



# **BROADCASTERS CONVENTION SOUTHERN AFRICA 2025**

*Content, Connectivity, Collaboration – Transforming Africa's  
Broadcast Media Landscape In AI Era*

**28 – 30 OCTOBER 2025 | VICTORIA FALLS, ZIMBABWE**

(Incorporating the 31st Annual General Assembly of the Southern Africa Broadcasting Association - SABA)

**CONFERENCE • EXHIBITION • AWARDS**



# ABOUT THE CONVENTION

The 2025 edition of the Broadcasters Convention – Southern Africa (SABA2025) is the premier international conference, exhibition, and awards showcase celebrating the future of broadcast and digital media across Africa.

Now in its 9th edition, **SABA2025** is the destination event where local and global industry players converge to experience the latest innovations in broadcasting technologies, digital platforms, and content solutions. Hosted against the inspiring backdrop of Victoria Falls, Zimbabwe, the convention offers a unique opportunity to gain market insights, explore new business opportunities, and connect with key stakeholders shaping the sector's next chapter.

Convened by Broadcast Media Africa (BMA) in collaboration with the Southern African Broadcasting Association (SABA), the convention will bring together senior broadcasters, media professionals, policymakers, and thought leaders from across Africa and beyond. The aim: to exchange critical insights, examine emerging technologies, and address the sector's most pressing strategic and operational challenges.

With a strong focus on actionable intelligence, the convention will equip participants with the tools, ideas, and strategies needed to thrive in a fast-evolving media environment.

**SABA2025** is about empowering Africa's broadcasting future—building an inclusive, resilient, and dynamic media ecosystem that reflects the diversity of African societies and supports sustainable socio-economic development across the continent.



# FOCUS FOR 2025 CONVENTION

01

**To Drive Innovation and Transformation in Broadcasting:** Exploring how emerging technologies, new regulatory approaches, and innovative business models are reshaping the broadcasting and digital media landscape across Southern Africa.

02

**To Facilitate Strategic Knowledge Exchange:** Providing participants with actionable insights that tackle real-world challenges and highlight growth opportunities

03

**To Showcase Cutting-Edge Technology and Solutions:** and connecting solutions with the needs of broadcasters, content creators, and media professionals across the continent

04

**To Promote High-Level Networking and Business Engagement:** creating the premium environment for strategic networking and deal-making among industry leaders, including C-suite executives, regulators, and decision-makers.

05

**To Build Capacity Through Skill Enhancement:** With workshops and masterclasses that support skills development, professional growth, and long-term resilience

BROUGHT TO YOU BY





# FORMATS & FEATURES

## THE EXECUTIVE SUMMIT

The SABA 2025 Executive Summit will convene key voices from across Africa's broadcasting and media ecosystem for high-level keynotes, policy roundtables, and panels. It will serve as a strategic forum to explore regulatory frameworks, investment opportunities, and digital transformation in the sector.

## INNOVATION EXHIBITIONS & SHOWCASES

SABA 2025 will feature a curated exhibition with live demos of cutting-edge broadcast, media, and streaming technologies. Attendees can explore next-gen cameras, editing tools, OTT platforms, and AI-powered solutions shaping Africa's media future.

## THE AFRICA'S BROADCASTERS AWARDS - 2025

SABA2025 presents the inaugural Africa's Broadcasters Awards & Gala Night, celebrating excellence and innovation in broadcasting. The event will honour achievements in content, technology, leadership, and impact, alongside an evening of entertainment and networking.



# WHO WILL ATTEND

The 9th Broadcasters Convention - Southern Africa (9th Edition) will unite key players from across Africa's media and broadcasting ecosystem to showcase innovations and exchange industry insights.

**Participants will include executives from:**

- Content Production Companies
- Content creators and originators
- Content aggregators
- Content delivery networks
- Content owners and publishers
- Content distributors
- Broadcast Radio and Audio
- Broadcast TV and Radio
- News Services
- Regulators and policymakers
- OTT platforms and streaming services
- Digital media agencies and distributors
- Technology solution providers
- Advertising and media buying agencies
- Audio entertainment
- Streaming and OTT platforms
- Ad agencies and media houses