



Broadcasters Convention

West Africa 2026

Reimagining Next: AI, Cloud, and the Future of Broadcast Media in Africa

 22 – 23 September 2026

 Central Accra, Ghana

2

DAYS

200+

ATTENDEES

40+

SPEAKERS

10+

COUNTRIES



ABOUT THE CONVENTION

2026 EDITION

22 – 23 SEP 2026 · CENTRAL ACCRA, GHANA

— OVERVIEW

About The Convention

The moment. The broadcast business is being rebuilt in real time. Audiences are splintering across screens and platforms. AI is rewriting what newsrooms, content archives, and advertising operations can do. Satellite, cloud, and hybrid delivery are evolving at a pace few could have predicted a year ago. And the underlying economics — subscription, advertising, and public-service funding — are all in motion. The decisions made in 2026 will set the direction for the decade.

The Convention. The Broadcast Convention - West Africa 2026 is a gathering of industry leaders, innovators, and stakeholders from across the region and the continent to explore the latest trends, challenges, and opportunities in broadcasting and digital media. With a rapidly transforming digital landscape, broadcast media practitioners from across the region are seeking new ways to optimise and deliver their services.

On the 2026 agenda. This edition takes on the questions that matter most to African broadcasters: how do we compete in a cloud-native, AI-augmented world while keeping operations sustainable? What do next-generation satellite and hybrid-delivery models look like for the continent's unique geography? Where are the real commercial opportunities in OTT, and how do we protect content in a fragmented ecosystem? Expect candid conversations, practical case studies, and direct access to the people setting the pace.

Key Themes & Topics

Seven agenda-setting tracks shaping broadcast media across Africa.

01



Satellite Distribution

Next-generation satellite distribution built for the scale, geography, and connectivity demands of the African market.

02



AI Content Archiving

AI-powered content archiving, preservation, and retrieval — protecting and unlocking the value of broadcast heritage.

03



Cloud Broadcast Operations

Scalable, resilient, and cost-effective cloud broadcast operations for broadcasters at every stage of digital transformation.

04



Hybrid Cloud-Satellite

Hybrid cloud-satellite workflows for seamless content delivery and robust disaster recovery planning.

05



AI Audience Analytics

AI for audience analytics, measurement, and advertising optimisation — delivering smarter, more targeted media strategies.

06



Automated Newsrooms

Automated newsrooms and next-gen production workflows that accelerate publishing without sacrificing editorial quality.

07



New Revenue Models

New advertising and subscription models for digital platforms — building sustainable monetisation in a fragmented media landscape.



AUDIENCE PROFILE

Who Will Attend?

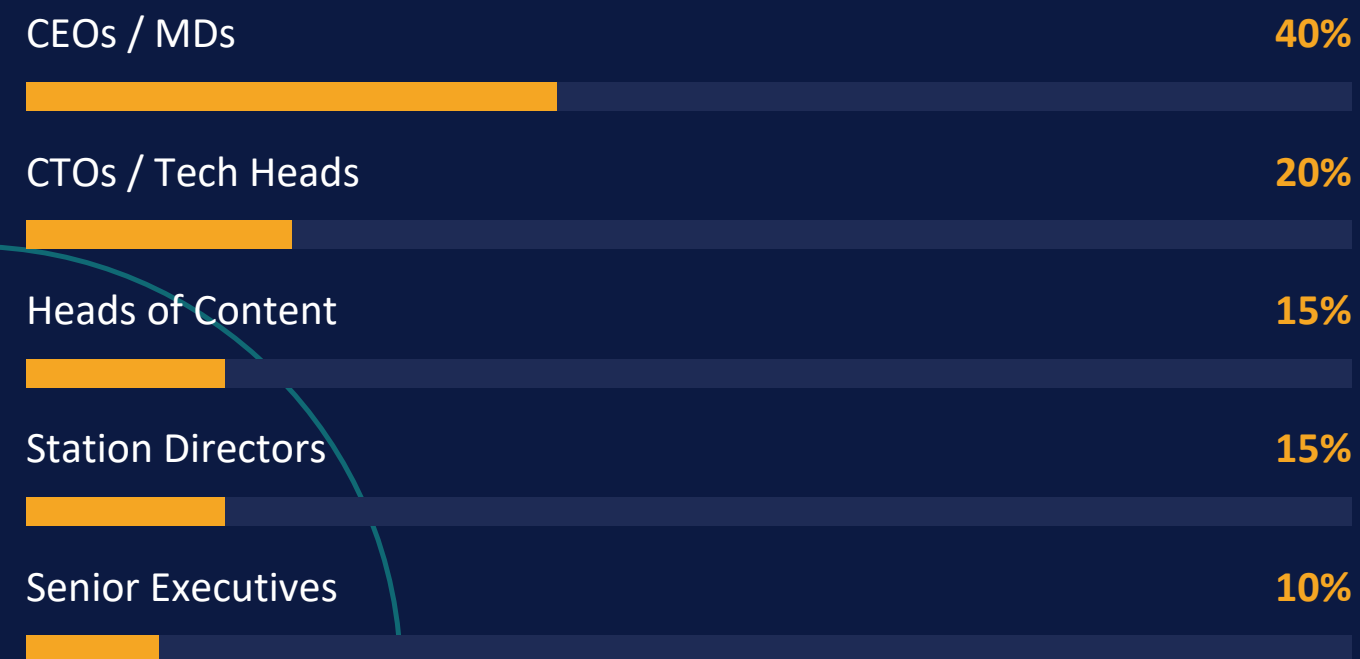
The Broadcasters Convention brings together the most senior decision-makers in African broadcast and digital media.

50%+

C-SUITE

Founders, Directors, and VPs — one of the highest-seniority gatherings in the region.

SENIORITY BREAKDOWN



SECTOR STAKEHOLDERS

Industry Representatives



TV & Radio Broadcasters

50%



Technology, Satellite & Cloud

20%



Regulators & Policymakers

15%



OTT Platforms & Telcos

15%



Content Creators & Publishers

15%



Academics & Researchers

5%

WHY ATTEND

Reasons to Participate

Four reasons this is the one convention to attend in 2026.



Headline Keynotes

01

Insights from the innovators and thought leaders defining the next era of broadcast media — voices that challenge, inspire, and chart the path forward for Africa's industry.



Actionable Sessions

02

Hands-on workshops and real-world case studies that leave you equipped with strategies and ideas you can put to work from Monday morning onwards.



High-Level Networking

03

Build new relationships and strengthen existing ones with peers and partners from across the continent — in a curated environment designed for meaningful connections.



Face-to-Face Meetings

04

Pre-scheduled one-to-one meetings with the people who sign off on decisions. Over 50% of attendees are C-Suite, Founders, Directors, or VPs — your next partnership is in the room.