

Media innovation for Africa in 2017 - 30 Jan 2017

BY LOUISE MARSLAND

While the news coming from parts of the world is rather depressing this past week, it's nice to be able to post stories like ['Ten media innovations in Africa in 2017'](#), from Dashboard's Peter Searll, which looks at the speed at which the media landscape on the continent is changing and the proliferation of smartphone penetration, rise in media consumption, new choices and formats, including the emergence of better research tools.

Central to this is the roll out of 4G across Africa. In research from Balancing Act, they outline ['The new data normal for Africa'](#).

Then there is the fact that despite a global economic downturn, Africa is expected to show modest growth in 2017/18.

['Africa's growth trajectory in 2017'](#) reports that higher global commodity prices and stronger domestic demand will support Africa's growth and will lead to a general economic recovery for Africa. The info comes from the latest United Nations World Economic Situation and Prospects 2017 Report.

Excellent news!

Have a great week!

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