

# **CANAL+** *ADVERTISING*

**ADVERTISING MARKET**  
**Year 2021**

## HIGHLIGHTS OF 2021

- ✓ Clear improvement in **the advertising market: +19% vs 2020**
- ✓ The market counts 1336 advertisers (+24%) and the advertising time has increased by +42%.
- ✓ **Côte d'Ivoire** (+22%), **Senegal** (14%) and **Cameroon** (+11%) are progressing and represent the top 3 markets in the local investment analysis. In contrast, the DRC (-13%) and Mali (-16%) are declining
- ✓ The **Food** (+3%), **Telecommunication** (+22%) and **Beverage** (-19%) families represent **47% of the IP**
- ✓ Leading advertisers:

