGrid South Africa	ScoreGrid provides visual information that complements live action, providing users a deeper understanding of the game being played.	Angel	\$ 700,000	2017
3.  Elbotola Morocco	Elbotola is a portal of sports information.	Series A	\$ 350,000	2008
4.  Kick Sport Algeria	Kick Sport offers judo, karate, taekwondo, and kids' martial arts equipment online to customers worldwide.	Seed	\$ 312,246	2009
5.  Enda Athletic Kenya	Enda Athletic is an Kenyan startup that makes running shoes for both men and women	Grant	\$ 160,000	2015
6.  MatchKit.co South Africa	MatchKit.co is a South African helps athletes better commercialise their careers.	Grant	\$ 142,000	2020
7.  OneLeague South Africa	OneLeague provides local sporting leagues at your fingertips.	Funding Round	\$ 100,000	2017
8.  Pas-Sport Egypt	Pas-Sport is an online platform connecting athletes in the MENA region with international sports scholarships	Pre-seed	\$ 30,000	2018
9.  Betpaddi Nigeria	Betpaddi is the all in one solution for sports punters	Undisclosed	Undisclosed	2023
10.  TAMAS Egypt	TAMAS is an Egyptian eMarketplace for all hotels wellness, leisure facilities and luxury Fitness.	Undisclosed	Undisclosed	2019

**Figure 07:** List of Start-ups in Sports in Africa - as shared by <https://startuplist.africa/industry/sports>

SECTION 4

# SPORTS INFRASTRUCTURE IN AFRICA

PAVING THE PATH: BUILDING AFRICA'S SPORTS LANDSCAPE



# CURRENT INFRASTRUCTURE LANDSCAPE

## Overview of Sports Infrastructure in Africa

According to the World of Stadiums.com, Africa has 109 stadiums with a capacity of 30,000+, and 205 stadiums with at least 10,000 seats.

Success in stadia is on commercially-driven venues – naming rights, multipurpose and multi-sport. There are also community-level stadia for grassroots-based sports disciplines.

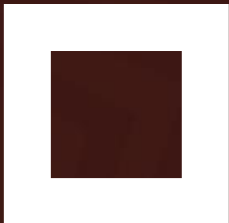
The current state of sports infrastructure in Africa is a mixture of underutilized and outdated facilities - many of the stadiums-built decades ago suffer from poor maintenance and often require renovations where demand for events is higher. Morocco is among the few countries with relatively better infrastructure.

Here is a sneak preview of the stadiums delivered / under development across Africa:

- a. Alassane Ouattara Stadium in Abidjan, Ivory Coast; 60,000 seats (2020); estimated cost \$257m; constructed by Beijing and Constructor group; duration- 4 years
- b. Stade de Senegal in Dakar, Senegal with a 60,000-seater (2023); estimated cost \$270m; constructed by Summa (Turkey); duration/status - 18 months
- c. Nelson Mandela stadium, Algiers in Algeria; with 40,000 seats (2023); estimated cost \$300m; constructed by China Railway over 13 years







- d. Amahoro Stadium; Kigali, Rwanda with a 45,000-seater (July 2024); estimated cost of \$165m; constructed by Summa (Turkey); Status - 2 years (renovation, upgrading and recently launched)
- e. Talanta Stadium, Nairobi in Kenya; 60-000-seater (December 2025); estimated cost \$ 461m constructed by China Communications Construction; status – ongoing
- f. Mosul Olympic Stadium, International Olympic City in Egypt; 30,000-seater (April 2024); constructed by Egyptian company, Orascom Construction. It will be the new home of Mosul FC, replacing its current home, Al Mosul University Stadium. It is located at the northern entrance to the city, near the Al-Shalalat road as a part of a sports complex also including two athletic fields with a capacity of 4000 and 500 seats respectively.

**Other stadiums under construction and consideration include:**

- g. Hassan II Stadium, in Benslimane Morocco with estimated capacity of 115,000; the largest in Africa, est. cost \$447.9m; duration 2 years;
- h. New Prince Moulay Abdellah Stadium in Rabat, Morocco at capacity of 69,500; home ground to Moroccan club AS FAR, it was destroyed to pave way for a new one in 2025 est. cost \$50M
- i. Addis Ababa National Stadium, in Addis Ababa with a capacity of 60,000; built by China State Construction Engineering at est. cost of \$500M initially scheduled to end in 2019, still underway
- j. New Sétif Stadium in Setif, Algeria; capacity of 50,000 currently underway after a brief suspension at estimated cost of \$ 222m expected to end in 2025.

# COUNTRY-SPECIFIC INITIATIVES

## A. CAMEROON

The Government of Cameroon hosted the AFCON in 2021, after having spent more than 520 billion CFA (US\$ 885 million). This was spent on improving and building new sports facilities, and renovating and upgrading roads, hospitals, airports, and hotels. The inaugural match was at the new \$280 million 60,000-capacity Olembé Stadium in Yaoundé, the country's capital. In addition, two new 20,000-seat capacity stadiums were constructed in Bafoussam and Limbé, and the 25,000-seat capacity stadium in Garoua was renovated.

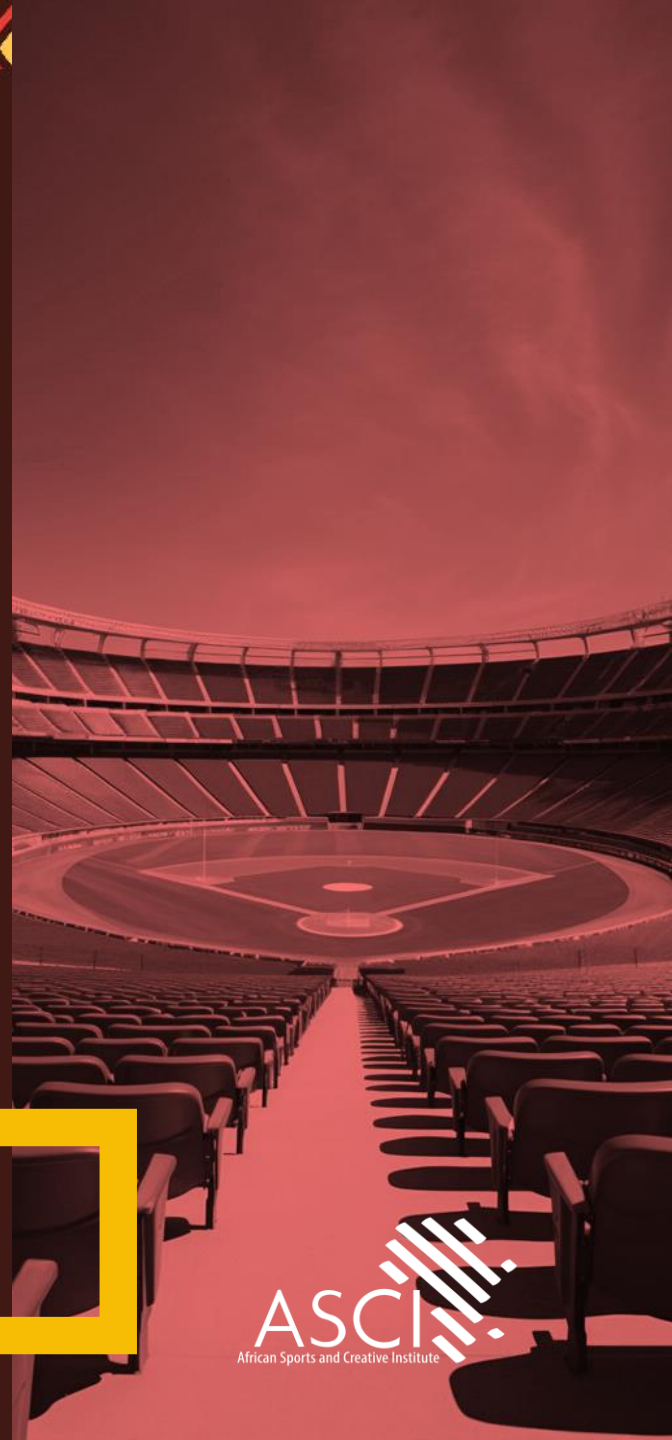
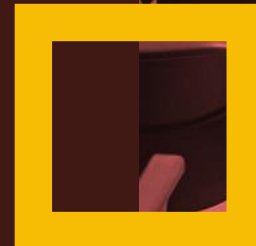
The official CAF delegation put up at the Krystal Palace, a brand-new five-star hotel in Douala, which was government-funded. About 80% of the hotels where the teams, journalists, and visitors were staying were brand new or had been renovated.

### Top 3 stadiums in Cameroon:

- **Stade d'Olembé** (also known as the Paul Biya Omnisport Stadium) built in Yaounde - 60,000-seater, constructed between 2018-2021 - estimated cost of \$280 million;
- **Japoma** multi-purpose stadium built in Douala - capacity - 50,000, constructed in 2017 - estimated cost of \$232 million;
- **Ahmadou Ahidjo Stadium** - built in Yaounde in 1972, 42,500-seater renovated at \$46 million.

### Other stadiums include:

- **Kouekong Stadium**, in Bafoussam built in 2015-16, 20,000-seater at \$14 million
- **Limbe Stadium** constructed between 2009-12, 20,000-seater built for approx. \$100 million.
- **Roumde Adjia Stadium** in Garoua was initially built in 1978, renovated in 2018-19, 25,000-seater.
- **Bepanda Reunification Stadium**, Douala - 39,000-seater built in 1970-71 and renovated in 2018.





## B. CÔTE D'IVOIRE

Côte d'Ivoire invested around \$1 billion to build and improve stadiums for the 2023 AFCON. This includes the

- A. **Alassane Ouattara Olympic Stadium in Abidjan**, a state-of-the-art facility with a capacity of 60,000 opened in 2020. Commonly known as the Olympic Stadium of Ebimpé and formerly as the National Stadium of the Ivory Coast, is a multi-purpose stadium in Ebimpé and Anyama, in northern Abidjan.
- B. Named after the nation's first Head of State, **the Felix Houphouet-Boigny Stadium also known as the Felicia**, underwent complete renovations to its structural set up, seating, pitch, dressing rooms and hospitality suites. The seating capacity doubled to 29 000 for the tournament. One of Côte d'Ivoire's most iconic football stadiums located in the heart of Abidjan.
- C. **Stade de la Paix** which is located in the nation's second largest city of Bouake, received a major facelift from its original 15 000 to the now 40 000 capacity-seating.
- D. With a quality natural grass field, an athletics track, media centre and a broadcast compound, Cote d'Ivoire built the 20,000 capacity **Amadou Gon Coulibaly Stadium**.
- E. Within the nation's capital they erected the **Stade Charles Konan** and in the culturally rich region of Poro, they put up **Stade Laurent Pokou** both with a capacity of 20,000.



## Emerging Trends: Multipurpose Indoor Arenas

Multipurpose indoor arenas are emerging as a better investment. These venues, like Kigali's **BK Arena** and Senegal's **Dakar Arena**, are designed to host a variety of events beyond sports, such as concerts and conferences, ensuring a steady revenue stream.

However, many of the stadiums, like those stadiums where AFCON was hosted in Ghana, Gabon, Sudan, Ivory Coast, Tunisia, Nigeria and Algeria, sit underutilized and in a state of disrepair.

Despite these challenges, there have been significant investments using the same unproven models across the continent. Such investments raise concerns about long-term sustainability and the potential for these facilities to become underutilized post-event.

The rise of multipurpose indoor arenas represents a trend towards more versatile and financially viable sports facilities. The investment in these arenas is part of a broader strategy to create infrastructure that can adapt to different types of elite competitions but also fosters community engagement and economic growth.

For instance, both BK Arena and Dakar Arena have been utilized for events like the Basketball Africa League games, professional boxing and mixed martial arts as well as traditional cultural events. African countries thus seem to be banking on a new generation of multipurpose sports infrastructure that is viable beyond mega-events.



## C. SENEGAL

After the Senegalese basketball team's victory in the 2015 Women's Afrobasket, President Macky Sall ordered the construction of new multisport facilities around Senegal. Built by Turkish firm Summa and financed by Turkish investors in partnership with the Senegalese authorities for close to 100 million Euros, the **Dakar Arena** - is a multifunctional sports complex, designed to accommodate circa 15,000 spectators in the best conditions of comfort and safety.

The facility has already hosted the 2019 Women's Afrobasket tournament and will hold several major events in the next Youth Olympic Games, initially due to take place in Senegal in 2022 but recently postponed to 2026.



## D. RWANDA

Rwanda has made significant investments in sports infrastructure to position itself as a premier international sports destination. This strategic push goes beyond sports, enhancing Rwanda's reputation as a hub for entertainment, live events, and business through its dedication to development, innovation, and the creative economy.

**Amahoro Stadium:** - undertaken by the Turkish firm Summa Construction at a cost of \$170 million. The stadium's seating capacity has been expanded to over 45,000 seats. It features VIP and press boxes, along with commercial facilities such as shops, restaurants, and bars.

### BK Arena:

This is the largest indoor arena in East Africa, designed for concerts, festivals, and other indoor events. Constructed through a public-private partnership (PPP) involving the Rwanda Housing Authority, the Ministry of Sport and Culture, and Summa, the 10,000-seater arena cost \$104 million.



## E. KENYA

The Government of Kenya announced plans for the **Talanta Sports City**, a new 60,000-seater stadium, as part of its preparations for co-hosting the AFCON 2027 with Uganda and Tanzania. This initiative follows previous challenges in meeting international standards for major sports events, highlighted by Kenya's failed bids to host the AFCON in 1996 and the CHAN in 2018 due to inadequate stadiums.

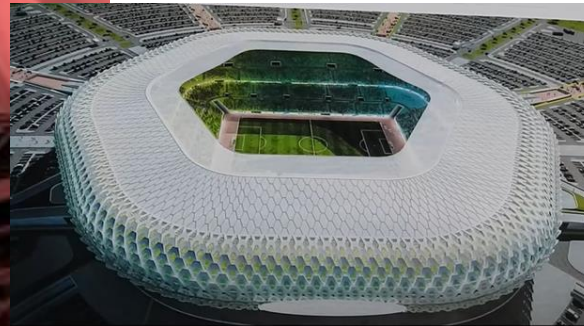
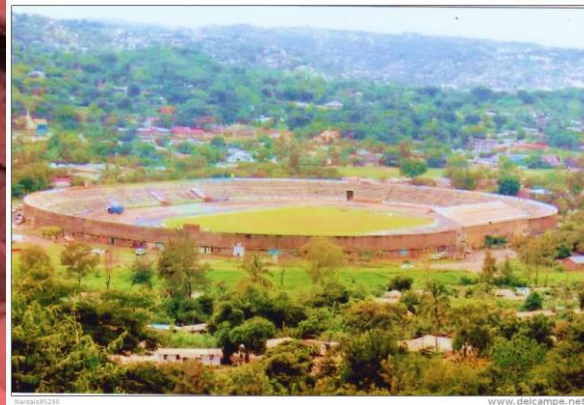
Kenya's premier sports facility, the **Moi International Sports Centre**, also known as **Kasarani Stadium**, was constructed in 1987 with Chinese government support for the 4th All African Games. Despite its historic significance, along with the Nyayo National Stadium built in 1983, both facilities have deteriorated over time.

Renovations are underway at the **Kipchoge Keino Stadium** in Eldoret, **Nyayo Stadium**, and **Kasarani** to meet the Confederation of African Football (CAF) standards for AFCON 2027.

## F. TANZANIA

Tanzania will utilize the **Benjamin Mkapa National Stadium** and the **Azam Sports Complex** in Dar es Salaam for the AFCON 2027.

- **Benjamin Mkapa Stadium:** - the largest in Tanzania with 60,000 seats, was built in partnership with Chinese contractors for \$56 million. It has hosted notable events, including the 2017 match between Everton and Kenya's Gor Mahia, the first EPL team match on the African continent.
- **Azam Sports Complex:** - also known as Chamazi stadium has a capacity of 10,000, is the only ground in Tanzania that meets CAF standards.
- **CCM Kirumba** in Mwanza have already been reopened hosting the Tanzania Premier League.
- **The Samia Suluhu Hassan stadium** in Arusha will be ready by the time the 2027 AFCON kicks off.
- The Government of Tanzania has dramatically increased the budget of the Ministry of culture, arts and sport from TSh35.4Bn (\$13M) to TSh285.4billion (\$113M), a significant increase to invest in sports infrastructure and the 2027 AFCON hosting.





## G. UGANDA

**Nelson Mandela National Stadium** - Uganda is upgrading the Nelson Mandela National Stadium in Kampala, initially built in 1997 and blacklisted by FIFA and CAF in 2020. The Uganda People's Defence Forces (UPDF) have led the renovation efforts, expanding the stadium to 42,000 seats, although CAF has deemed the work insufficient for the 2026 FIFA World Cup Qualifiers.

St. Mary's Stadium - with a 30,000 capacity, nearly passed CAF's standards and remains a significant venue for Ugandan football. The successful joint bid for AFCON 2027 with Kenya and Tanzania has increased the demand for compliant stadiums in Uganda.

Another venue is the 20,000-seater Hoima City Stadium.

## H. MOROCCO

Morocco is investing heavily in sports infrastructure as it prepares to host the 2030 FIFA World Cup, aiming to create a seamless experience for fans and participants.

With an estimated budget of \$5 billion, Morocco plans to build the world's largest stadium, the **Grand Stade de Casablanca**, with a capacity of 115,000. This project underscores Morocco's role as a bridge between Europe and Africa and its diverse landscapes, from beaches to mountains and deserts. The country is also focusing on enhancing its transportation infrastructure, including roads, railways, and airports, to ensure efficient access to competition venues and accommodations.



## I. NIGERIA

The country has invested in a 12,000-capacity arena in the Nigerian city of Lagos, **Lagos Arena** is a project led by Tayo Amusan, chairman of Persianas group back by NSIA (Nigeria sovereign investment authority), Live Nation and Oak View Group. Africa's first purpose-built entertainment arena is expected to be launched by December 2025.

The \$100m-valued arena will be capable of hosting UFC, WWE, boxing and basketball events; music shows and other live entertainment. There are plans for the arena to host more than 200 events a year. The project will create over 1,500 direct and indirect jobs, with OVG stating the arena will help accelerate the expansion of Nigeria's music, sports and entertainment sector.



## Financing and Sustainability

Financing sports infrastructure in Africa remains a critical challenge. Historically, funding has predominantly come from government budgets, often supplemented by Chinese investments through "stadium diplomacy."

There is a growing shift towards public-private partnerships (PPPs) and investment from private sector players and Development Finance Institutions (DFIs). This shift is creating a more sustainable financial model by involving multiple stakeholders in the planning, funding, and management processes.

Such partnerships can mitigate the financial burden on governments and ensure a more strategic allocation of resources. Corporate sponsorships, particularly for naming rights, provide substantial financial support and marketing benefits. Monetizing stadium names has become a rising trend, especially in South Africa, where several major stadiums have secured naming rights deals, generating substantial revenues.

In a report titled "*Stadium Naming Rights Partnership in Sports*", Charlie Pepperell notes that naming rights partnerships have brought forth some of the most lucrative deals including:

- Basketball (US) LA Lakers & Crypto.com Arena - \$35 million per annum payout.
- Football (Europe) Atletico Madrid & Riyadh Air Metropolitan - \$29.11 million per year.
- Baseball (US) LA Raiders & Allegiant Stadium - \$25 million per year.
- Basketball (US) LA Clipper & Intuit Dome - \$ 21 millions per annum.
- Football (Europe) Manchester City & Etihad Stadium - \$16 million per year.

**Pepperell continues and notes the key difference between US and the rest of the world is.**

- Many European stadiums have some heritage with deep historical and cultural significance hence exercising caution in rebranding,
- Most naming rights are long-term signing off for a minimum of five to a maximum of 10-15 years,
- Most US stadia are multi-use – from sports to entertainment increasing the brand's exposure. This would bode well for African and emerging markets too.



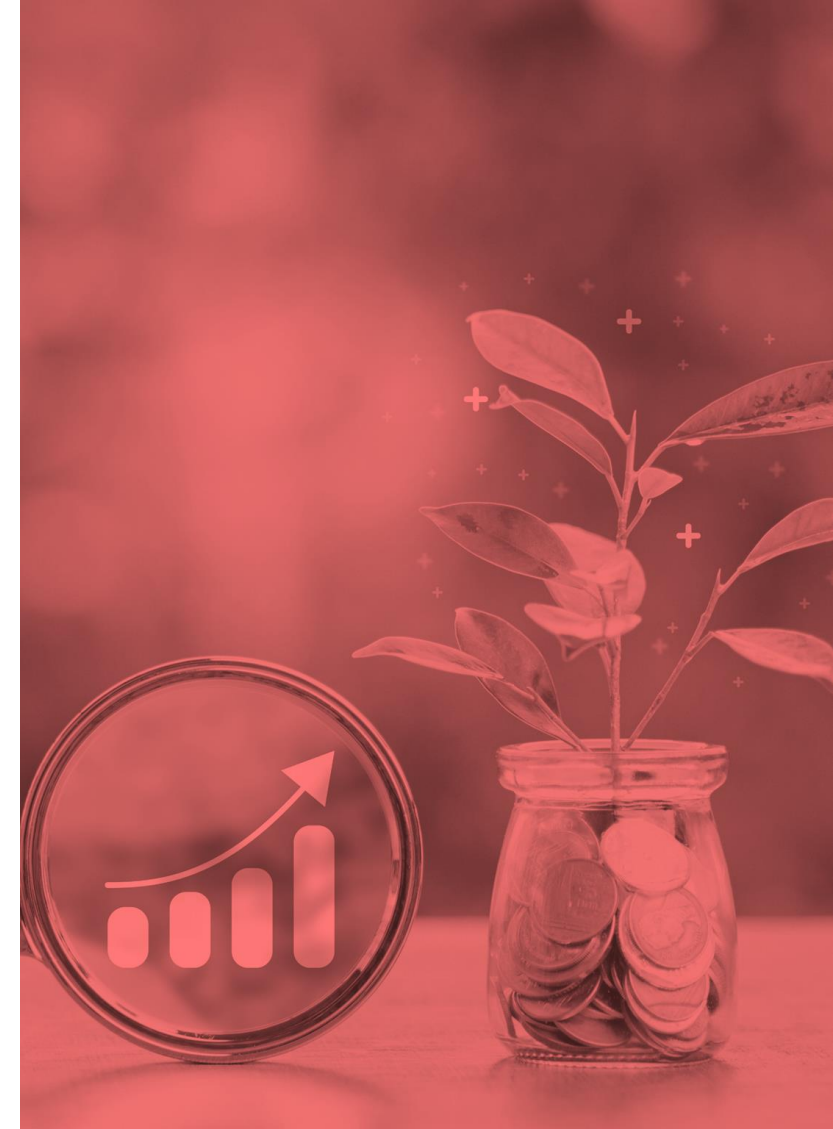


## SDGs

The UN's Office on Sports for Development and Peace, "**sport is an important enabler of sustainable development**". Urban spaces across the continent have been largely brick-and-mortar or more like 'concrete jungles'. Development of more green spaces for both sports and recreation will be an integral part for sports infrastructure developments. This is in aligning with the 2030 Sustainable Development Goals (SDGs) specifically Goal No. 3 which states "Ensure healthy lives and promote well-being for all at all ages" .

## NAMING RIGHTS

- I. The **First National Bank** has owned the naming rights for 'The Calabash' Stadium Johannesburg, South Africa, since 1989, Africa's largest stadium with a capacity of 94,736.
- II. Similarly, the **Kigali Arena** changed its name in 2022 to the BK Arena after a six-year sponsorship deal worth \$8 million with Bank of Kigali, marking the biggest arena naming-rights partnership on the African continent. Companies like MTN and DHL Express have also engaged in lucrative sponsorships across the continent,
- III. Kenya has tried twice to change the name of its stadia including the controversial **Nyayo National Stadium**, proposed to change to 'Coca-Cola Stadium' in 2009-2010 and again in 2020, in a deal worth \$1.5 million . The Kasarani Moi International Sports Centre was more successful after signing a deal with the telco company Safaricom for a \$1.65 million naming it "Safaricom Stadium Kasarani" in a deal of 2 years. It has since reverted to the original name.



## Benefits of Stadia Naming Rights:

These include and not restricted to

- I. **Consumer data insights** – from number of consumers accessing to segmentation.
- II. **Customized fans zones and brand activation areas** – these bode well for sponsoring brands and associated ones for each event.
- III. **Integration of technology and related services** – ticketing, security, fan management, game experience and media practices are some of the benefits.
- IV. **Experiences** – fans and players alike believe in money can't buy experiences.
- V. **Cultural relevance** – within the local and international community. We have seen this during local matches and games and international tournaments too.
- VI. **Corporate hospitality** – each of the modern stadiums have built-in corporate hospitality for each of their corporate clients to enable them to engage with that audience.
- VII. **Brand visibility and exposure** – this is in both media (broadcast and online) and the live action within the venues





## Chinese Sports Stadia Diplomacy

Sports diplomacy encompasses all related diplomatic-sporting activities to create, enhance and strengthen international relationships between nations. Leveraging on the common love of sports, leaders understand sports as an impactful soft power vehicle! It helps build bridges, reduce geopolitical conflicts, promote peace, boost business (infrastructure, tourism, merchandising, events, etc.).

Across Africa, numerous stadiums have been constructed or financed by China. Some stadiums are given as gifts, some are paid for through low-interest, concessional loans, and others are built in partnership with both credit and the host nation sharing construction responsibilities. Examples include Angola's Estádio 11 de Novembro and three other stadiums for the 2010 Africa Cup of Nations, built by Chinese contractors using Chinese credit lines.

Similarly, China's assistance is evident in the construction of Burkina Faso's Stade du 4 Août, Cape Verde's National Stadium, and the Barthélemy Boganda Stadium in the Central African Republic. China's role extends to constructing and renovating stadiums in Kenya, Liberia, Malawi, and many other African countries, often as part of broader diplomatic and economic relationships.



## African Talent and Sports Infrastructure

The increased appetite for African talent is also motivating entrepreneurs across Africa to create systems and initiatives that monetize the sports industry. For example, the financing for the construction of Zaria Court, adjacent to Rwanda's newly built BK Arena, has been arranged through a combination of sources, including the Bank of Kigali, Helios Sports & Entertainment Group, and a consortium of local and international investors.

This project, led by Masai Ujiri of the NBA's Toronto Raptors, exemplifies how innovative financing models can leverage private investments to create sustainable sports infrastructure. Rwanda provides an exceptional example of how to successfully simultaneously unlock the power and potential of sports and tourism.

By the tip-off of the 2024-25 NBA season, there will have been 88 players of African origin or descent who have played for the Men's League. NBA's Most Valuable Player Trophy has been won by players of African origin including Hakeem Olajuwon (1993). Three of the last five Most Valued Players were from Africa or African origin (Giannis Antetokounmpo 2018-19 and 2019-20; and Joel Embiid 2022-23). In the college basketball NCAA tournament for the 2023 season, the best player was from Mali, with another two players of African descent were drafted in the top 10 of the NBA draft. In Europe too, the MVP of the Euro League finals was from Cape Verde .



The NBA, in collaboration with the International Basketball Federation (FIBA), has also launched the Basketball Africa League (BAL), marking a significant milestone in African sports. This league not only provides a professional platform for African basketball players but also drives economic development through job creation, infrastructure investments, and community outreach programs.

In the NFL, there are 130 players of African descent or born to African parents. These include David Njoku (Cleveland Browns), Bobby Okereke and Kayvon Thibodeaux (New York Giants), Jaxon Smith-Njigba (Seattle Seahawks) and free agent Prince Tega Wanogho - mainly from Nigeria.

The NFL is also pushing for participation in flag football which is growing globally. It's currently played by over 20 million people across 100 countries, with women and girls driving some of the sport's fastest growth. Nigeria will host the first-of-its-kind flag football workout, with US scholarships available for top athletes, offering African women pathways to the game.

The Fédération Internationale de Football Association (FIFA) also plays a significant role in developing sports infrastructure in Africa. Through its "Goal Programme," FIFA has funded the construction of football academies, training centres, and stadiums, significantly impacting countries like South Africa, Nigeria, and Ghana.

Basketball As A Route To Gender And Generational Balance In Africa  
<https://www.forbes.com/sites/avivahwittenbergcox/2024/08/27/basketball-as-a-route-to-gender--generational-balance--in-africa/>

The International Olympic Committee (IOC), through Olympic Solidarity, extends the support by offering scholarships and training programs for African athletes, ensuring they have access to top tier coaching and facilities.

Investing in related infrastructure like training academies and real estate around stadiums also creates new financial opportunities. Sports spending is linked to macroeconomic development stages, and so it is anticipated that the amount of disposable income spent on sports will accelerate, resulting in sports spending growing faster than incomes.

There is a growing interest from global brands in sponsoring African sports, facilitated by improved data and transparency. In addition to a young population and economic growth, the continent boasts a well-established sporting infrastructure, including 136 stadiums with more than 25,000 seats (the largest being the FNB stadium in Johannesburg with a capacity of 94,000) and nearly 200+ stadiums with 10,000 to 25,000 seats. Stadiums are not just for sports events; they can host concerts, community events, and other entertainment activities, generating additional revenue.





## Sports Innovation, Sportswear and Future Prospects for African Sports

Sport commands massive audiences across Africa, yet rights holders frequently face challenges in offering compelling sponsorship opportunities due to limited infrastructure and data. These obstacles underscore the urgent need for sustainable planning and long-term collaboration between host cities and international sports associations.

Embracing innovative solutions like reusable stadiums—exemplified by Qatar's 974 Stadium—could transform infrastructural development in Africa. These adaptable models reduce maintenance costs and resource wastage by accommodating various events and purposes, thereby enhancing their utility and financial sustainability.

While Africa's sportswear market is less developed compared to regions like North America and Europe—due to factors such as the cost of authentic products, inadequate distribution infrastructure, and wealth disparities—the continent's burgeoning economies and youthful population present significant growth potential.

South Africa leads the African sports equipment and apparel market, thanks to its well-established sports infrastructure and high sports participation rates. Countries like Kenya, with its strong tradition in distance running, also offer substantial growth opportunities. The market is projected to grow at a CAGR of 4.50% from 2023 to 2029, driven by the integration of advanced technologies, expanding sports infrastructure, and increased interest in sports and fitness.

Global brands like Nike, Adidas, and Puma are pioneering this growth with innovative sportswear and equipment, while local brands such as Kombat Sports and Enda are gaining traction by offering affordable, high-quality sportswear tailored to the African market.

Wearable technology is revolutionizing athlete training and performance analysis across Africa. Companies like Keen and Fitbit provide athletes with real-time physiological data, enhancing training efficiency and reducing injury risks. The Keen Smartwatch, for example, offers performance metrics and health tracking features that are increasingly being adopted by sports teams and individual athletes across the continent.



The future of African sports will be significantly influenced by technological advancements. Innovations in smart technologies, AI, and data analytics are set to elevate player performance, safety, and fan engagement. IBM Watson, for instance, has been instrumental in providing AI-driven insights to African sports organizations. AI solutions are used to analyze game footage, track player statistics, and develop strategic insights. In South Africa, the national rugby team utilizes data analytics to refine strategies and boost player performance.





The concept of smart stadiums is gaining traction in Africa, improving both fan experiences and operational efficiency. Partnerships between MTN and Vodacom have introduced digital ticketing, real-time updates, and interactive features in stadiums. For instance, Cape Town Stadium has been upgraded with smart technologies, offering fans immersive experiences through mobile apps for live updates and

interactive seating options.

Additionally, sustainability is becoming a crucial focus in sports practices and infrastructure. Initiatives promoting eco-friendly practices, such as green stadiums and sustainable sportswear, align with global environmental goals.



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SECTION 5

# THE PARIS OLYMPICS 2024 AND AFRICA

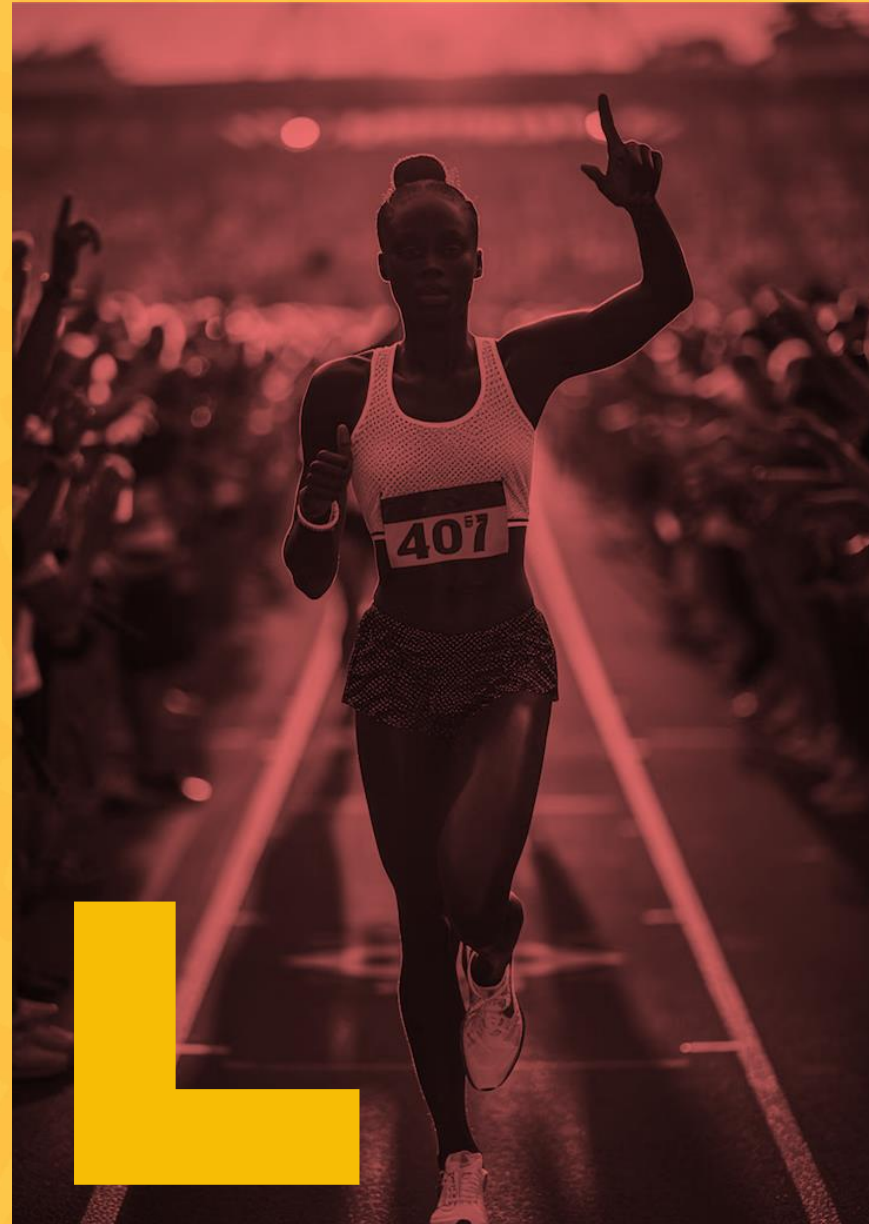


UNIFIED IN EXCELLENCE: AFRICA'S MOMENT ON THE GLOBAL STAGE

## Africa's Participation

From 1904, the year of African countries' first participation, South Africa was the only African nation represented. Len Tau and Jan Mashiani, two South African athletes, made their appearance as marathon runners. Barefoot runner Len Tau finished 9th, while his compatriot came 13th in the final rankings – reflecting a trend of things to come.

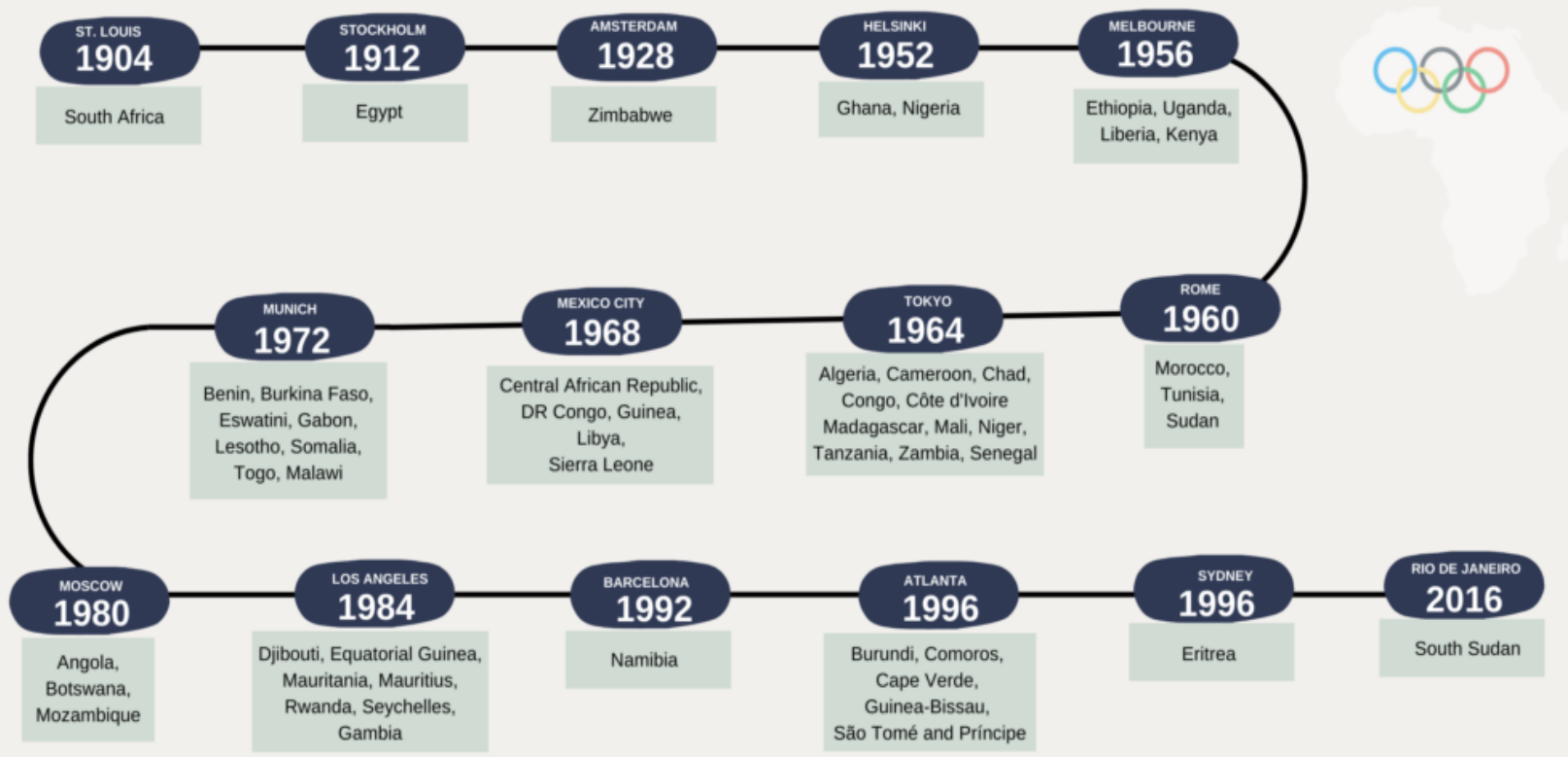
Africa's low participation was due to 1800s-1900s colonisation, which prevented colonies from having their own National Olympic Committees – with those eligible opting to have limited participants.



In 1908, Reginald Edgar Walker, known as Reggie Walker, born on 16 March 1889, beat the American James Rector and the Canadian Bobby Kerr. He was the first African Olympic champion and the youngest winner of the Olympic 100m at 19 years and 128 days.

Only South Africa and Egypt, and to a lesser extent Ethiopia, Ghana, Liberia and Nigeria participated in the Games. During this era, several African athletes even competed under the French flag.

# AFRICAN COUNTRIES AND THE FIRST EDITION THEY PARTICIPATED IN THE SUMMER OLYMPICS





## AFRICA'S 478 MEDALS IN THE SUMMER OLYMPICS

African countries have won a total of 478 medals in all of their participations in the Summer Olympics



Number of medals won so far



Top participating countries



Sources: Olympics, Olympedia

## Historical performance of African countries in the Olympics

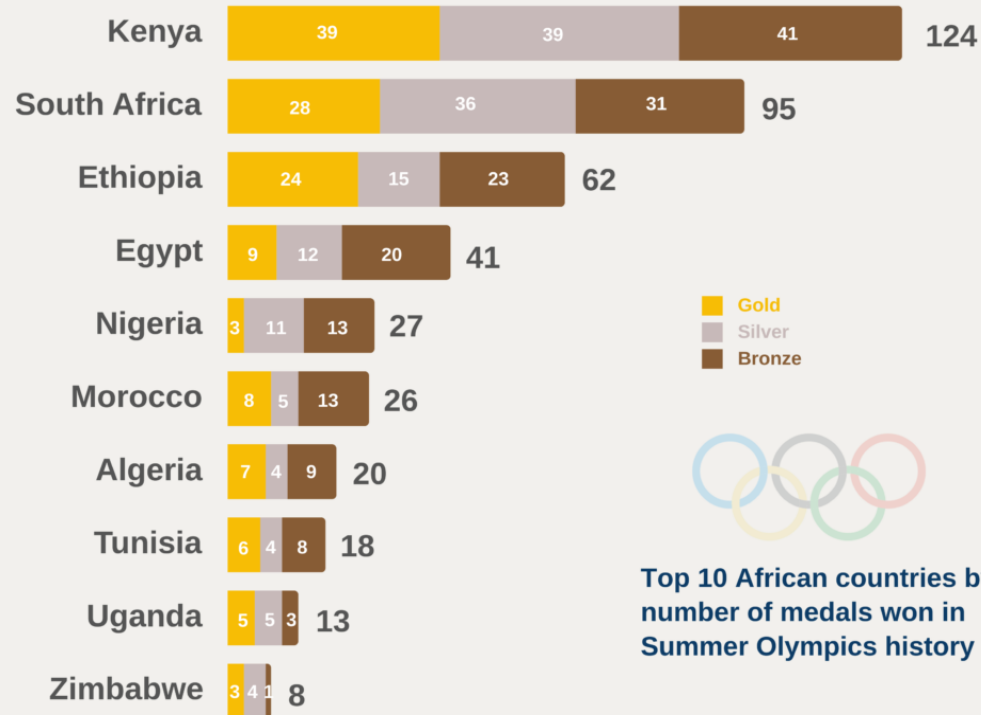
The table below highlights the total number of medals won by African countries since the modern Olympics reconstituted in 1896. The highest number of medals are from the Athletics field, with Swimming and Boxing following behind. The main medal prospects have been from the following sporting disciplines

Discipline	Gold Medals	Silver Medals	Bronze Medals	Total Medals
Athletics	90	89	76	255
Swimming	12	11	8	31
Boxing	8	14	38	60
Weightlifting	5	4	8	17
Cycling	1	4	3	8
Football	2	1	2	5
Field Hockey	1	0	0	1
Rowing	1	1	1	3
Tennis	3	2	1	6
Wrestling	2	3	3	8



# Africa in the Olympics

Kenya and South Africa hold 46% of Africa's total Summer Olympic medals

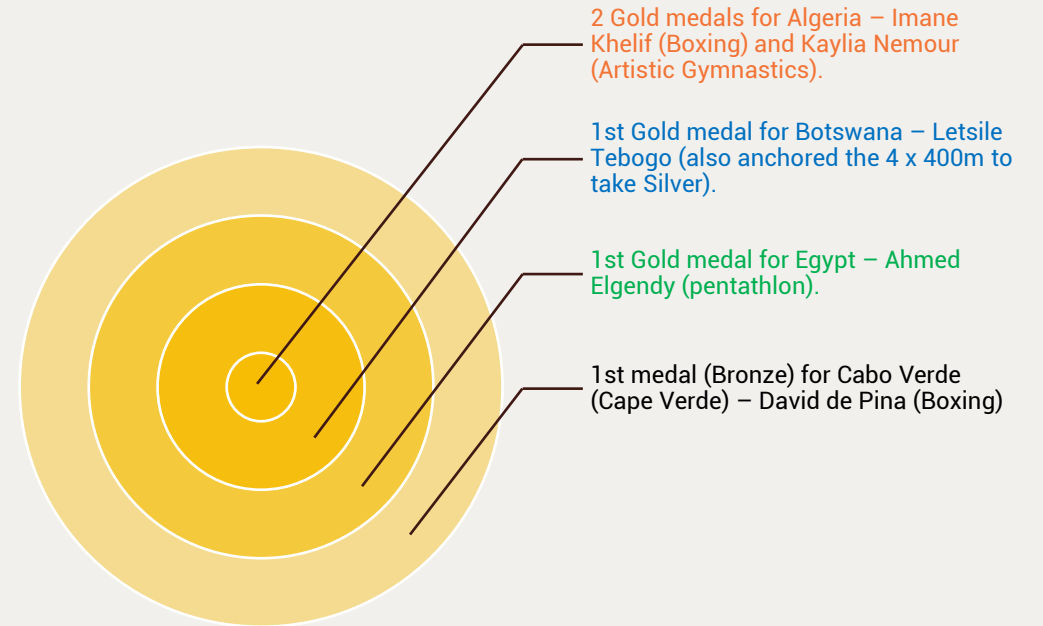


Top 10 African countries by number of medals won in Summer Olympics history

Sources: Olympics, Olympedia

# Africa's Performance at 2024 Paris Olympics

The success story once again was Kenya topping the medal standings for African countries at 11 medals (4 Gold, 2 Silver and 5 Bronze medals). Other success stories were;







**Figure 10:** Africa's Medal Count at Paris 2024 Olympic Games



In total, Africa won 39 medals, a slight improvement from 37 in the Tokyo Games and well short of the target of 50 medals set by the Africa Union.

Type	Gold	Silver	Bronze
<b>Total Medal Count</b>	13	12	14





## Opportunities for African Athletes

While Africa's representatives have previously performed well in both individual and team sports, this year's Games saw over 95% of the medals coming from the individuals and the rest 5% in the team sports.

South Africa's rugby 7s men's team took Bronze achieving similar success to the 2016 at the Rio Olympics.

In athletics, Botswana's Silver medal in the 4 X 400m and South Africa's Silver medal in 4 X 100m are also considered team medals.

This shows there are still opportunities for African countries to be able to pick up the team sports such as field hockey (men and women), football, swimming (team), volleyball, basketball which can be targeted as part of the growth and medal prospects for the 2028 Los Angeles Games

## Opportunities for African Sports Apparel Companies

The Paris 2024 Olympic Games represented a new chapter in sports merchandising and apparel for sports personalities and nations. African designers and apparel makers were involved in dressing and kitting sports personalities and teams as follows;

### A. Kenya's Enda Wear

The Kenyan-based sports apparel wear kitted the Comoros, Djibouti and Gabon teams. These were represented by the National Olympic Committees of Comoros, Gabon and the Judo Federation of Djibouti. Odd enough they did not kit any of the Kenyan teams or athletes



Figure 11: Enda wear's Djibouti and Gabon kits - image by Enda sportswear

### B. Egypt's Concrete

Concrete, a menswear fashion brand based in Egypt, designed uniforms for Team Egypt athletes at the Paris 2024 Olympics and the Paralympics.

This is with the famed Egyptian cotton and fine threads for the athletes.



Figure 12: Egypt's Olympic team Opening Games apparel - Image courtesy of Concrete



### C. Labrum

The London-based design house together with Adidas featured the inspiration of Foday Dumbuya to kit the country of his birth Nigeria. He has been much-sought designer of sports jerseys and this season his work is also in display at the English Premier League's Arsenal kit.



Figure 13: Sierra Leone's Adidas x Labrum-inspired kit

### D. South Africa's Mr Price

Down South, Mr Price kitted both the Olympic and Paralympic Games athletes representing a full homegrown offering.



Figure 14: Team South Africa's different kits for the Olympics and Paralympics

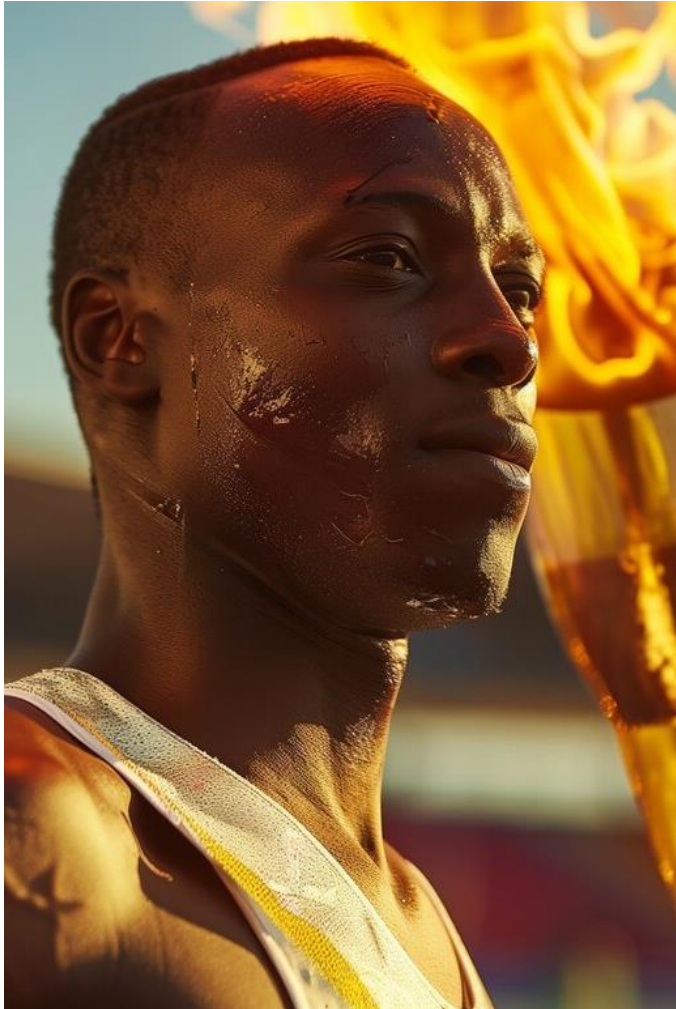


**2024 PARIS OLYMPICS ECONOMIC OVERVIEW & GLOBAL IMPACT**

**Economic Impact of the Paris 2024 Olympic Games – France and at a Global Level**

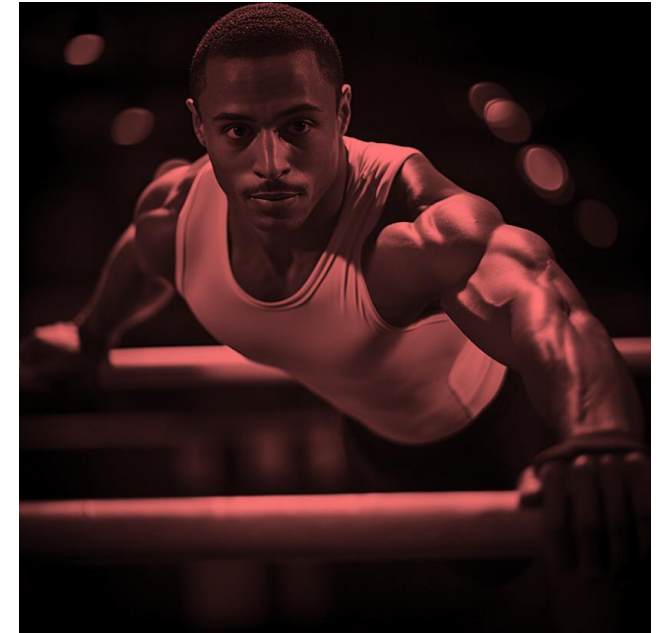
CATEGORY	ACTIVITY	DETAILS
ECONOMIC GROWTH & INVESTMENT	GDP Impact	<ul style="list-style-type: none"> <li>• €3.4 billion contribution to the Parisian economy from increased consumer spending, tourism, and infrastructure investments.</li> </ul>
	Infrastructure Investment	<ul style="list-style-type: none"> <li>• €8.5 billion invested, including the €2 billion Grand Paris Express Metro expansion.</li> </ul>
TOURISM AND HOSPITALITY	Visitor Statistics	<ul style="list-style-type: none"> <li>• 8 million spectators, surpassing projections by 10%, primarily international visitors.</li> </ul>
EMPLOYMENT	Job Creation	<ul style="list-style-type: none"> <li>• 100,000 temporary jobs created, reducing the regional unemployment rate by 1.2%.</li> </ul>
COST VS REVENUE	Operational Costs	<ul style="list-style-type: none"> <li>• €10 billion total expenditure, with €3.2 billion on organization and €400 million in overruns.</li> </ul>
	Revenue Streams	<ul style="list-style-type: none"> <li>• €1.8 billion from ticket sales, €4.5 billion from sponsorships and broadcasting rights.</li> </ul>
GLOBAL ECONOMIC IMPACT	Foreign Investment	<ul style="list-style-type: none"> <li>• €5 billion in new investments in France post-Olympics.</li> </ul>
	Brand & Image	<ul style="list-style-type: none"> <li>• €1.5 billion increase in France's brand value, enhanced by the "Made in France" label.</li> </ul>
FUTURE IMPLICATIONS	Tourism Growth	<ul style="list-style-type: none"> <li>• Expected 20% increase in international tourism over the next five years.</li> </ul>
	Sustainable Practices	<ul style="list-style-type: none"> <li>• Paris 2024's efforts to reduce carbon footprint by 55% set a benchmark for future events.</li> </ul>

*Figure 15: Economic Overview and Global impact of the 2024 Paris Olympic Games*



In closing, the Olympic Games in Paris is estimated to have contributed approximately \$37.97 billion through increased consumer spending, sports tourism and infrastructure development in the city. Over 100,000 temporary jobs and opportunities were created reducing unemployment by at least 1.2%.

At a global level, the Games represented over \$5.6 billion in new investments in the French republic with an estimated increase of \$1.675 billion for the "Made in France" brand. A significant impact is the sustainability where Paris 2024 Games carbon footprint reduction were at 55% - a welcome note for the International Olympic Committee's environmental and sustainability efforts.





## Africa at the Paralympic Games

Hot on the heels of the Olympic Games, Africa's para-athletes were able to bring their best performances in recent years. Topping the Tokyo performance by a single medal, the North African nations led by Algeria, Tunisia, Morocco and Egypt topped the total medal tally with 14 Gold, 9 Silver and 15 Bronze medals.

Nigeria who missed out on the medals at the Olympics, were redeemed with a total of 6 medals including 1 Gold for powerlifting

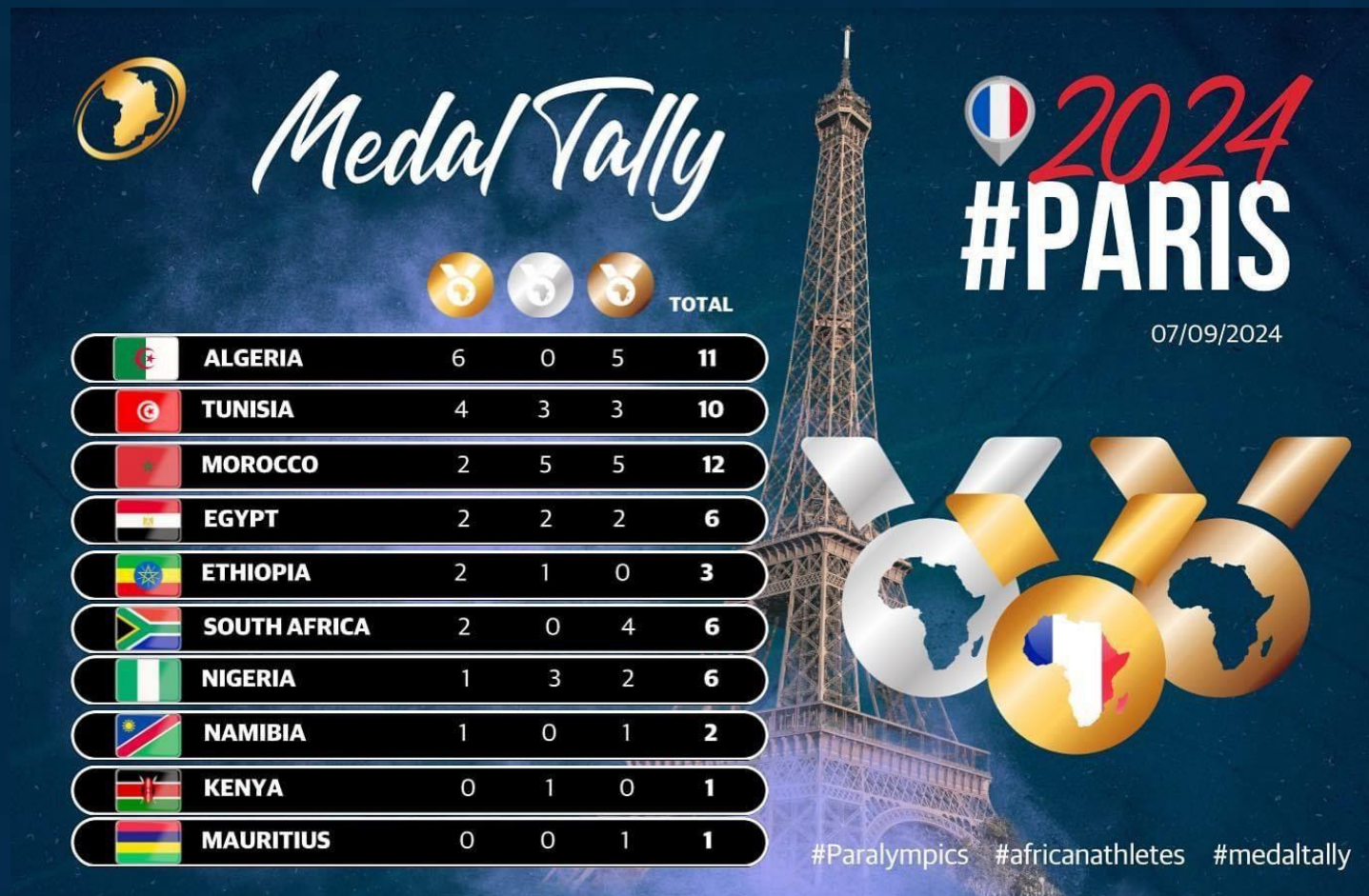


Figure 15: Economic overview and Global impact of the 2024 Paris Olympic Games



SECTION 6

# GOLF IS OUR GAME TOO

SWINGING INTO THE SPOTLIGHT: GOLF'S INCLUSIVE FUTURE



# The Gold Standard

Africa is home to 828 golf courses. These courses appeal to a population of approximately 5.3 million golfers according to the R&A Global Golf Participation Report 2023.

For this report's coverage, we'll look at 7 of the top golfing destinations on the continent:

The golf tourism market size is expected to see strong growth in the next few years to \$8.27 billion in 2028 at a compound annual growth rate (CAGR) of 8.9%.

The growth can be attributed to the emergence of new golf destinations, golf course renovations, culinary experiences, government investment, sustainable and eco-friendly golf tourism. North America is the largest region in the golf tourism market and Asia Pacific is the fastest growing region.

## 01- SOUTH AFRICA

Currently with 472 golf courses, the sport contributes approx. \$ 2.78 billion (R49-billion) to the country's economy. In 2024, the Southern Africa Tourism Services Association's Golf Chapter was launched to promote golf tourism in the region. It currently has 145,510 registered golfers.



## 02- KENYA

Currently with over 40 world-class courses it is another top golfing destination on the continent. In 2020, it was named Africa's Best Golf Destination thanks to a multi-billion investment in the sport. There are about 12,099 registered golfers.



## 03- MOROCCO

It was awarded the Best African Golf Tourism Destination of the Year for 2024, more on this later this report. Golf tourists spend up to three times more than leisure tourists, according to the Moroccan National Tourism Office. There are 8,310 registered golfers.



## 04- NIGERIA

By sheer numbers, the West African nation sits as one of the growth markets for golf. With 55 golf courses, catering for 11,000 registered golfers, it is bound to grow in the next 5-10 years as infrastructure expands and golf courses are built.



## 05- ZIMBABWE

There are 3,800 registered golfers with a modest 38 golf courses to play on. It is a regular host of the All-Africa Golf Team Championships this year to be held in Bulawayo among other African cities.



## 06- ZAMBIA

is currently catering for 2,056 registered golfers on 26 golf courses.



## 07- GHANA

Currently has 1,774 golfers teeing off on 16 golf courses.



## 08- UGANDA

The Uganda Golf Union together with the Uganda Tourism Board have collaborated to promote the country as a top golf tourism destination. There are 1,464 registered golfers playing on 14 golf courses.



## 09- MAURITIUS

The country currently has seven with the setting enough to sell these as golf destinations – with courses surrounded by white-sand beaches, crystal blue water and palm trees. It has 1,463 playing on 15 golf courses as of 2023.



## 10- RWANDA

The Kigali Golf Resort & Villas, featuring a championship course designed by Gary Player Design, is a testament to Rwanda's commitment to growing golf tourism. This development aims to attract new faces to the sport in the country.





## MOROCCO:

Morocco has strategically positioned itself as the premier golf tourist destination on the African continent. This was set into motion by the late King Hassan II, who himself was a golf enthusiast and saw the potential for the game's contribution to economic development in the kingdom. King Hassan II secured the services of one of golf's greatest architects and course designers, Robert Trent Jones. Trent Jones would facilitate the design of many courses in Morocco which laid the foundation for the Kingdom to become a world class destination. Trent Jones's crown jewel golf course in Morocco is the "Royal Golf Dar Es Salam" in Rabat. The golf course plays host to three world class professional golf tournaments: International Series (Asian Tour/LIV), "Trophee Hassan II" (PGA Champions Tour, formerly on the DP World Tour) and Lalla Meryem Cup (Ladies European Tour). The "Trophee Hassan II" through the years has attracted the world's best golfers to participate. In 2019 when the tournament was last on the DP World Tour's schedule it was broadcasted in over 150 countries, exposing the Kingdom to a large audience.

Morocco's mainstay as a stop on professional golf tours. The golf course currently hosts one tournament associated with the PGA Tour and another one associated with LIV golf (Owned by Public Investment Fund). Royal Golf Dar Es Salam hosting tournaments from those two different golf tours prior to the deal between PIF and The PGA Tour being finalized speaks volumes to the prowess and value the facility as well as of Morocco



**In May 2024, Morocco clinched the title of the Best African Golf Tourism Destination of the Year for 2024 at the European Convention of the International Association of Golf Tour Operators (IAGTO).**

The award came as a culmination of efforts by the Royal Moroccan Golf Federation and the Moroccan National Tourist Office to use golf as a catalyst for growing tourism and galvanizing the economy. Morocco has a varied topography and golf tourism development projects were built to showcase the rich diversity.



Golf on the Mediterranean: Cabo, Negro, Tangier SAÏDIA.



Golf in the heart of Culture: Rabat, Fes, Casablanca, Bouznika.



Golf under the Moroccan Sun: Agadir and Dakhla.



Golf in the heart of the Atlas: Marrakech and Essaouira.

**Golf has allowed Morocco to develop an ecosystem around the entire industry significantly boosting tourism and cementing Morocco as a premier world destination. In late 2023 the Moroccan National Tourist Office (ONMT) and Netflix entered into a partnership.**

Netflix held their first ever live sporting event in November 2023 called the "Netflix Cup", a celebrity golf event. "Visit Morocco" branding was visible throughout the event. The partnership will allow ONMT to implement a digital promotional strategy that can be seen by Netflix's 277 million paid subscribers.



The golf tourism market size is expected to see strong growth in the next few years. It will grow to \$8.27 billion in 2028 at a compound annual growth rate (CAGR) of 8.9%. The growth can be attributed to the emergence of new golf destinations, golf course renovations, culinary experiences, government investment, sustainable and eco-friendly golf tourism. North America is the largest region in the golf tourism market and Asia Pacific is the fastest growing region.

Morocco's proximity to Europe and Asia and the significant golf infrastructure in place as well as its intentional pursuit of the world's best travel destinations, have positioned the Kingdom well to emerge as a hotbed for golf tourism.



## The Royal & Ancient Golf Club strive to grow the game

The Royal and Ancient Golf Club of St Andrews (R&A) carved a new path for qualification for the Open Championship. In February 2024, Leopard Creek in South Africa played host to the Inaugural African Amateur Championship. The winner of the tournament would receive a playing spot in golf's oldest major championship. The Africa Women's Amateur Invitational also took place at Leopard Creek. The winner of the Women's event would earn playing spots in The Women's Amateur Championship and final qualifying for the AIG Women's Open. These groundbreaking tournaments are providing access and opportunity for African amateurs to compete for opportunities of a lifetime on home soil. The R&A have created an inclusive roadmap that will diversify entrants into their championship.

Augusta National Golf Club (the host of golf's most prestigious tournament, "The Masters"), like the R&A hold the discretion to decide who plays in their tournament. The hope for African golfers is that Augusta follows in the footsteps of the R&A and create their own African amateur event, that would see the men's winner participate in the Masters and the women's winner participate in the Augusta Women's Amateur





Club manufacturing brand Mizuno partnered with the R&A's African High-Performance Program. The existing reality is players who are recruited to the High-Performance program often do not have sufficient golf equipment or are sharing equipment. Mizuno pledged to provide equipment for 15 players this year. The plan is to support 60 players with golf equipment by the end of 2025. Seventeen-year-old Tanaka Chatora of Zimbabwe is one of the players to have benefited from Mizuno's involvement in the programme. Chatora is one of the most talented junior golfers in Africa with a number of strong performances already under his belt. "I recently received the clubs from Mizuno and I want to express my gratitude to both The R&A Foundation and Mizuno," he said.

"They have really helped my game; they have allowed me to play with more confidence. The High-Performance Programme is really inspiring young people to get into golf and to work on their games to get the same opportunities I have enjoyed."

## 2024-25 Kenya Amateur Golf Championship (KAGC) Series

Golf tourism is a thriving industry, estimated to be worth over \$2 billion globally, according to the International Association of Golf Tour Operators (IAGTO). The average golf tourist has a high spend rate with Kenya aiming to attract more of these visitors. It is with this that the Kenya Golf Union has developed international class tournaments. Kenya currently hosts key international sports events including the Kenya Ladies Open and the Kenya Open - each of them being part of the Ladies European Tour (LET)

In Q1 2024, the Kenya Golf Union (KGU) and the Junior Golf Foundation (JGF) Kenya organized the Kenya Amateur Golf Championship series to grow the game over the 2024-25 period. The initiative is looking to support junior golf development in the country.



The Kenya Golf Union in early 2024 rolled out a total of 28 tournaments with the first one being the Sigona Bowl at Sigona Golf Club. The Junior Golf Foundation started the Junior series with the Nairobi Local Tour at Vet Lab Sports Club - each of the golfing clubs being in Nairobi.

The foundation is set to host more than 43 tournaments in 2024 across the country.



The series has attracted sponsorship through a local bank NCBA of KES. 6 million (approx. US\$ 46,155) - designated for the enhancement of cash awards for amateur golfers. This builds on the success of a similar initiative in 2023.

In addition, the bank sponsored the Junior Golf Foundation to the tune of KES. 12 million (approx. US\$ 92,310) for the 2024 Junior Golf Series. This is aimed at supporting junior golf development in the country.

In 2023, NCBA had sponsored the KAGC series with KES 5 million (US\$ 38,465) which enabled 162 players to earn a living from the sport - encouraging participation in more tournaments and enhancing the standard of the game of golf in the country. The Junior Golf sponsorship by NCBA allowed over 1500 juniors to play in tournaments across the country and supported weekly junior coaching sessions. This allowed the game to grow from the grassroots with 50 coaches trained increasing the pool of certified golf coaches to 100.

Kenya also hosted the inaugural Africa Amateur Championship in February 2024. The winner of the men’s Africa Amateur Championship secured an automatic slot in the prestigious Open Championship in July 2024, along with an invitation to the Alfred Dunhill Links Championship.

In tandem with the men’s event, the Africa Amateur Women’s Invitation - with the victory of the Africa Amateur Women’s Invitation earning a direct entry to the AIG Open Championship.

In July, the Kenya Amateur Match Play Championship, sanctioned by the Kenya Golf Union, drew a diverse field of 78 players from Kenya, Uganda, Rwanda, United Kingdom, India, and South Africa. Kenya Amateur Match Play Championship is exclusively open to male participants. The winner of the event got an automatic slot to play in the 2025 Kenya Open.

<b>Sigona Bowl Tournament</b> 24 to 26 January 2025 at Sigona Golf Club	<b>Kabete Open</b> 18th to 20th July 2025 at Vetlab Sports Club
<b>Mt. Kenya Championship</b> 31 January to 2 February 2025 at Nyeri Golf Club	<b>Kenya Amateur Matchplay Championship</b> 24th to 27th July 2025 at TBC
<b>Great Rift Valley Championship</b> 14 to 16 February 2025 at Great Rift Valley Golf Resort	<b>Kenya Amateur Strokeplay Championship</b> 31st July to 3rd August 2025 at TBC
<b>Windsor Classic</b> 28 February to 2nd March 2025 at Windsor Golf Hotel & Country Club	<b>Karen Challenge</b> 8th to 10th August 2025 at Karen Country Club
<b>Muthaiga Open</b> 7th March to 9th March 2025 at Muthaiga Golf Club	<b>Malindi Open "Vasco Da Gama Cup"</b> 29th to 31st August 2025 at Malindi Golf Club
<b>Kisii Open "Shabana Trophy"</b> 28th March to 30th March 2025 at Kisii Golf Club	<b>Diani Beach Masters</b> 12th to 14th September 2025 at Diamond Leisure Lodge
<b>Winston Churchill</b> 4th to 6th April 2025 at Thika Sports Club	<b>Nanyuki Open</b> 26th to 28th September 2025 at Nanyuki Country Club
<b>Trans-Nzoia Championship</b> 25 to 27 April 2025 at Kitale Golf Club	<b>Tea Fields Trophy</b> 3rd to 5th October 2025 at Kericho Golf Club
<b>Railway Invitational</b> 2nd to 4th May 2025 at Kenya Railways Golf Club	<b>Nyanza Open "Hippo Pot"</b> 10th to 12th October 2025 at Nyanza Golf Club
<b>Kiambu Open</b> 9th May to 11th May 2025 at Kiambu Golf Club	<b>Nandi Bears Open Shield</b> 17th to 19th October 2025 at Nandi Bears Club
<b>Ronald Marshall &amp; Toby Gibson Cup</b> 23 to 25 May 2025 at Njoro Country Club	<b>Golf Park Open</b> 31st October to 2nd November 2025 at Golf Park Golf Club
<b>Coronation and Bendor Trophy</b> 30th May to 1st June 2025 at Nakuru Golf Club	<b>Manchester Salver</b> 7th to 9th November 2025 at Eldoret Club
<b>Ruiru Open</b> 13th to 15th June 2025 at Ruiru Sports Club	<b>The Altitude Challenge</b> 21st to 23rd November 2025 at Nyehururu Country Club
<b>Goldfields Trophy</b> 27th to 29th June 2025 at Kakamega Sports Club	<b>Uhuru Shield</b> 5th to 7th December 2025 at Royal Nairobi Golf Club
<b>Limuru Open &amp; Brackenhurst Trophy</b> 4th to 6th July 2025 at Limuru Country Club	<b>Nyali Open</b> 12th to 14th December 2025 at Nyali Golf & Country Club
<b>Coast Open "Barry Cup"</b> 11th to 13th July 2025 at Mombasa Golf Club	

**Kenya Swing Tournaments**



Kenya Amateur Golf Championship

2025 SCHEDULE



0722433723  
info@kenyagolfunion.org  
Kenya Golf Union, P.O BOX 49609  
Off Kiambu Road, Nairobi.



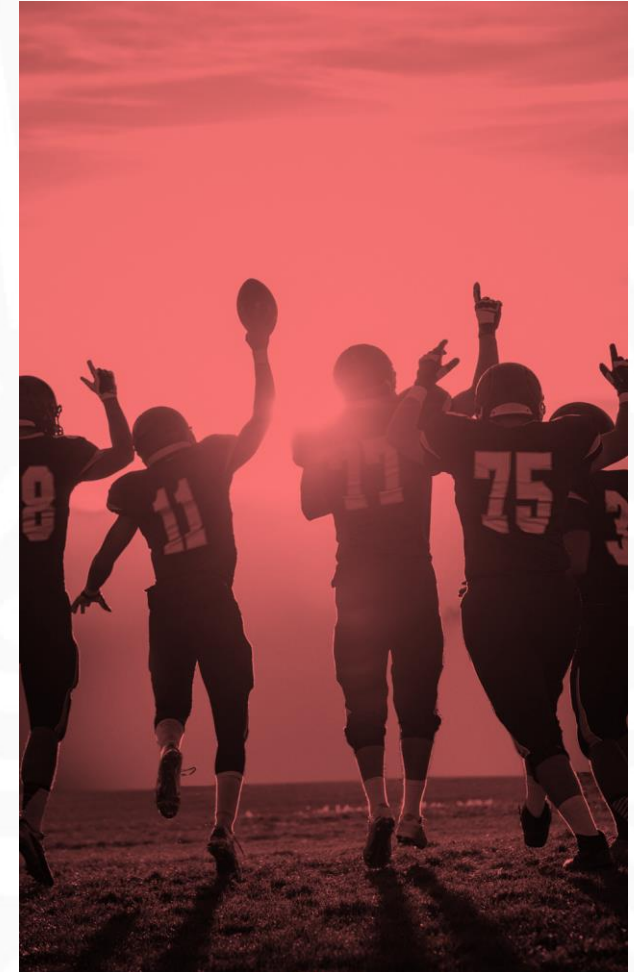
**Figure 17 :** Major amateur Golf tournaments in 2025 for Kenya Golf Union



## TOUCHDOWN AFRICA : NFL'S NEXT FRONTIER

The National Football League (NFL) has set its sights on expanding its global footprint, with Africa emerging as a key focus. Historically, the NFL has enjoyed immense popularity in North America and parts of Europe, but in recent years, the league has begun to explore the vast potential of Africa.

The continent presents untapped talent and an emerging market for viewership, merchandise sales, and fan engagement.





## NFL's Efforts in Africa

The NFL's interest in Africa has been demonstrated through several key initiatives aimed at building connections with African players and fans:

01

**Talent Identification Camps:** The NFL has hosted scouting and training camps across African countries, including Ghana, Nigeria, and South Africa, in an effort to identify young, aspiring athletes. These camps aim to cultivate talent and introduce American football to a wider audience.

02

**Player Pathway Program:** The NFL International Player Pathway Program has already discovered players of African descent, many of whom have excelled at the highest levels of the league. African-born athletes like Nigerian defensive end Kwity Paye and Ghanaian linebacker Jeremiah Owusu-Koramoah have become successful examples, inspiring the next generation of African athletes.

03

**NFL Africa Initiative:** Launched in 2022, the NFL Africa Initiative aims to build grassroots programs, hold more developmental camps, and invest in building the necessary infrastructure to support the growth of the sport. NFL stars with African roots, such as Osi Umenyiora and Ezekiel Ansah, have played key roles in this initiative, helping to raise the sport's profile on the continent.





The NFL's vision for Africa goes beyond talent recruitment. The league is focused on engaging African fans and making American football a staple of African sports culture.

01

### Broadcasting and Media Presence

With increased broadcasts of NFL games across African sports networks, the NFL aims to grow its fanbase by making the sport more accessible. There are efforts to provide live game coverage and highlights through platforms such as ESPN Africa and local sports channels.

02

### Partnerships and Sponsorships

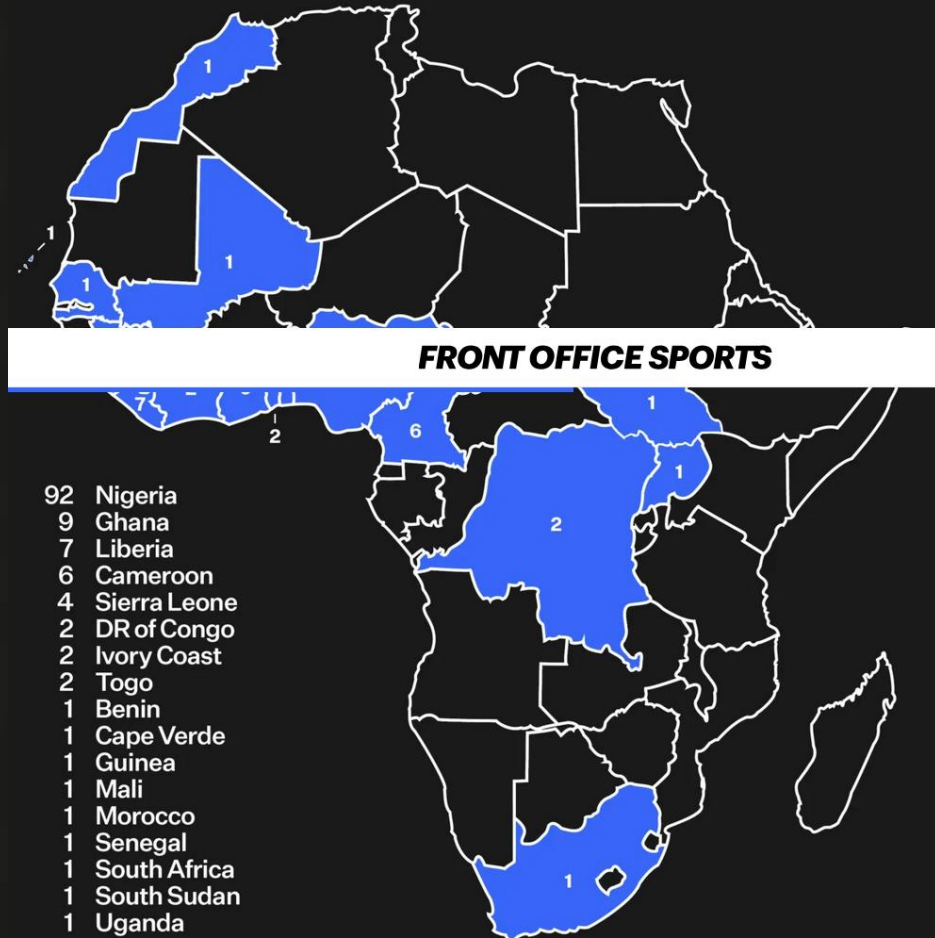
The NFL is working with African-based brands and sponsors to increase its visibility. Collaborations with major corporations and sports organizations in Africa could drive investments into infrastructure and grassroots development.

03

### Future Events and Expansion

The NFL has expressed interest in hosting exhibition games and events in Africa, similar to what the league has done in Europe and Mexico. These events would help generate excitement and introduce African fans to the in-person experience of NFL games. The success of such games could lead to further opportunities, including African cities bidding to host international NFL games.

### African Player Representation in the NFL



**Figure 18:** Number of American Football Players from Africa per Country

## Challenges And Opportunities

Despite the NFL’s optimism, there are several challenges to overcome in expanding into Africa:

**A**

### Cultural Barriers

American football is not yet a mainstream sport in Africa, with soccer, basketball, and rugby dominating the sports landscape. The NFL will need to invest heavily in education and awareness to grow its fanbase.

**B**

### Infrastructure

African nations may not have the established infrastructure needed to support professional-level American football, such as stadiums, training facilities, and coaching staff. The league’s long-term success will depend on investment in these areas.



On the flip side, the NFL's entry into Africa provides significant opportunities:

01

### Untapped Talent

Africa has a history of producing world-class athletes in soccer, rugby, and track and field. With proper training and development, African athletes could excel in American football, offering the NFL a fresh pipeline of talent.

02

### Youth and Fan Engagement

Africa's large, youthful population is a prime target for the NFL. Through grassroots programs and increased exposure to the sport, the league could cultivate a new generation of fans, expanding its global influence.

BONUS

# BETTING AND GAMBLING

RISKS, REWARDS AND REALITIES

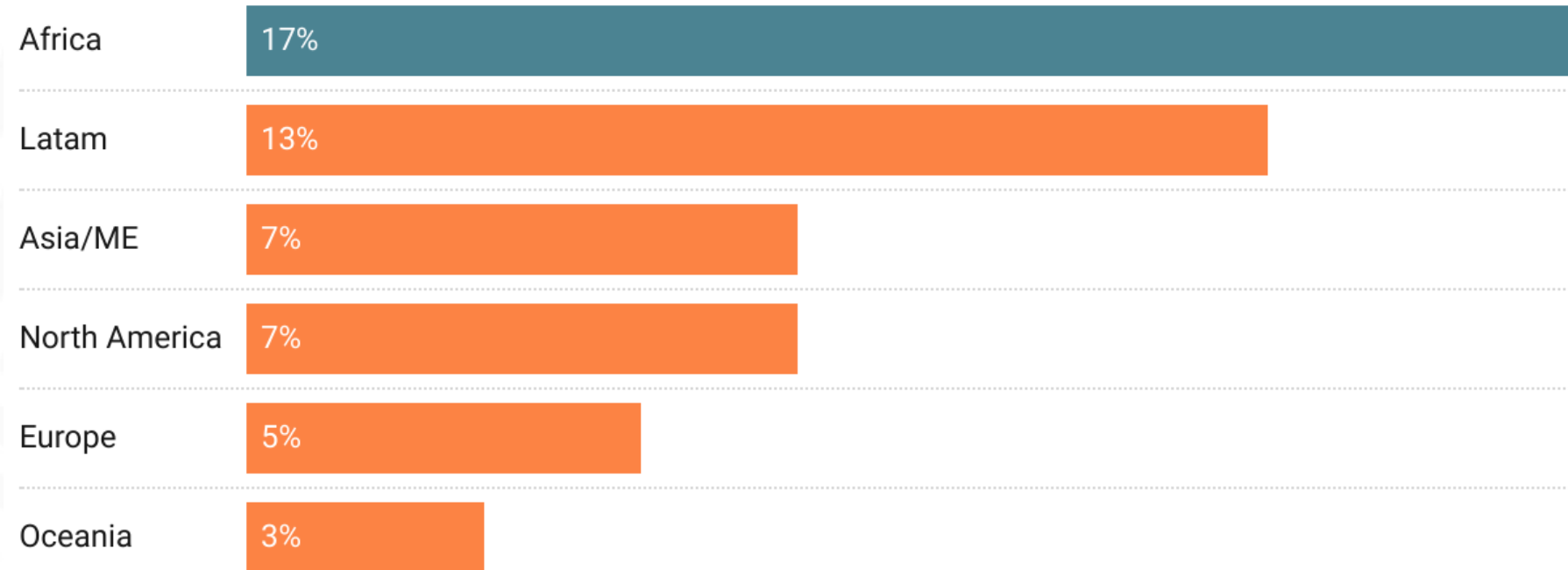


## Intro: Betting in Africa

Africa's sports betting industry has witnessed unprecedented growth over the past decade. Nigeria and South Africa lead in terms of market size, with Nigeria's industry valued at \$2 billion annually, while South Africa, boasting the most structured market, generates \$2.9 billion. Kenya, Ghana, Uganda, Tanzania, and Zambia are emerging players in this space, particularly Kenya, which saw \$1.5 billion in revenue despite regulatory challenges. These countries are capitalizing on sports betting as a source of tax revenue, leveraging their passionate sports fanbases, particularly around football.



## Forecast global GGR growth 2022-2027 (CAGR %)



*GGR (Gross Gaming Revenue) = amounts wagered less winnings returned to players. Includes betting (online and land based), online gaming and lotteries*

Source: H2 Gambling Capital • Created with Datawrapper

Across the continent, sports betting has become more accessible due to mobile phones and digital payment platforms such as M-Pesa, MTN Mobile Money, and Flutterwave. These systems allow for seamless deposits and withdrawals, making betting an easy option for millions. Additionally, mobile data-driven services have brought previously unbanked populations into the financial system, extending the reach of sports betting.

## Revenue Generation and Taxation

Governments across Africa see sports betting as a viable source of revenue, especially through taxation.

*Examples of Sports Betting Taxation by Country:*

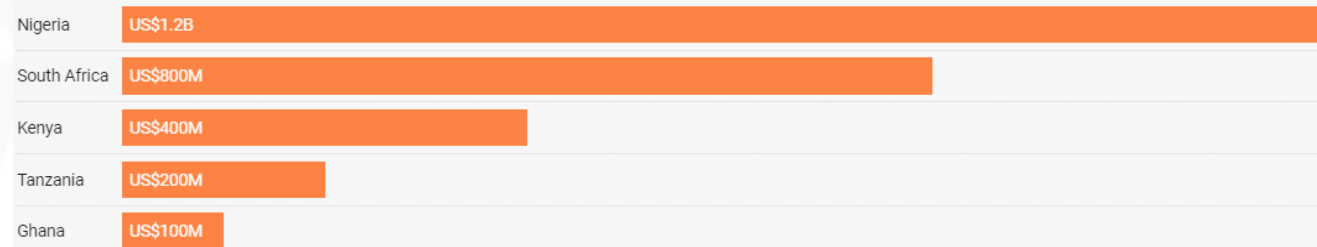
Country	Operator Tax	Winnings Tax	Other Taxes/Fees
South Africa	6-9% of GGR (varies by province)	Varies by province (usually on large winnings)	Licensing fees, provincial betting board fees
Nigeria	2% tax on turnover (staked amounts)	No tax on winnings	License fees and levies
Uganda	20% of GGR	15% of winnings	Annual license fees for operators
Kenya	15% of gross gaming revenue (GGR)	20% of winnings	Excise duty of 7.5% on bets placed
Tanzania	6% of GGR	10% of winnings	Excise duties on betting stakes (around 10%)
Ghana	17.5% VAT on services	No tax on winnings	Annual licensing fees, tax on operator revenues

South Africa, the most mature market, charges between 6-9% GGR depending on the province and imposes further taxes on winnings and operator revenues. Kenya imposes a **15% tax on gross gaming revenue (GGR)** and a **20% tax on winnings**, while **Nigeria applies a 2% tax on turnover without taxing individual winnings**.

A common theme in the taxation models is balancing revenue generation with discouraging excessive gambling. Countries, like Kenya, implement taxes on both the operators and bettors to capture earnings on both sides of the transaction. While these taxation measures can generate significant revenue, they also risk discouraging betting activity or driving illegal markets if not properly managed. Legislative curbs in Kenya and other African countries have sought to nip the betting and gambling bud, to modest success.

### Nigeria and South Africa are by far the biggest sports betting markets in Africa

Selected African markets, by estimated GGR



Source: Various sources • [Get the data](#) • Created with [Datawrapper](#)

Since football remains the most popular sport for betting in Africa. Major leagues like the English Premier League, La Liga, and UEFA Champions League are particularly popular among bettors. As the industry matures, there's growing interest in local leagues which has created demand for enhanced personalized, data-driven insights that help bettors make more informed decisions on bets.

In addition, betting during regional tournaments like the Africa Cup of Nations (AFCON 2023) engaged nearly half of the fans in gambling showing the industry's capacity to influence local sports landscapes. Betting companies have become more integrated with the sports they focus on, directly contributing to sponsorships and grassroots sports development.



## New Frontiers in Betting: Social Impact

As digital and gaming cultures evolve, new betting avenues such as E-sports and virtual sports betting are starting to gain traction across Africa. The increasing popularity of E-sports among Africa's youth, coupled with the growing mobile and internet penetration, could lead to an entirely new frontier for the industry. Betting on virtual games and digital competitions is slowly becoming mainstream, contributing to the diversification of the industry.

### The majority of young Africans have engaged in sports betting...

Responses to the question 'Have you ever participated in gambling or betting?'



From GeoPoll: The sample was not fully demographically representative and naturally skewed towards younger people in urban areas. The sample comprised 72% males and 28% females. Age groups were distributed as follows: 18-24 (40%), 25-34 (46%), and over 35 (14%).

Source: GeoPoll 'Betting in Africa' 2024 • [Get the data](#) • Created with [Datawrapper](#)

Kenya Gambling Control Bill 2023 proposes new regulator and sweeping reform

<https://igamingbusiness.com/legal-compliance/regulation/kenya-introduces-new-gambling-regulation-bill/>

Mobile technology remains the backbone of Africa's sports betting growth, with more than 500 million mobile users in Sub-Saharan Africa. Betting companies use mobile platforms, SMS, and even celebrity endorsements to reach their audience.

*For example, **1xBet** and **Betway** have capitalized on their connections to football and social media to attract a youthful, tech-savvy audience.*



However, the allure of quick wins can lead to financial ruin. With one in three young people unemployed across the continent, many turn to sports betting as a solution, despite the risk of significant losses. Regulatory bodies are struggling to keep up with the rapid growth of the industry, focusing more on generating revenue than protecting consumers. This has led to a rise in gambling addiction, particularly among young men.

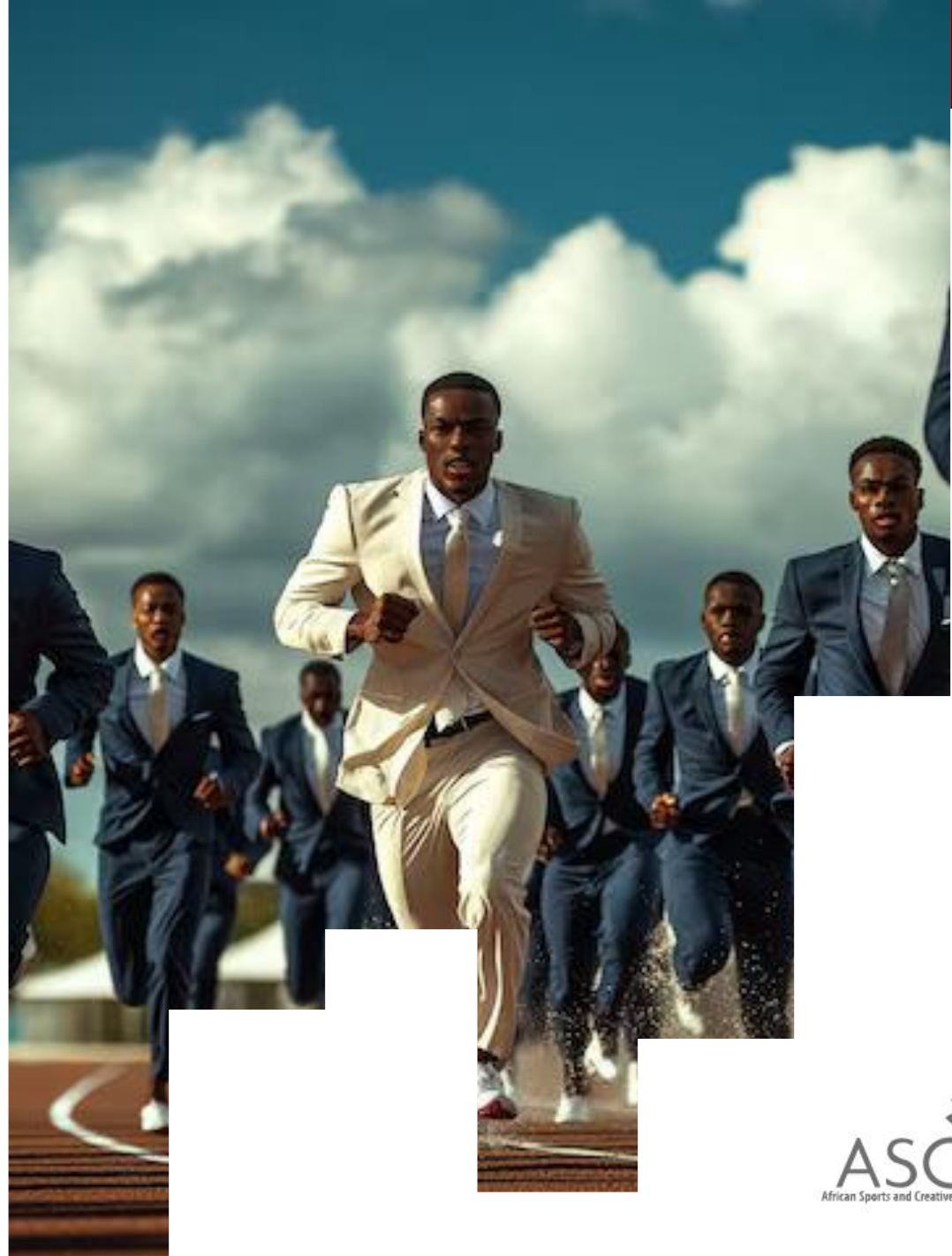
Governments are becoming more aware of the dangers associated with unregulated betting and the negative social impacts. Stricter regulations are likely on the horizon, aimed at protecting consumers, promoting responsible gambling, and addressing concerns about fraud and addiction. Some betting companies have introduced Know Your Customer (KYC) platforms to monitor gambling behaviors and set betting limits. However, these efforts are often seen as token measures in response to regulatory pressures rather than genuine attempts to promote responsible gambling.

On one hand, the industry's potential for growth is immense, driven by the youthful population, mobile technology, and passion for sports. On the other hand, without proper regulation and attention to the social costs, the industry could exacerbate problems like gambling addiction and financial instability.

Betting companies will need to innovate, offering safer, more regulated platforms while also tapping into emerging trends like E-sports and virtual sports. Governments, meanwhile, must develop clear and consistent regulatory frameworks that promote transparency, protect consumers, and ensure that the benefits of sports betting contribute to the broader economy and society.

Sports betting in Africa

<https://hudsonsandler.com/news-opinions/sports-betting-in-africa-a-continent-of-opportunity/>





**9%**

Fueled by a burgeoning youth population and a wave of investments, Africa's sports industry has **grown by 9% annually**, with football leading the charge as a **\$3 billion market**. But the real headline is the emergence of basketball and athletics as power players. The Basketball Africa League (BAL) posted a **36% increase in its global audience across 215 countries**, signaling that African talent is no longer confined to the local scene—it's a global commodity.

**\$5 Bn**

Morocco has emerged as Africa sports leader: infrastructure development, talent development sports diplomacy, sports tourism (\$100 million into the Mohammed VI Football Academy, \$4M into Evosport and the football national fund, etc.) **winning bids to co-host the 2030 FIFA World Cup and securing a \$5 Bn budget to deliver**. Meanwhile, East African countries are making quiet but meaningful strides, reporting a **15% spike in athletics participation**, thanks to grassroots investments in track facilities.

**\$200M**

Yet, the report doesn't shy away from the cracks in the system: mismanagement and corruption cost African federations an estimated **\$200 million in lost opportunities in 2023**. These challenges underscore the need for reform if Africa is to realize its full potential. With **70% of the continent's population under 30**, the future is unwritten but promising.

**30%**

Despite international commitments to gender parity, such as the International Olympic Committee's goal of achieving **50% female representation at participation levels** for the Paris Games in 2024, only **30% of decision-making positions** are held by women.

**3M**

The report has projected that by embracing strategic investments and fostering youth engagement, Africa could generate **3 million sports-related jobs in the next decade**.

**IT'S A WRAP!**

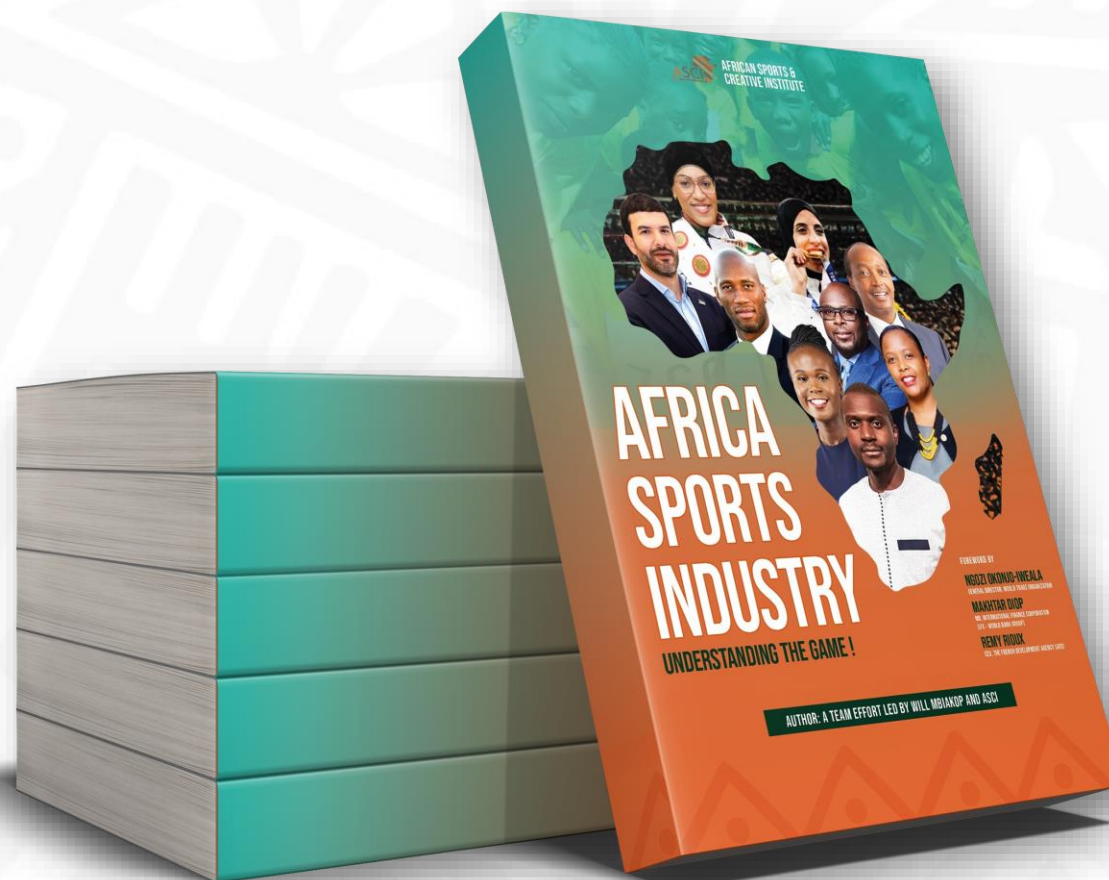
It's no longer a question of whether Africa will become a global sports powerhouse—it's a question of when.

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# APPENDICES

- → **Data and Statistics**  
Relevant data sets and statistical analyses
- → **Interviews and Case Studies**  
Detailed interviews with key stakeholders  
Comprehensive case studies
- → **References and Bibliography**  
List of sources and references used in the report



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