



Broadcasting And Digital Media Convention

West Africa

06-07 AUGUST 2025 | CENTRAL LAGOS, NIGERIA



As the broadcast and media industry and practitioners in Africa begin to engage with the realities and dynamics of the Artificial Intelligence (AI) led digital ecosystem; they must also understand - to the fullest extent possible - how best to extract maximum benefits from the systems in a way that allows them to deliver consumer value.

With the proposed theme: “Broadcasting And Content Publishing In The AI Infused Digital Ecosystem”, the Broadcasting and Digital Media Convention - West Africa 2025 is a high-profile conference specially designed to provide senior-level broadcasters and electronic media practitioners in the region with crucial information and knowledge update and to discuss, review and evaluate strategic and operational issues to some of the crucial items facing the industry

Convened with the collaboration of the Broadcasting Organisation of Nigeria (BON) the industry meeting will bring together industry leaders, innovators, and professionals from the broadcast and digital media sectors to foster collaboration, inspire innovation, and provide a platform for discussing the latest trends, technologies, and challenges facing the industry.

This convention will serve as a platform for networking, knowledge sharing, and exploring new business opportunities and will feature keynote speeches, panel discussions, workshops, and exhibitions.

Policymakers, regulators, and industry stakeholders will engage in dialogue to shape policies that foster growth that supports innovation and sustainable development in the broadcasting and digital media sectors.



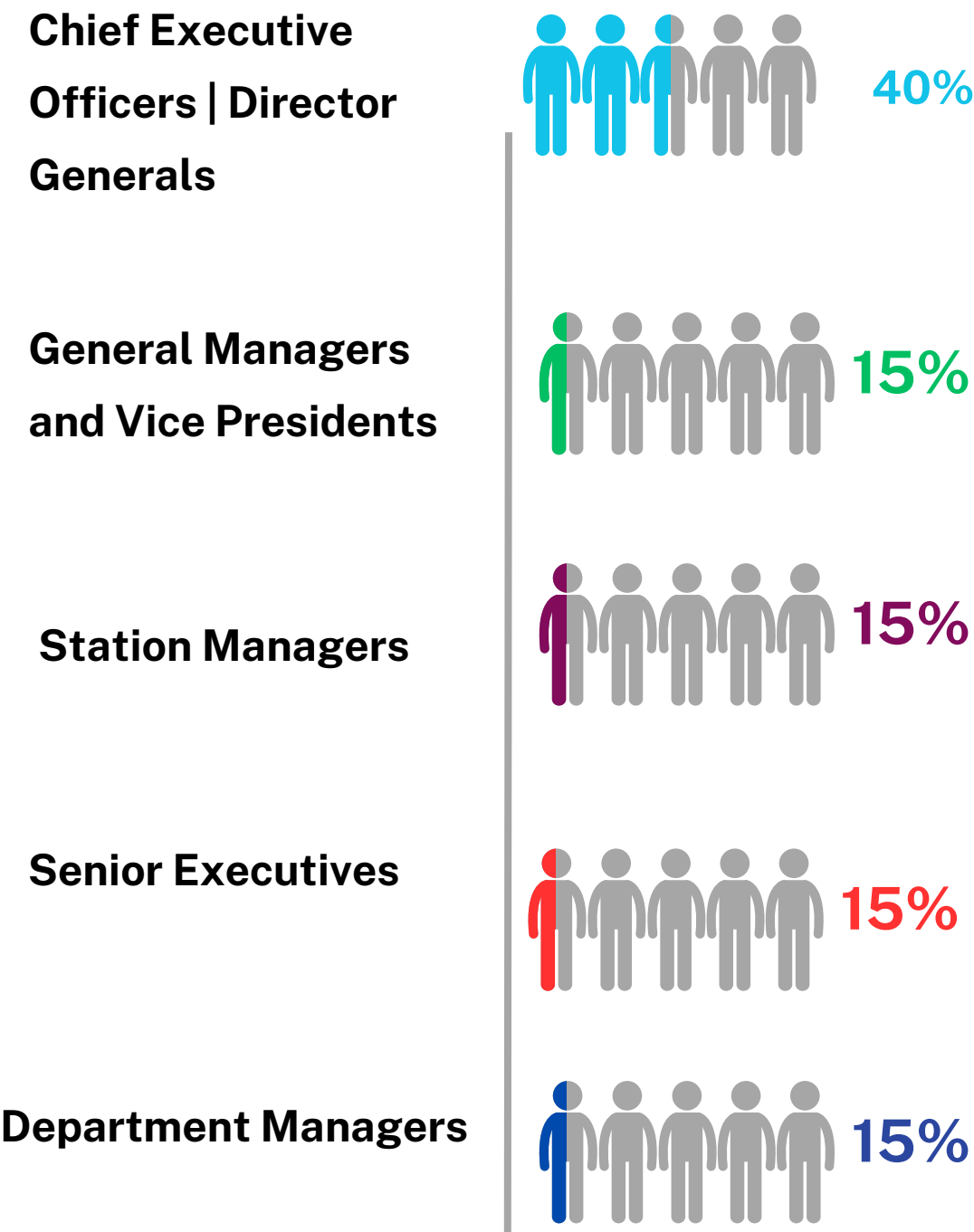
- State of digital broadcasting in Nigeria and across West Africa - reviewing the state of play
- Public service broadcasting in Africa: delivering quality public service content
- The future of advertising on television - changes and responses
- Optimising digital terrestrial broadcasting based on reliable regional infrastructure
- Local content, channels and programmes for the digital ecosystem
- Understanding Changes in regulatory and policy regimes for a converged world
- Leveraging technology to provide services that consumers want
- Digital studio facilities management for digital broadcast stations
- Content delivery platforms and systems for African Broadcasters
- Funding and financing opportunities and challenges for the digital broadcast ecosystem
- Deploying state-of-the-art content aggregation and delivery facilities for broadcasters and media publishers in Africa
- Programmatic advertising and how it is used in the digital environment
- Digital Ad Insertion for digital broadcasters innovation

The Convention will feature:

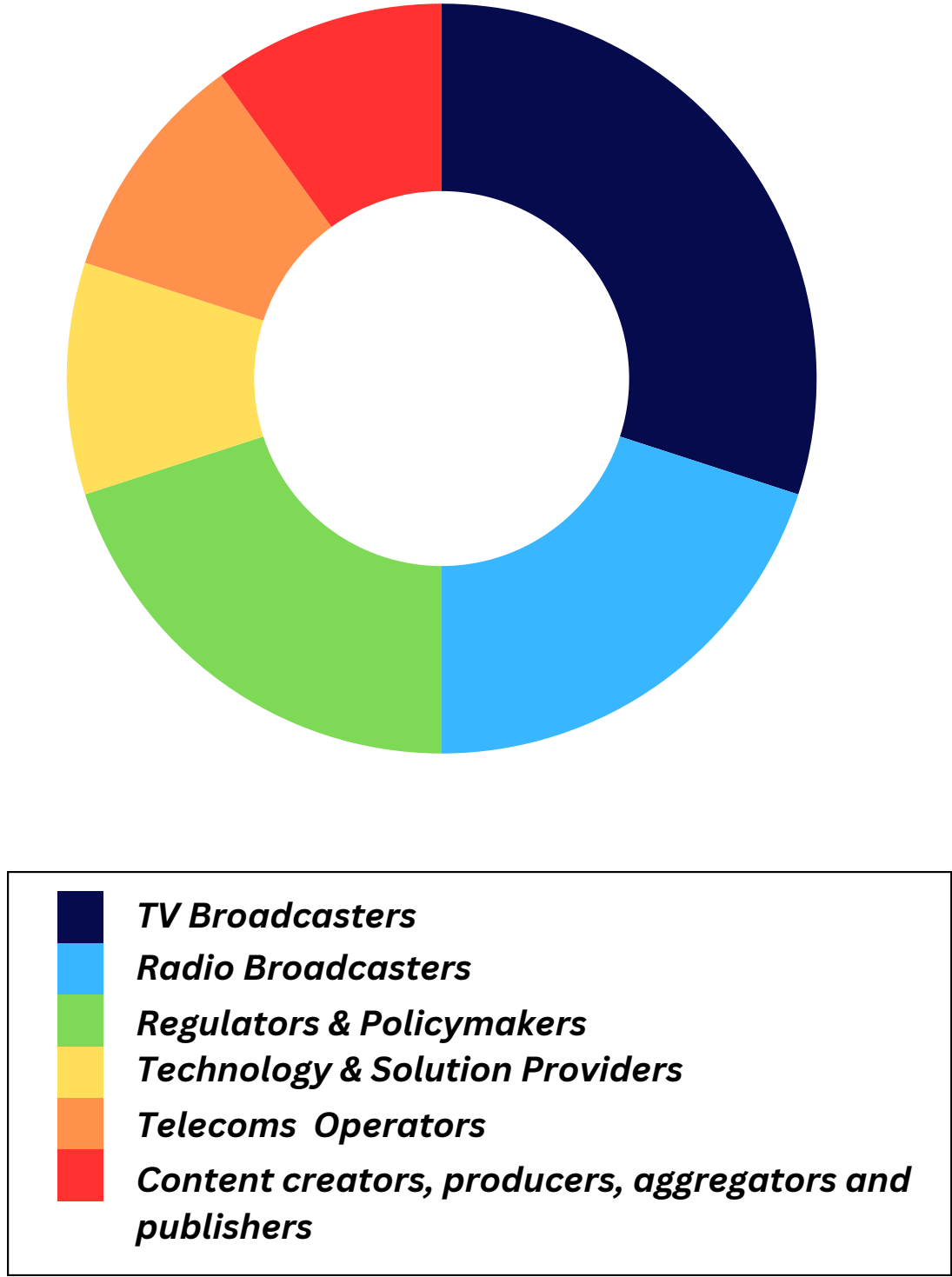
- ✓ Illuminating presentations and panels: We offer a series of carefully selected keynotes, plus feature and showcase presentations from innovators and thought leaders.
- ✓ Practical knowledge transfers: The event's programme is interspersed with practical, hands-on sessions offering fresh perspectives, ensuring that participants are informed and empowered.
- ✓ High-level networking with industry leaders: Providing an unparalleled opportunity to make new connections, connect with existing contacts and discuss business in a relaxed environment!
- ✓ Face-To-Face meetings: We curate and deliver face-to-face meetings to establish business with decision-makers. Over 50% of our participants are Board-level, C-Suite, Founders, Directors, Presidents & VP's.



SENIOR LEVEL ATTENDEES



INDUSTRY REPRESENTATION



REGIONAL REPRESENTATION

