Dalberg Research

KII DISCUSSION GUIDE- STREAMING PLATFORMS

Including Exhibitors: Streamers, Cinemas, festivals and broadcasters

PROJECT: Unlocking the Growth and Impact in Africa Film Industry

TARGET: Key Informants with streaming platform

LOCATIONS: Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria,

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Complete the consent form before proceeding to introduction

Introduction

Thank you for joining our discussion today. My name is_____, and I am representing Dalberg Research, a company specializing in market and social research conducting this study on behalf of GIZ &Afrexim Bank. Today, we will be having a discussion to evaluate the Red Sea opportunity for African films/film makers in Africa through understanding the financing, distribution, audience, sales and marketing of African films across 6 countries (Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria).

We want this to be a relaxed and open space, so please feel free to share openly. There are no right or wrong answers, only your honest opinions. Every point you make is valuable to us, as we are here to learn from you. Our role is simply to guide the conversation and make sure you can express yourself fully and clearly. To help us capture your feedback accurately, we will be recording the session. This recording will be used only for analysis purposes and won't be shared publicly. Rest assured, any information you provide will be kept strictly confidential; your name and personal details will not be linked to your responses, ensuring complete anonymity. Thank you very much for your time and honesty we truly appreciate your contribution. Shall we begin?

[Note to moderator: Please mention the country if Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria in place of Country]

Section 1: Introduction

1. Please tell me about your platform's entry into the African film industry and what motivated your interest in showcasing or distributing [insert country]'s and African films, documentaries, tv series etc.
2. How long has your platform been operating or collaborating with [insert country]'s and other African filmmakers? In what ways do you collaborate? Probe for co-production, distribution, licensing, training, commissioning, supporting marketing e.t.c
3. From your perspective, how has your platform's engagement with [insert country]'s films and audiences evolved over the years between 2020-2025?
    - What was the COVID-19 impact?
    - How do [your country's e.g Nigeria] films and series perform on your platform as compared to [other country's involved in the study e.g Rwandan/Kenyan/S.A etc) films and series over the years between 2020-2025?

Section 2: Understanding the current state of African films in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

4. How do you view the overall quality and growth of [insert country]'s film content in recent years?
5. What insights do you have on public or audience sentiment toward [insert country]'s films?
    - How does your platform collect audience feedback such as ratings, comments, analytics, surveys, social media)?
    - Which specific mechanisms do you use to understand viewer preferences or satisfaction?
    - How do you analyze or use viewership data and engagement patterns to understand what your audience wants?
    - What themes seem to connect most with your viewers?
6. What are the key barriers you face in acquiring or showcasing [insert country]'s films, tv series, documentaries etc?
    - How can the barriers be addressed?
7. How would you describe your engagement or partnership with [insert country]'s filmmakers or distributors?
8. What government or regulatory factors influence your business decisions in [insert country]'s markets?
9. What opportunities do you see for scaling [insert country]'s films, documentaries, tv series etc globally?
    - How could co-productions, local collaborations, or regional filmmaking trends be leveraged?

Section 3: Evaluating current viewership behaviour of African films in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

10. How would you describe current viewership trends for [insert country]'s films/documentaries/ tv series etc on your platform?
    - Could you describe your approach to collecting and managing viewership data, if applicable? What types of data, if any, are typically available to you?
    - What conditions would you be willing to share this data?
    - What restrictions, requirements, or confidentiality considerations that guide your data-sharing practices?
11. What patterns do you observe in terms of genres, regions, or languages? How has this changed over time?
12. What kind of viewership data do you rely on to make programming or acquisition decisions?
    - How do you track audience preferences and engagement levels?
13. What strategies do you use to increase visibility and engagement for films produced in [insert country]?
    - What has worked well in reaching both [insert country]'s, African and international audiences?
14. Who constitutes the main audience segments for [insert country]'s films, tv series documentaries etc?
    - Probe for age, region, preferences, youths, rural and urban audience etc
15. What motivates audiences to watch [insert country]'s films, documentaries, etc?
    - Probe for cultural identity, entertainment, education, representation and affordability etc
    - How do motivations differ between local and global viewers?

Section 4: Evaluating the available distribution channels/platforms in Africa in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

16. What motivates your streaming platform to acquire and promote [insert country]'s films, documentaries, tv series etc?

17. How do you assess which [insert country]'s films align with your platforms vision and strategy including audience?

18. How do audience viewing patterns and preferences influence your content acquisition or promotion strategies?

19. Have your approaches to [insert country]'s films, documentaries etc evolved between 2020 to 2025? How was the situation during the Covid-19 period?
    - Probe for changes in investment, marketing, or regional partnerships

20. How are you collaborating with other [insert country]'s and African creators?
    - Probe for licensing, co-productions, original commissions etc

21. How do you ensure fair representation and discoverability of [insert country]'s films, documentaries, tv series etc on your platform?

22. How do financial considerations such as profitability, cost of distribution and marketing expenses influence your decisions on acquiring or promoting films, TV series, or documentaries on your platform?

    - Using an example of your most recent or most impactful film release, approximately how much profit did it generate? What is the typical profit range you observe across the films TV series, or documentaries etc you distribute?
    - What would you estimate as the cost of running a film marketing campaign?
    - How do these financial considerations affect decisions about films, tv series, documentaries among others to acquire, promote, or prioritize?

23. What challenges do you face in the acquisition or promoting of [insert country]'s films/documentaries/tv series?
24. How do you measure the performance or success of [insert country]'s films on your platform?

Section 5: Understanding opportunities for social impact films in the African film industry in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

25. How have your strategies for acquiring and promoting [insert country]'s social impact films evolved in the past 5 years (2020-2025)?

- Probe for regional representation, themes diversity, audience engagement metrics etc

26. How do social impact themes influence your programming or marketing decisions?
27. What trends do you observe in viewership or engagement with [insert country]'s-made social impact films?
    - Probe for differences by country, age group, or topic area etc
28. How do you collaborate with [insert country]'s and other African filmmakers or production houses to develop original or co-produced content/films/documentaries/tv series (include social impact films)?
    - Probe for capacity-building, mentorship, financial support etc
29. From your perspective, what opportunities exist to grow the visibility and global reach of [insert country]'s social impact films?
    - Probe for policy advocacy, regional collaboration, marketing innovation etc.

Closing remarks: Before we wrap up, would you like to add any recommendations or additional insights based on our conversation?