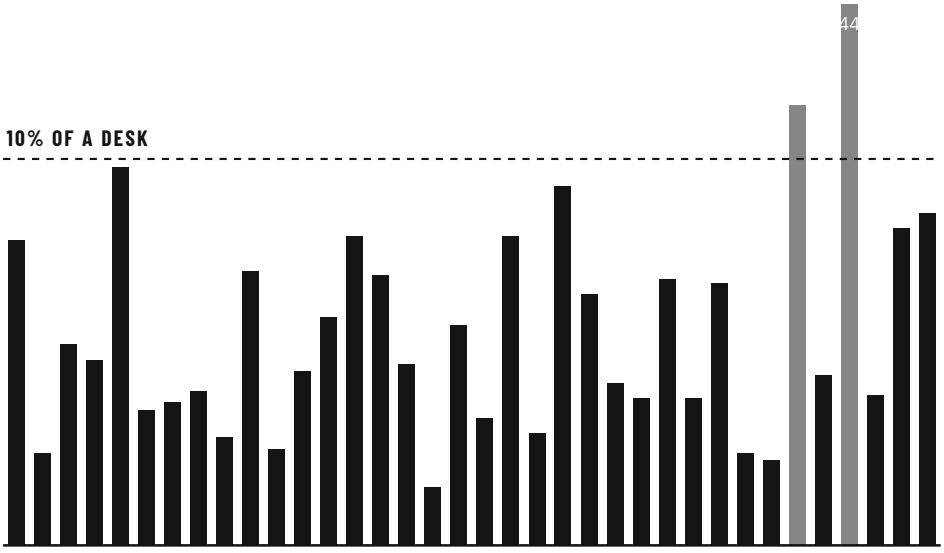
SUMMARY EDITION

CREATOR OPPORTUNITY MAP

The open field in African business content, and where a creator can lead it.

34/36

BUSINESS DESKS WHERE NO PRODUCER HOLDS EVEN A TENTH OF THE SHELF



Each bar is one of the 36 Business Desks: the share held by its leading producer. Magazine Editions, Cabanga's own desk, runs off the scale at 44%.

THE FIELD IS OPEN

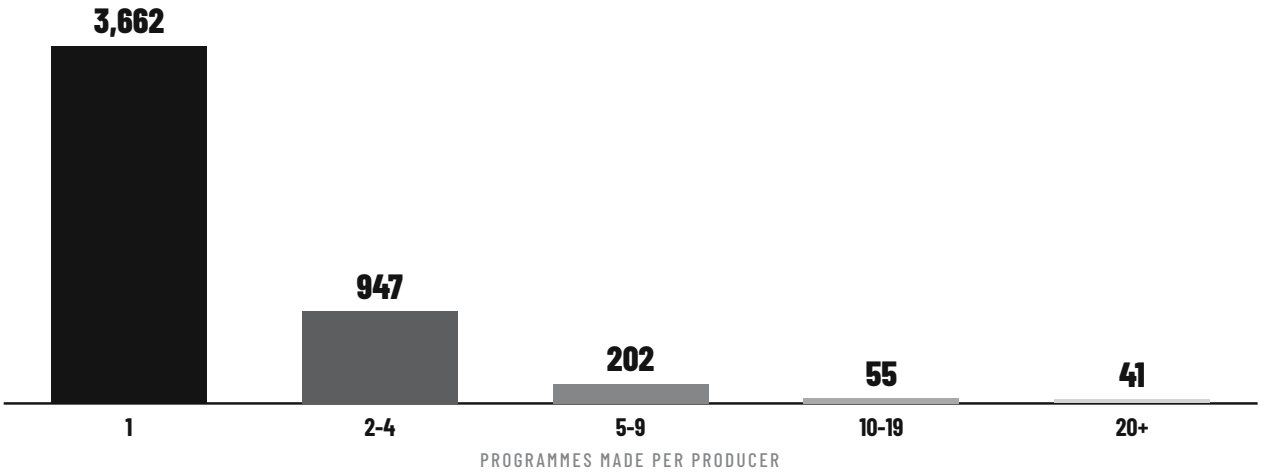
10,000+
programmes on Cabanga TV

4,907
producers behind them

60%
made by independent creators

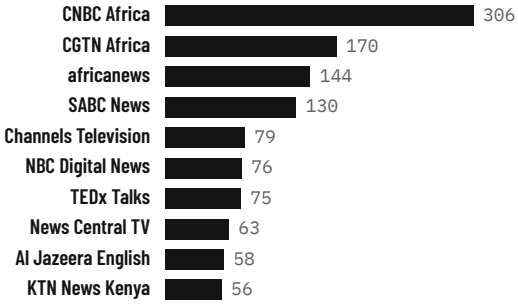
34 of 36
Business Desks with no producer above 10%

Cabanga TV carries 10,000+ programmes on the economy, money, markets and the people who move them. The largest producer, CNBC Africa, holds 3.0% of the shelf; the ten largest together, 11.4%. Nobody owns this space.



Producers grouped by the number of programmes each has on the shelf.

THE TEN LARGEST PRODUCERS



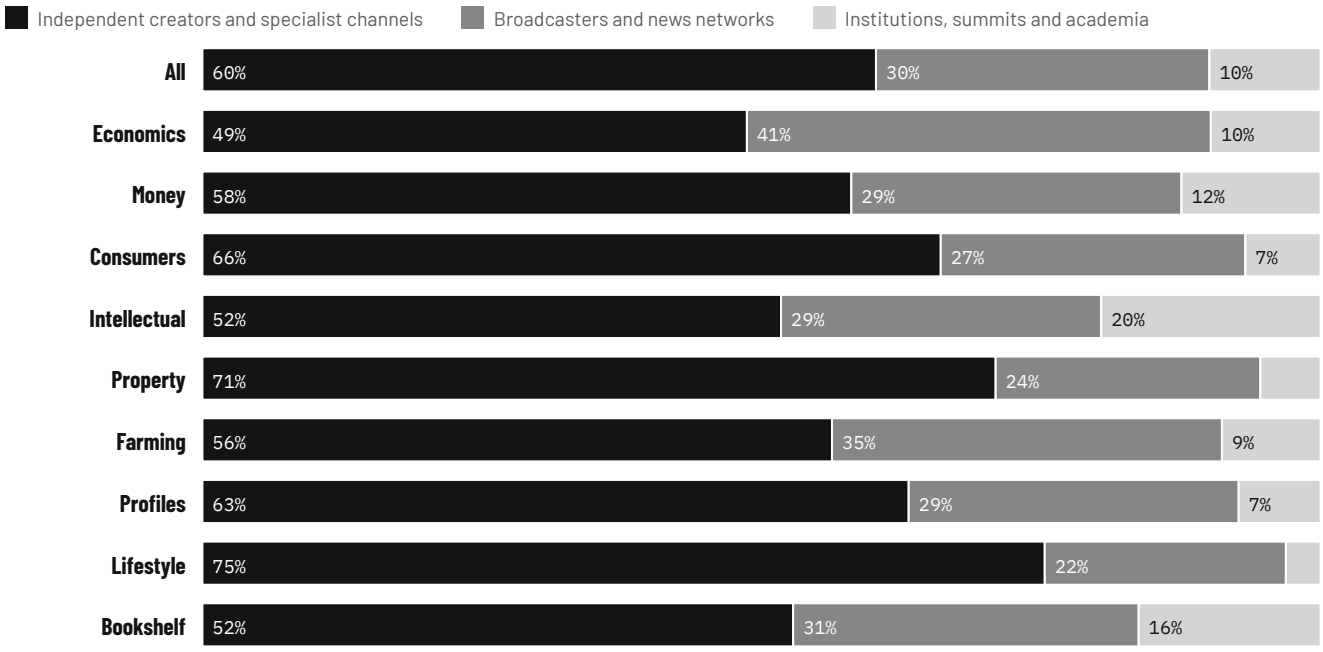
Three in four producers, 3,662 of them, appear with a single programme. Independent creators and specialist channels already make 60.0% of the shelf. The creator economy is not waiting at the door of African business media. It is already the larger part of it.

THE CENTRAL FINDING

One Business Channel. One Business Desk. One market. Explain the mechanism, and the lane is yours.

WHO IS MAKING AFRICAN BUSINESS CONTENT

Independent creators and specialist channels already make 60.0% of what is on the shelf. The creator economy is already the larger part of African business media.



Share of programmes by producer type, by Business Channel.

Broadcasters carry the news cycle, and their weight is greatest in Economics at 41.4%. Independents lead everywhere else and dominate Lifestyle (75.1%), Property (71.0%) and Consumers (65.7%).

CREATORS WHO HAVE ALREADY BUILT LANES

AFSIC INVESTING IN AFRICA

39

Investment into African industry

CEO INSIGHTS UGANDA

28

East African founders and operators

RAILWAYS AFRICA MAGAZINE

21

Rail and corridor infrastructure

Every lane-owner by Business Channel, and the leading producer of all 36 desks: in the full report

FOR CREATORS AND PODCASTERS

BRING YOUR CHANNEL TO CABANGA TV

Collaborators are filed to the desk that fits them and credited. No fee to be considered.

APPLY AS A COLLABORATOR →

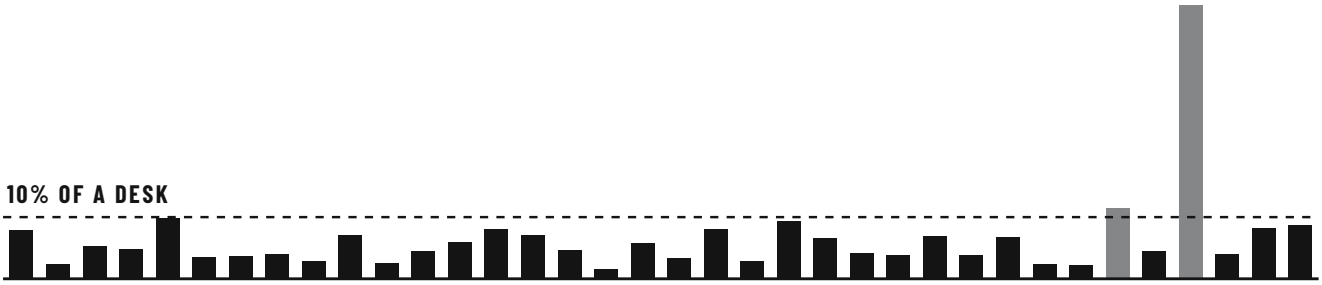
WATCH CABANGA TV →

THE NINE BUSINESS CHANNELS

Every edition runs the same 9 Business Channels, each with four Business Desks. Three open lanes are revealed here; the other six are in the full report.

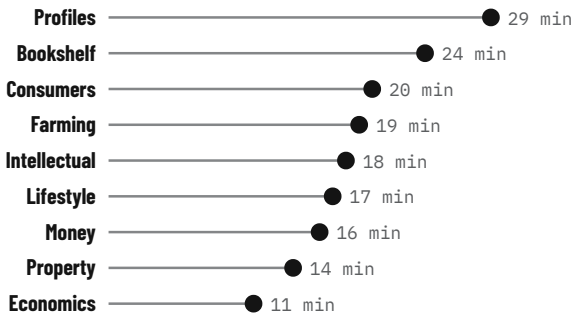
BUSINESS CHANNEL	PROGRAMMES	PRODUCERS	INDEPENDENT	TYPICAL LENGTH	OPEN LANE
Economics	1,209	635	48.6%	11 min	Trade & AfCFTA
Money	1,143	710	57.8%	16 min	🔒 *In the full report*
Consumers	1,122	734	65.7%	20 min	Digital Marketing & Social
Intellectual	1,134	733	51.7%	18 min	🔒 *In the full report*
Property	1,133	737	71.0%	14 min	🔒 *In the full report*
Farming	1,146	656	56.2%	19 min	Agri-Finance; Agritech & Innovation
Profiles	1,145	756	62.9%	29 min	🔒 *In the full report*
Lifestyle	1,082	754	75.1%	17 min	🔒 *In the full report*
Bookshelf	1,028	678	52.3%	24 min	🔒 *In the full report*

NOBODY OWNS A DESK

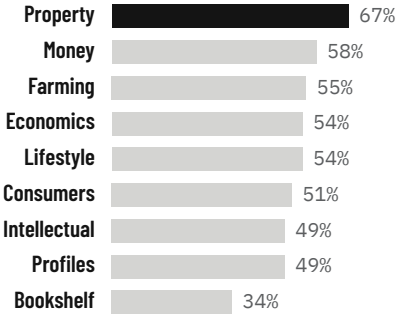


Each bar is one of the 36 Business Desks: the share held by its leading producer. Only two pass 10%.

TYPICAL RUNNING TIME



PUBLISHED IN 2025 OR 2026

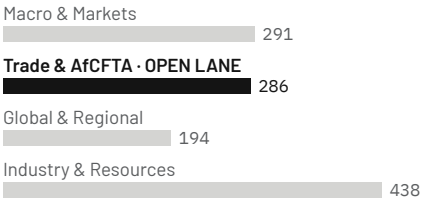


THREE OPEN LANES, IN BRIEF



01 ECONOMICS

The forces that move the market.



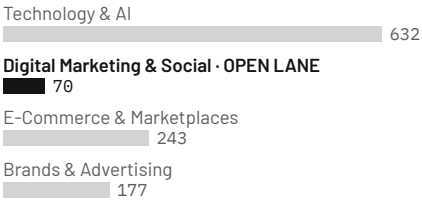
WHAT IS BEING MADE 1,209 programmes from 635 producers, the most broadcaster-led Business Channel, with news networks making 41.4% of it. The typical programme runs 11 minutes, the shortest of any channel, because so much of it is the news bulletin.

THE OPEN LANE The news is covered; the mechanism is not. Trade & AfCFTA carries 286 programmes from 222 producers, and its leader holds just 2.4%. A creator who explains how one corridor, one tariff line or one border post actually works has no incumbent to displace.

Audience, advertisers and three titles to make: in the full report

03 CONSUMERS

Where Africa buys, builds and goes digital.



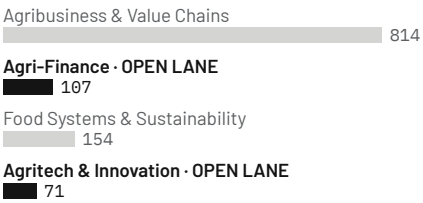
WHAT IS BEING MADE 1,122 programmes from 734 producers, with independents making 65.7%. Technology & AI dominates at 632 programmes.

THE OPEN LANE Digital Marketing & Social: 70 programmes from 61 producers. The creator's own craft is the least-made desk in the channel. Teach African businesses how to be found and chosen online, with real numbers from real campaigns, and the desk is yours.

Audience, advertisers and three titles to make: in the full report

06 FARMING

From soil to scale.



WHAT IS BEING MADE 1,146 programmes from 656 producers. Agribusiness & Value Chains is the deepest desk in the whole library at 814. Agribusiness With Wadzanai Manyore, Agribusiness TV and Farm Kenya have built strong lanes.

THE OPEN LANE Agri-Finance (107 programmes, 77 producers) and Agritech & Innovation (71, 62). The audience already watches value chains in volume; the money and the machines behind them are open. The editorial guide names Farming the priority for the agrarian editions.

Audience, advertisers and three titles to make: in the full report

IN THE FULL REPORT, FOR ALL NINE

What is being made, the open lane with the numbers behind it, who watches it, the advertisers who buy that audience, and three titles written to the Cabanga headline standard, ready to brief.

THE TWELVE MARKETS

Every edition runs all nine Business Channels, weighted to its own market. Creator supply follows the largest audiences; the first movers win where the shelf is open.

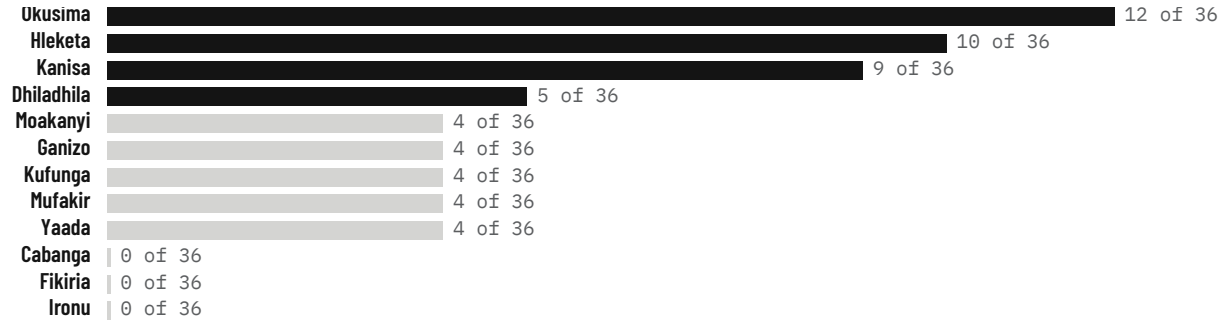
PROGRAMMES BY EDITION AND BUSINESS CHANNEL

	ECONOMICS	MONEY	CONSUMERS	INTELLECTUAL PROPERTY	FARMING	PROFILES	LIFESTYLE	BOOKSHELF
Cabanga	122	108	169	109	126	92	134	118	123
Moakanyi	67	32	24	41	41	58	35	68	34
Dhiladhila	31	22	20	24	28	29	27	37	23
Ganizo	68	67	41	41	69	81	46	60	43
Kufunga	60	34	21	29	47	63	37	43	36
Hleketa	27	5	5	6	36	34	6	38	12
Fikiria	159	243	176	207	222	244	251	180	114
Ironu	168	160	206	177	192	201	194	136	154
Mufakir	94	25	52	33	54	44	40	72	30
Yaada	81	51	58	49	79	82	78	106	78
Okusima	46	12	12	6	30	13	16	42	18
Kanisa	36	21	17	20	42	31	15	28	16
Pan-African	250	363	321	392	167	174	266	154	347

Darker cells carry more programmes.

Okusima Magazine has twelve of its 36 desks open. Hleketa Magazine has ten, Kanisa Magazine nine and Dhiladhila Magazine five. The creator who starts there today is first in the market.

OPEN BUSINESS DESKS BY EDITION



LANES TO LEAD IN EVERY MARKET

EDITION	TERRITORY	PROGRAMMES	PRODUCERS	OPEN DESKS	LANES TO LEAD
Cabanga Magazine	South Africa & Eswatini	1,101	643	0	*In the full report*
Moakanyi Magazine	Botswana & Lesotho	400	256	4	*In the full report*
Kufunga Magazine	Zimbabwe	370	218	4	*In the full report*
Okusima Magazine	Angola	195	126	12	*In the full report*
Ironu Magazine	Nigeria & West Africa	1,588	928	0	*In the full report*
Kanisa Magazine	DR Congo	226	145	9	*In the full report*
Ganizo Magazine	Zambia & Malawi	516	334	4	*In the full report*
Dhiladhila Magazine	Namibia	241	128	5	*In the full report*
Mufakir Magazine	North Africa	444	320	4	*In the full report*
Fikiria Magazine	East Africa	1,796	1,043	0	*In the full report*
Hleketa Magazine	Mozambique	169	143	10	*In the full report*
Yaada Magazine	Horn of Africa	662	441	4	*In the full report*

FOUR DESKS THAT TRAVEL ACROSS THE REGION



FOR WRITERS

FILE FOR AN EDITION

Bring the local story to the magazine that covers your market.

BECOME A CONTENT CREATOR →

READ THE MAGAZINES →

THE PIECE THAT WINS

The standard the newsroom holds itself to is the standard that makes a creator's work travel across editions. Every piece moves through five beats.

01	02	03	04	05
THE POSITION	**THE GROUND**	**THE MECHANISM**	**THE CONSEQUENCE**	**THE DECISIVE CLOSE**
What is happening and why it matters, in the first two sentences.	The market, the numbers, the players and the regulation.	How it actually works: the value chain, the capital flow, the incentive.	What follows for the viewer's business, the second-order effect.	The move that matters. A named implication, never a summary.

Editorial Doctrine & Architecture v3.1.1, section 44.

THE CREATOR BRIEF

WORKED EXAMPLE

BUSINESS CHANNEL / DESK Farming / Agri-Finance	**MARKET** Ganizo Magazine · Zambia & Malawi
MECHANISM 🔒 *In the full report*	**DECISION IT CHANGES** 🔒 *In the full report*
VOICES ON RECORD 🔒 *In the full report*	**EVIDENCE** 🔒 *In the full report*
ADVERTISER FIT 🔒 *In the full report*	**FORMAT** 🔒 *In the full report*

FOR BRANDS AND ORGANISATIONS

SPONSOR A PROGRAMME

Fund a Cabanga-produced programme about an organisation you believe in, credited to you.

PROPOSE A SPONSORED PROGRAMME →

COMMISSION A CHANNEL →

THE FULL EDITION

WHAT IS IN THE FULL REPORT

The complete Creator Opportunity Map, Edition 2.0: sixteen pages built on the 10,000+ programmes of the Cabanga TV library and the editorial architecture behind all twelve editions.

01 **THE FIELD IS OPEN** →
The full case, the long tail and the ten largest producers

02 **THE PRODUCERS** →
Producer types by channel and every lane-owner

03 **THE NINE BUSINESS CHANNELS** →
All nine in full: open lane, audience, advertisers, three titles each

04 **THE TWELVE MARKETS** →
Every edition's lanes to lead and the four first movers in depth

05 **THE PIECE THAT WINS** →
Five beats, four questions, the title standard and the full worked brief

06 **GETTING ON THE SHELF** →
How Cabanga TV files programmes to reach each market

A **ALL 36 BUSINESS DESKS** →
Programmes, producers, leading producer and share, with method

16
pages, built on 10,000+ programmes

9 of 9
Business Channels in full

12
markets with their lanes to lead

36
Business Desks, every leader named

AFRICA THINKS HERE

The summary shows the field is open. The full map shows you exactly where to stand in it.

THE FULL REPORT

GET THE CREATOR OPPORTUNITY MAP

Request it by email or WhatsApp and the full edition comes straight to you.

REQUEST THE FULL REPORT →

WHATSAPP US

CABANGA
AFRICA GROUP

CREATOR OPPORTUNITY MAP · SUMMARY EDITION

GET THE FULL MAP

The full Creator Opportunity Map maps every lane: all nine Business Channels in full, every edition's lanes to lead, the advertisers behind each audience, a worked creator brief and all 36 Business Desks.

REQUEST THE FULL REPORT →

WHATSAPP US

CREATE

BRING YOUR CHANNEL TO CABANGA TV

Creators and podcasters join the library as collaborators, filed and credited to them. No fee to be considered.

APPLY AS A COLLABORATOR →

WRITE

FILE FOR AN EDITION

Bring a story to one of the twelve magazines, written to the Cabanga standard.

BECOME A CONTENT CREATOR →

SPONSOR

FUND A PROGRAMME

Sponsor a Cabanga-produced programme about an organisation you believe in, credited to you.

PROPOSE A SPONSORED PROGRAMME →

COMMISSION

RUN YOUR OWN CHANNEL

A branded channel inside Cabanga TV, produced and managed by the Cabanga TV team.

COMMISSION A CHANNEL →

GROUP WHATSAPP
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