

**Bringing Africa to the World
and
The World to Africa**

**Understanding the economics of running a news channel in
Africa
African voices for African stories**

Presentation (Talking Points)

by

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Definition of Economics

Economics here is the key word, so what economics?

In the case of media, it is the:

Economics of TRUST

Economics of INTEGRITY

Economics of LOVING YOUR OWN



Who then seems to understand the Economics?



BBC?

CNN?

RT?

SKY?

CNBC?

Who else? and Why?

The Economics is 'Local'!

Understanding the African Problem



Validation

Status Symbol

Identity Crises

Trust

Friendship

Treasures of the Continent

Unparalleled Storytelling

Still the World's Best Nature Preserve

Incredible Diversity

The World's New Frontier, the World Can't get Enough of Africa

A Massive Treasure Island

Natural resource management is transforming Africa

Robust economic growth of Africa, the "next China" is on the rise



How We Misunderstand the Economics

Blinded by Economic/Social/Political Adversity

Desire for the Easy Way Out (Accepting Others Tell Our Stories)

Failing to Tap into the Strength of Human Resource Diversity

Failing to Explore Africa

Failing to Create a CRITICAL Mass for African Media



Successful Understanding of the Economics

requires

Universal Appeal powered by Local Success

Purposeful Entrepreneurship

Shared Values of All Stakeholders

Brave Leadership and Professionalism

Confronting the Odds

Embracing the Tools of the trade - TECHNOLOGY

"It always seems impossible until it is done." - Nelson Mandela





The NN24 Experience

**Lack of Knowledge and Understanding
of
Economics
that affects
Global African Media Missions**



A new dawn - News Central

**Well understood economics of
running a news channel in
Africa**

**African voices for African
stories**

Tony Dara

I am a broadcast engineer, media entrepreneur, businessman and internationally recognised broadcast professional. I founded and led Nigeria's first 24-hour, 7-day a week television news channel, Network News 24 (NN24) .

I am formerly of the Nigerian Television Authority (NTA), and in the United Kingdom, ITV, Bloomberg TV and Snell & Wilcox.

I studied at Kaduna Polytechnic in Kaduna Nigeria; underwent training at the British Broadcasting Corporation (BBC) at BBC Training and Development Wood Norton, Evesham, and attended De Montfort University, Leicester, United Kingdom.

Currently, I run TDMedia Company, a consulting and technology advisory practice that provides research, business development, corporate strategy and advocacy for media systems development.

