



BROADCASTERS CONVENTION

Southern Africa 2026

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

DATE

22 - 25 October 2026

LOCATION

Victoria, Mahé, Seychelles



Hosted by: Seychelles Broadcasting Corporation (SBC), Convened by Broadcast Media Africa (BMA) & Southern Africa Broadcasting Association (SABA)

WHERE AFRICA'S BROADCAST FUTURE IS WRITTEN.

A gathering of industry leaders, innovators, and stakeholders from across the continent exploring the latest trends, challenges, and opportunities in broadcasting and digital media — with a special focus on AI, cloud delivery, OTT services, and content management.

2

Days of Content

23 – 24 October 2026

50%+

C-Suite Attendees

CEOs, CTOs, VPs & Founders

Pan-African

Regional Reach

Delegates from across the continent

ABOUT THE SUMMIT

The Broadcasters Convention – Southern Africa 2026 is the region's premier gathering of industry leaders, innovators, and stakeholders exploring the latest trends, challenges, and opportunities in broadcasting and digital media.

With a rapidly transforming digital landscape, broadcast media practitioners across Southern Africa are seeking new ways to optimise and deliver their services in the face of mounting competition from global streaming giants, AI disruption, and shifting consumer behaviours. The 2026 edition will explore cutting-edge advancements in satellite broadcasting, cloud-based delivery, OTT services, and content management — with a special focus on AI's opportunities and challenges in the broadcast media ecosystem.



**Satellite
& Distribution**



**AI &
Automation**



**Cloud &
OTT**

KEY THEMES & TOPICS



AI & Data

- AI-powered archiving, preservation & retrieval
- Audience analytics, measurement & ad optimisation
- Automated newsrooms & production workflows
- AI for content discovery & UX on VOD platforms



Cloud & Infrastructure

- Scalable, resilient cloud broadcast operations
- Hybrid cloud-satellite workflows & disaster recovery
- Next-gen satellite distribution for Africa
- Managing end-to-end multi-platform supply chains



Business & Content

- Innovations in advertising & subscription models
- Content protection & anti-piracy strategies
- Sustainable OTT business models in East Africa
- Digital ecosystem & platform governance

WHO ATTENDS & WHY PARTICIPATE

THE AUDIENCE

50%+ C-Suite, Founders & Directors

CEOs / Managing Directors 40%

CTOs / Heads of Technology 15%

Heads of Content / Strategy 15%

Station Managers / Directors 15%

Senior Department Executives 15%

WHY PARTICIPATE

01

Illuminating Presentations

Keynotes and showcase presentations from innovators shaping Africa's broadcast future.

02

Practical Knowledge

Fresh perspectives ensuring participants leave both informed and empowered.

03

High-Level Networking

Unparalleled opportunity to connect with Africa's top media executives.

04

Face-To-Face Meetings

Pre-scheduled meetings with key decision-makers in the African broadcast sector.