

African Media Leaders Forum

Shaping the future of
African media



4TH AFRICAN MEDIA LEADERS FORUM

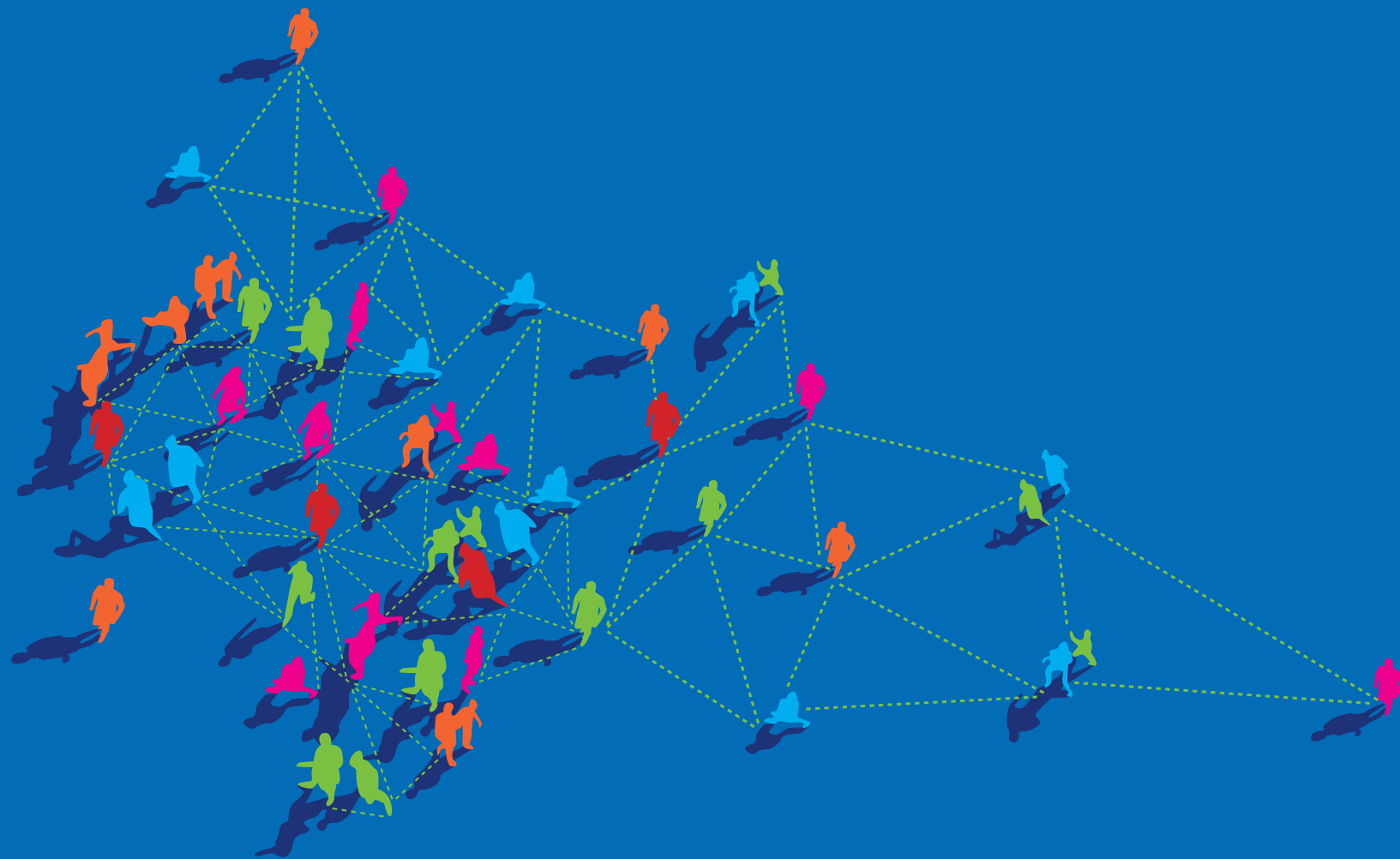
WHAT FUTURE FOR TRADITIONAL MEDIA?

10-11 November 2011
Tunis, Tunisia



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4TH

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Tunis, Tunisia
November 2011

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AMLF 2011 CONVENORS



Amadou Mahtar Ba



Tendai Mhizha



Afif Ben Yedder



Omar Ben Yedder

AMI CEO

Amadou Mahtar Ba is the CEO of the African Media Initiative and a seasoned Media leader. He is also a co-founder and Chairman of AllAfrica Global Media and AllAfrica.com - an international multi-media content service provider. Amadou is a member of the World Economic Forum's Global Council for the Future of Journalism, advisory board member of the Reporting Developing Network Africa, a member of the Advisory Committee of the Knight International Journalism Fellowship administered by the International Center for Journalists (ICFJ) as well as a member of the Africa Policy Advisory Board of ONE. In 2011 he was selected as one of the 100 most influential Africans by New African Magazine. He is also listed among the 500 most influential African leaders of the Africa24 Magazine published in March, 2011.

FORUM DIRECTOR

Tendai Mhizha is the African Media Leaders Forum Director. Tendai is a Pan African Strategist and she works with large corporates across the African continent on organisational transformation, corporate and brand strategy. She is an entrepreneur in her own right winning the 2001 Entrepreneur of the Year Award in Zimbabwe. Tendai is the author of the only sub-Saharan African Living Standard Measure which is a tool that serves as a surrogate for income and socio-economic sector classification across the sub-continent.

2011 HOST

IC Publications represented by the founder, Afif Ben Yedder and the Managing Director, Omar Ben Yedder, has over 50 years experience in publishing magazines, newsletters, country supplements, industry reports and market intelligence on Africa and the Middle East. Among the group's best selling magazines are New African and African Business, the most widely read pan-African monthly publications on the market. The group recently launched French versions of its titles as well as a woman's lifestyle magazine, New African Woman and a business and finance title, African Banker. With over 2.6 million readers across its portfolio in more than 100 countries, their publications are the region's undisputed market leaders.

Both their distribution network and reach are unrivalled, in terms of scope, numbers and quality. IC Publications' readers and clients represent the elite from business, political and academic circles. In 2007 the group also added an events management division and a communications consultancy.

AMLF 2011 PARTNERS AND SPONSORS

Forum Partner



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African Development Bank

Africa's Preferred Development Partner

Providing quality investment and advice to improve the living conditions of millions across Africa, the African Development Bank (AfDB) Group is the continent's premier development institution.

For African countries, the AfDB is the preferred partner in the financing of infrastructure, higher education, good governance programs and the development of a more robust private sector, among its areas of operational focus. Through investments in these areas, the AfDB Group is contributing to regional integration across the continent. It provides support to middle-income and low-income countries, including assistance to fragile states.

Climate change, in particular, has come to the forefront in Africa and the AfDB has made this a priority in its operational focus. In this regard, African leaders have asked the AfDB to host a Green Fund for Africa to bring resources to bear on climate change.

The AfDB is a multilateral development finance institution created in 1964 to mobilize resources for Africa's economic and social development.

Konrad Adenauer Stiftung

The Konrad-Adenauer-Stiftung (KAS) is a foundation from the Federal Republic of Germany. As an independent, non-government organization, it runs four international media programmes mandated to contribute to democratization. Within that framework, KAS Media Africa regards a free and independent media as crucial for democracy.

Hence, it is committed in the region to a diverse media landscape, the monitoring role of journalism, as well as ethically-based political communication, with particular attention paid to digitalisation. KAS Media Africa is based in Johannesburg, South Africa.

MESSAGE FROM THE AMI CO-CHAIRS



Trevor Ncube



Charlayne Hunter-Gault

Tunisia, the source and inspiration of the Arab Spring, witnessed a significant milestone in the growth of the African Media Initiative (AMI) and the maturity of African media.

When we chose Tunis as the fourth venue for our flagship program, the African Media Leaders Forum (AMLF), it was with the clear intention of positively exploiting their revolution to enhance our programme of creating a revolution in the management of African media.

Social media played a significant role in the extraordinary developments that launched the Arab Spring. It was with the idea of exploring the implications of social media for Africa that we titled our annual gathering: Empowering Citizens Through Social Media and Technology Adaptation: What Future For Traditional Media?

Revolutions in the past have happened without social or even traditional media. And, no doubt in time, Tunisians and the citizens of the other countries of the Arab Spring would have eventually thrown off the yoke of oppression.

As the American civil rights martyr, Martin Luther King, Jr. often said: "No lie can live forever."

However, there is no question that social media accelerated the Arab uprisings and in most cases, limited the human toll that sometimes accompanies revolutions, as we are seeing alas, in Syria. But that, thankfully, is the exception.

Since our meeting in Cameroon, which concentrated on helping African media owners develop more effective business models, we have concentrated on concrete projects that would take AMLF closer to the goal of developing a media sector that would help citizens affect social, economic and political change, not least, holding their leaders accountable.

Social media has become key in realizing those goals. So we held workshops that gave experts time to explore the possibilities of the new technologies. The Tunis Declaration, that came out of the Forum, emphasizes the need to continue focusing on improving professionalism, management, content and timeliness of reporting by harnessing the strengths of media technology.

The declaration acknowledges that "deficits in democracy and governance are inimical to the growth of Africa's media sector".

The Forum applauded and endorsed AMI's core principle of ethics and principled leadership.

Our plan now is to get media associations around the continent to endorse the principles that promote ethics and best practice now being circulated among them.

Already the Tanzania Media Owners Association has endorsed these principles and have officially launched the guidelines in their country.

What encourages our efforts to strengthen African media is that we are clearly growing from strength to strength. From an attendance of 50 at the inaugural AMLF meeting in Dakar, Senegal four years ago, the Forum has grown to a record 350 from 48 African countries at our Tunis meeting.

We are committed to building on the solid foundation of action and innovation we have laid, it is AMI's intention that the ideas that drove the Arab Spring also create the kind of revolution in African media that will truly empower Africa's people, giving them the freedom, justice, prosperity and equality they so richly deserve.



INTRODUCTION

Africa: Opportunity Knocks

In 2000, the reputed British magazine, The Economist, featured on its cover "Hopeless Africa". A decade later the same magazine ran a cover story entitled, 'Africa: the Hopeful Continent'.

These two headlines speak to two important truths about Africa. Firstly, at times, foreign publications with the brush of their pen easily dismiss places and countries as lost causes and in the process do an enormous amount of harm. The second is more positive – that the continent in the space of just a decade has become a land of opportunities, be it at the level of trading, human capital, cultural richness or governance best practices.

The yearly African Media Leaders Forum (AMLF) has become an important platform to tell African stories in a different way – one that reflects the realities on the ground, the building of new conversations and partnerships between the different stakeholders and the forging of a true Pan-African spirit. Since its inception in 2008 with its inaugural launch in Dakar, Senegal, the AMLF has grown both in stature and influence as attested by the number and high calibre of delegates that attended (350 in total) the fourth edition of the AMLF held in Tunis in November 2011.

However, the AMLF is not merely about headcount but also about bringing to the fore the pressing and pertinent issues faced by media owners and practitioners, policy makers, democracy activists and citizens, and in the process creating the necessary synergies and solutions for the continent.

The question that must be posed is - what has made AMLF such a success? As you browse through this booklet you will find that many influential stakeholders of the media world from Africa and beyond, key development partners, major information and communication technology companies, digital strategists and academics are engaged with the Forum and were present in Tunis. The AMLF is unique in that it is the only meeting of African Media Owners and Operators.

You will also read about the quality of the debates, the breadth and depth of the conversations, the diversity of side events that defined and shaped the 4th edition of the AMLF and last but not least the ability to ensure that the Head of State of the host country officially opened and endorsed the event.



In fact, it is a combination of all the above features that made the AMLF 2011 a richly rewarding and progressive meeting. The uniqueness of the event was further enhanced by the choice of the host country – Tunisia.

By choosing Tunisia, the African Media Initiative, AMI, wanted to acknowledge the place and the people that had been the trigger of a new democratic dawn – the Arab Spring. The Arab Spring, to a great extent, came to life thanks to the presence and accessibility of new technology which allowed citizens, despite decades of repression, oppression and state controlled and manipulated media, to combine their voices, opinions and forces to chase ailing despotic regimes and allow change to happen in their respective countries. In fact, new information and communication technologies and their impact on media and societies are among the key themes that were widely debated at the AMLF 2011.

The AMLF 2011 theme - "Empowering Citizens Through Social Media and Technology Adaptation: What Future For Traditional Media?" is an important one that needed to be debated thoroughly especially in light of the declarations of certain pundits that predict the demise of traditional media in the next 30 years or so!

The themed panels featured at the AMLF 2011 were as follows:

- Media in times of political and social change: Are legacy media still relevant?
- How mobile technology is disrupting media distribution models
- How are advertising and revenue models changing?
- Building a coalition for media development in Africa
- Ethics and leadership for sustainability

Against this background and as you read through this Forum booklet you will discover that the necessary space, time and scope were devoted to debate and understand how best African media can position itself as a relevant, credible and sustainable ally of democratic, but also of market principles.

Since its inception the different thematic chosen for the AMLFs demonstrate not only the pressing issues faced by media in Africa – 'Harnessing the power of new ICT for media development' (2009), 'Funding African media in an age of uncertain business models' (2010) and 'What future for traditional media' (2011) – but also present a natural succession of ideas, conversations and concrete actions that makes AMLF the one event on the continent not to be missed.



From the desk of the AMI CEO

Dear Colleagues and Fellow Media Leaders,

It was my pleasure and great honour to convene the 2011 African Media Leaders Forum (AMLF) on November 9-11 in Tunis, Tunisia.

The decision to have Tunisia host our fourth annual event was dictated by the dramatic events that took place in the country. The fireball that exploded in Tunisia, sparked by Mohamed Bouazizi, a 26-year-old street vendor, who sacrificed his life in protest against injustice and public humiliation, had an unprecedented effect.

The subsequent spontaneous Jasmine Revolution brought down a regime, which until its fall, was seen as one of the most stable in the region because of its good economic indicators and its success in containing the "Islamist Threat". What followed in Egypt, Libya, Morocco, Yemen, Syria, and in many other countries, known as the Arab Spring, is history unfolding.

As media leaders, we cannot ignore the fundamental changes our societies are undergoing and their profound consequences on the very nature of our industry. Indeed, we are compelled to look at the situation critically, not only to analyse its deep causes and immediate consequences, but to also pose the inevitable question about our relevance today and what the future holds for us all in a context marked by unprecedented technological changes that have affected the way news and information are disseminated.

Are we still the voice of the voiceless? Are our media outlets still adequate to deliver the messages and reach the widest possible audiences? Is the Fourth Estate in peril?

To answer all these questions and many others, at the fourth AMLF we chose to discuss, the theme: "Empowering Citizens Through Social Media and Technology Adaptation: What Future for Traditional Media?" As in past editions, our teams worked hard to bring the best African and international expertise to guide our deliberations.



We attracted over 350 delegates from Africa and beyond who participated in this 4th edition of AMLF – the only gathering of African media owners and operators – and the flagship programme of the African Media Initiative (AMI). Guided by the search for efficiency and to encourage full participation in the deliberations, the Forum was structured around a combination of plenary sessions and three working groups:

1. Funding & Business Development;
2. Technology & Innovation;
3. Governance, Ethics & Leadership

For the 2011 Forum we continued our strong and progressive partnership with the **African Development Bank**. This year AMI also partnered with the Regional Media Programme for sub-Saharan Africa of the **Konrad-Adenauer-Stiftung** (KAS Media Africa) that previously funded the African Media Leadership Conference (AMLC) for nine years. By combining our efforts, we were able to provide media leaders and other stakeholders from around the continent and beyond, a unique, world class platform for the examination and agenda setting of critical issues facing our industry and continent.

As Tunis was the first AMLF gathering since AMI started implementing its' pilot programmes, we also seized the opportunity to share some of the first results of our activities and launch important ones, such as the Leadership Guiding Principles for African Media Owners and Managers, for the years to come.

My deepest gratitude goes to the AMLF 2011 Guest of Honour Dr. Frannie Léautier, and special guests, The Prime Minister of Tunis - Beji Caid El Sebsi, Dr Donald Kaberuka and Dr. Mo Ibrahim. Four African Leaders working to empower the people of the continent.

On behalf of the AMI board and all the staff, I would like to thank our partners African Development Bank and KAS Media Africa for their invaluable support.

I would also like to thank the AMLF 2011 co-chairs Dele Olojede, Kiprono Kitony and Ramanou Kouferidji for their advice and input to the Forum. I extend a special thanks to our AMLF 2011 host, Afif Ben Yedder, Founder and Editor-in-Chief IC Publications, and his wonderful team. Through their total commitment and relentless efforts, Afif and his team led by Omar and Nejjib, ensured the delivery of the highest standards of professionalism both in the logistics and deliberations of our meetings.

To our sponsors NORAD, Omidyar Network, Bill and Melinda Gates Foundation, Tunisie Telecom, rDNA, International Centre For Journalists, Ecobank, Mo Ibrahim Foundation, AllAfrica Global Media and Tunis Air, I would like to assure them that by supporting this unique event they are helping shape the future of media on the continent.

Lastly but not least I would like to thank Tendai Mhizha, our Forum Director, and her team for their professionalism, hard work and resilience, without whom the Forum would not have been possible. The AMLF team are already hard at work preparing for our fifth African Media Leaders Forum to be held in Abidjan, Cote D'Ivoire on the 8th and 9th November 2012.

The theme for our fifth anniversary edition will be "Africa 3.0. Strengthening media and governance through citizen's engagement and innovation".

We look forward to welcoming you in Abidjan to participate in these important deliberations.

Sincerely,

Amadou Mahtar Ba
Chief Executive Officer



**"Nowhere have media owners
been governed by a code of
ethics as opposed to the journalists
who work for them."
Amadou Mahtar Ba - Speaking
at the Opening Session**



Dr Donald Kaberuka



Afif Ben Yedder



In his emotive welcome address Afif Ben Yedder stated, "we are beginning to see a true emergence of a free press. The number of applications for newspaper, radio and TV licences has exceeded all expectations. Quality websites have emerged overnight and of course new media and social networks are transforming the relationship between news provider and end consumers and the way news is created and distributed. For someone who has lived, breathed and slept media for the last 50 years, this is extremely encouraging. To see how new technologies helped change the course of history in Tunisia and the Arab world and brought a new lease of life to the media scene is fascinating. What the future holds and how these new technologies will challenge the conceived paradigm and change the dynamics makes for an absorbing debate."

MESSAGE FROM AMLF 2011 HOST

Aff Ben Yedder extended a warm welcome to all those present, with special mention to the Tunisian authorities who facilitated the holding of AMLF 2011 in Tunis. A special word of thanks was addressed to the Prime Minister of Tunisia for making time to officially open the Forum.

Ben Yedder spoke of his passion for Africa that started some 50 years back when he spent 3 months in Francophone Africa working as a journalist for Jeune Afrique. At that time the tide of independence was sweeping across Africa and there was great need to be involved in building new opportunities and telling about possibilities for an Africa that was moving away from the shackles of colonialism.

According to Ben Yedder, Africa is a marvelous continent that has a real 'joie de vivre'. He has made it his personal mission to market Africa to the rest of the world. He was particularly saddened by the various stereotypes in which the continent is portrayed as one of doom and gloom. He urged the media to play a constructive role in the positive portrayal of the continent. He asserts that there is much to tell about a continent which is home to 1 billion people, has some 300 million middle class citizens and a young and dynamic population.

Ben Yedder clearly addressed the inherent structural difficulties of running a smooth media business operation in Africa due to low readership levels, distribution networks and scarce advertising budgets. However, he reiterated his confidence in the excellent opportunities that Africa has to offer. He ended by reminding the Forum that as media, it is our collective responsibility to portray a successful Africa.

MESSAGE FROM PARTNER AFRICAN DEVELOPMENT BANK

Dr Donald Kaberuka, President of the Tunis-headquartered African Development Bank, said democracy is critical to material as well as political progress.

"Poverty is not just material or physical but its principal source is primarily about lack of voice, lack of ability to influence governance, lack of empowerment and inability to hold rulers accountable" Kaberuka said.

"We all know that in an environment where the media is not free, wealth cannot be generated. It is likely to be an environment where corruption and kleptocracies prosper at the expense of the citizens, where crony capitalism rather than a competitive private sector flourishes, and where individual entrepreneurship and innovation are repressed," he said.

According to Kaberuka, it is possible for undemocratic governments to deliver some economic results to their people, but these results are not sustainable. "Essentially, the idea that repressive governments can deliver superior economic results is a myth," he added.

He said "the onus is on media to make democracy inclusive for all. Facebook and Twitter are democracy at its best, as they deliver news in real time," Kaberuka said.

Kaberuka concluded by saying that Africa is the only continent with only two countries registering negative growth, and that democracy is the catalyst bringing the continent relative economic development – a trend to be protected.

SPECIAL GUESTS



Guest of Honour
Dr Frannie Léautier

Executive Secretary of
the African Capacity
Building Foundation



Special Guest
His Excellency
Beji Caid El Sebsi
Prime Minister of Tunisia



Special Guest
Dr Donald Kaberuka
President of the African
Development Bank



Special Guest
Dr Mo Ibrahim
Founder of the Mo
Ibrahim Foundation

MESSAGE FROM PARTNER KAS MEDIA AFRICA

Markus Brauckmann representing KAS Media Africa, a key partner of the AMLF.

Konrad Adenauer Stiftung's (KAS), Markus Brauckmann said it is KAS's belief in a robust media that underpins its' partnership with the AMLF. Brauckmann urged the media heads to consult with KAS on any innovative project they could partner in, involving citizen participation and motivation to democracy.

KAS's main concern remains in the vault of bridging the rural/urban divide; opening conversation and creating discussion on democracy. He hailed the 3-I's (Innovation, Insight, Interest) to replace the four D's (Death, Disease, Disaster, Despair) which have portrayed and propagated the notion of darkness where Africa is concerned.

"The central role of social media in the Tunisian revolution led to the decision to hold the AMLF in Tunis in 2011. Media must at all times be on the side of the people," he told the opening session. "This meeting would not have been possible in Tunisia a year ago. Holding a pan-African media forum in a country where the people have been able to force their government towards transparency and accountability is appropriate on many levels", he said.

AMLF 2011 CO-CHAIRS



Ramanou Kouferidji
President, Director General,
Imanle Africa Television,
Benin



Dele Olojede
Publisher and CEO,
Timbuktu Media Group,
Nigeria



Kiprono Kitony
Chairman of Radio Africa
Group and Vice Chairman
of the Media Owners
Association, Kenya

Media, Revolution and the MEDIA REVOLUTION



Dr Donald Kaberuka, President of AfDB (left) talks to the Tunisian Prime Minister, Beji Caid el Sebsi.



KAS's Markus Brauckmann (left), AMI CEO Amadou Mahtar Ba (middle) and Tunisian Prime Minister Beji Caid el Sebsi (right) share a light moment before the opening ceremony of the AMLF in Tunis.

