

Digital Creative Industry Sector Scan 2025



What is in this scan

This scan explores the role of digital platforms in unlocking and driving the growth of Africa's creative industry. It prioritises clear income pathways and platform mechanics over market hype.

These platforms have the potential to transform creative talent into income-generating opportunities, creating employment pathways that were previously unheard of.

This scan presents Jobtech Alliance's perspective on how such platforms can support creators to grow income, build sustainable businesses, and access global markets, despite the sector's fragmentation, low differentiation and low platform loyalty. We applied a platform lens to map the digital creative sector across: streaming and production, influencer platforms, creator careers, gaming and creator-as-business platforms.

The scan outlines our hypothesis on what makes digital creative industry platforms viable and scalable. It aims to guide and inspire action among investors pursuing high-impact opportunities in the digital creative industries, funders supporting employment initiatives like the Jobtech Alliance, and innovators seeking to capitalise on Africa's rapidly evolving creative industry landscape.



What is in this scan

Our questions

How do digital platforms shape job creation in Africa's creative industries, based on:

- **Viability:** what makes digital creative platforms sustainable?
- **Scalability:** what drives the growth of digital creative platforms?
- **Sustained creator engagement:** what are the key traits for platforms that retain creators in a market where platform differentiation is limited?

Our answers

We mapped, interviewed, and evaluated over 60 digital creative platforms across five key markets (Kenya, Nigeria, Ethiopia, Senegal, and Uganda) to identify emerging trends, barriers, opportunities for innovation, and gaps in the current support infrastructure for creator platforms.

Our resulting analysis is structured as follows:

1

Sector introduction:

our perspectives on the role of jobtech platforms in scaling the digital creative industry across Africa, as well as the macro trends shaping and driving it

2

Platform taxonomy:

a proprietary framework categorising diverse digital creative platforms' business models, as well as charting the opportunities for inclusion

3

Investment thesis:

our focus on platforms that empower creators to build and operate as true businesses

4

Sector analysis and platform showcase:

key trends and growth opportunities within each platform type, with illustrative case studies

The macro trends driving Africa's digital creative industry

Increased Afrooptimism surrounding the continent's creators

The rising afro-optimism is particularly evident in the music industry, where artists are gaining global recognition, with local distribution companies forging strategic partnerships with global brands.

Global brands combined with homegrown solutions

Africa's creative sector is drawing global heavyweights such as Netflix and Amazon. Their limited ability to localise content and address infrastructure gaps leaves room for homegrown brands.

More sector funding and support

There's growing interest from institutional funds, VCs, CVCs, PE firms, with private capital inflows into the sector reaching [\\$346 million](#). Active players include [IFC](#), [Sony Innovation Fund](#), HEVA Fund, [Afreximbank](#), [Helios Sports and Entertainment Group \(HSEG\)](#) among others. Confidence in the sector has also been reinforced by [recent investments](#).

Youth-centric sector aligned with Africa's demographics

The creative industry is a youth-driven sector—and over 60% of Africa's population is under 25.

Increased government interest

[Governments across Africa are increasingly recognising](#) the economic potential of the creative industry by offering incentives such as tax breaks and establishing creative hubs, which can drive innovation and growth.

Technology and internet adoption

The rise of affordable technology, increased mobile usage and internet access have led to not only more creators being able to produce more content, but to a growing audience base.

1. Sector introduction

The digital creative sector as the next frontier

Audiences are moving online, reshaping how creative work is produced, distributed and monetised. Digital platforms slash production and distribution costs while unlocking new revenue streams—from [TikTok virality to on-demand streaming](#)—allowing local creators to reach global markets.

By leveraging digital channels for discovery, engagement, and distribution, creators are unlocking new revenue streams that were previously unavailable. Digital platforms have lowered entry barriers for both creators and content consumers. At the same time, major tech players like Meta and Google are investing in Africa's digital creative industry through initiatives [that empower digital creators](#) and [expand their revenue and monetization options](#).

With Africa's [digital economy poised for rapid expansion](#), the digital creative industry is well-positioned for growth and is likely to benefit from a surge in innovation. This will lay the groundwork for sectors ranging from virtual production and immersive media, to AI-assisted content creation. As a result, we anticipate a dynamic, fast-evolving landscape with the shift positioning digital creative platforms as pivotal engines for employment across Africa.



2. Platform taxonomy

Types of platforms in the digital creative industry

Platforms for digitally delivered work			Digital services for microenterprises and solopreneurs	Platforms for online work
Streaming and production	Influencer and digital creation marketplace	Gaming and eSports	Creators as businesses	Creator careers
Platforms that enable creators to produce and distribute video and audio content on demand, helping them reach and be discovered by audiences. These platforms provide monetisation opportunities through streams, downloads, subscriptions and advertising.	Platforms that connect creators and influencers to monetisation opportunities such as brand deals, content licensing or collaborations by acting as a marketplace for creative services & reach.	Platforms that reward their users financially for specific digital activities, such as gaming or in-game tasks, which have digital assets, NFTs and tokens integrated.	Platforms that enable digital creators and influencers to operate as structured micro beyond just content -enterprises offering tools for sales, monetiation, audience engagement and business management creation.	Platforms that connect creators providing auxiliary or creative-adjacent services such as location scouting, film catering, scriptwriting, editing, videography and cinematography to service providers within the industry.
				

Market map

Streaming and production	Influencer and digital creation marketplace	Gaming and eSports	Creators as businesses	Creator careers
                  	            	    	                	          

Growth potential across platform types

This heatmap assesses digital creative industry platforms by type across four growth- and impact-critical dimensions: income potential, scalability, stability, and gender inclusivity. Our analysis is based on triangulated data from available industry sources, complemented by insights from creative platforms within our portfolio.

	Income potential (\$)	Scalability (Job creation)	Stability (Job security)	Gender inclusivity (Access)
Streaming and production	Low Low per-stream payouts and uneven distribution of earnings, dependent on streaming volumes and market CPMs	Medium Historically low, but growing as production barriers reduce	Medium On-demand, recurring revenue/royalties can be earned over time for past output	Low Reduced access barriers but enduring underrepresentation of women
Influencer and digital creation marketplaces	Low Payout per gig low for nano and micro creators; most platforms for micro-earners	High Millions of jobs, targeting influencers with 1,000+ followership	Low Gig-based and seasonal, depending on demand	Medium High women participation but lower payout
Gaming and eSports	Low High uneven distribution and perceived as supplemental income	Medium Nascent in Africa with early adopters benefitting	Low Highly volatile and unsustainable	Low User base predominantly young men
Creators as businesses	High Dependent on sale volumes with commissions for platforms	High No centralised marketplace constraints, but capital ones	Medium Dependent on efficient management of store front	Medium Reliant on individual navigating all access barriers
Creator careers	Medium Market rate dependent on the skill required for the role	Low Niche, specialized and technical	Medium Project-based depending on available demand	Medium Dependent on the sector niche

Driving gender inclusion in the sector

The digital creative industry offers new opportunities for women creators. While [their contributions have historically \(and persistently\) been undervalued](#), the rise of digital platforms is offering new pathways to participate and thrive in the creative sector.

At the same time, some of the main challenges—such as cyberbullying and online harassment—are compounded by the pay gap. For example, [male influencers can earn up to ~30% more per post](#) than their female counterparts. Despite this, across Africa, women influencers are becoming key players in social commerce, with brand partnerships, affiliate marketing, and product reviews.

For women not only to participate but to earn equitably, platforms need to prioritise digital protections, inclusive policies, and equitable monetisation models. Platforms can do this through:

- **Seamless onboarding:** Remove barriers for women creatives with simplified sign-ups, mobile-first design, and guided profile creation to fast-track monetisation.
- **Equitable discovery and earnings:** Combat systemic bias through algorithm audits and by partnering with brands to promote gender diversity in high-paying campaigns.
- **Capacity building and upskilling:** Close the digital literacy gap with in-app training on content strategy, platform navigation, and financial literacy to boost earning potential.
- **Safe and supportive environment:** Increase retention by implementing robust safety tools, including clear guidelines, easy harassment reporting, and creator-controlled moderation.

Influencer and digital creator marketplaces

African women are becoming powerful forces in digital marketing, particularly beauty, fashion, lifestyle and wellness. For example [72% of Kenyan consumers trust influencer recommendations as much as friends' endorsements](#). Anecdotal evidence suggests that engagement with women creators often outpaces that of male counterparts, given the trust factor.

Streaming and production

Historically men-dominated spaces like Twitch and YouTube are seeing a steady rise in female creators who are building substantial audiences and achieving competitive viewership. For example, [the VTuber space is now women-led](#), demonstrating how women can successfully leverage new digital formats.

3. Investment thesis



Our digital creative industry investment thesis

The African creative industry is highly fragmented, and earning opportunities are distributed unevenly between global buyers and often highly localised communities. We believe that the platforms that thrive will not simply aggregate content and demand, but rather **empower creators to build and operate as true businesses. We back platforms that turn creators into businesses, not audiences into views.**

The platforms that will win the next decade will be built specifically for the African context, blending monetization, infrastructure, and creator ownership. This requires delivering the critical tools and resources that close existing infrastructure gaps that creators face through:

- Seamless, integrated ways for creators to create new revenue streams
- Clear and legally sound pathways for creators to own and commercialize their IP
- The infrastructure to build a professional brand, engage audiences, and manage their business

We believe the most successful platforms will be those that start by solving a specific, niche problem, build deep loyalty within that community, and then scale deliberately. This is the model that will unlock Africa's creative potential and create millions of dignified, digital-first livelihoods.

Traits of an investable digital creator platform

Platforms that **prioritise retention, enable recurring revenue pathways, and empower creators to operate as independent businesses** will be more likely to scale. These platforms:

Enable sustainable pathways for creators' earnings

Platforms that help creators run independent businesses through storefronts, brand management, and diversified monetisation avenues will outperform simple marketplace platforms.

They are able to unlock more sustainable income pathways for creators rather than sporadic earnings, and are easier to scale.

Selar enables creators to earn money by firstly creating the rails for product creation, and then selling digital products to their fans directly or through a network of owned affiliate marketers.

Offer multiple features

Platforms that offer multiple features are more resilient. They increase the value they offer to their users, and encourage stickiness. In a sector with limited differentiation, multi-feature platforms reduce reliance on external services. This fosters greater loyalty, ultimately driving sustained growth and scalability.

Twiva not only matches creators with demand, but also offers tools for content scheduling and a digital wallet that enables creators to save and manage their earnings.

Solve for the payment and infrastructure gaps

Platforms able to solve for critical infrastructure gaps and creator payment are more likely to be resilient. This includes offering seamless cross-border payments, access to affordable, high-quality production equipment and IP protection, without trying to compete directly with well-funded global brands.

Platforms that can forge partnerships with telcos and fintechs gain a competitive edge in vast content distribution and monetization, unlocking greater scale potential.

Boomplay's success in Africa is largely due to forging [partnerships with telcos](#) to offer bundled data plans for unlimited music streaming. It has also integrated mobile money payments to solve for low credit card usage in Africa.

4. Sector analysis and platform showcase



The role of AI in the digital creative industry

Platforms that effectively balance creative authenticity with the emergence of AI will be more resilient to disruption. AI is a two-sided coin for the digital creative industry, prompting a critical re-evaluation of value, labour, and voice.

For creators in task-based fields, AI is a direct competitor. Its rapid adoption has led to a measurable decline in demand for roles like graphic design ([~18.5% drop in job postings](#)), as tools automate what was once manual work. This trend extends to production, where AI music and video generators diminish the need for large studios. Further, the emergence of [synthetic influencers](#) complicates the landscape, threatening to devalue the human connection that creators have long cultivated.

For platforms centered on unique artistic talent—musicians, filmmakers, authors—AI is not a replacement but an amplifier. It streamlines tedious processes, allowing creators to focus on high-impact work and increasing their earning potential. Major platforms are already adapting, creating a value distinction by [flagging AI-generated content and rewarding human originality](#). Furthermore, AI is the backbone of modern content discovery, with Netflix and Spotify using it to personalise experiences, retain subscribers, and grow the entire economic pie for creators.

The critical task for platforms is not to resist this change, but to define the terms of engagement. They must establish clear standards on [copyright and data privacy](#), financially incentivise [human-led creativity](#) that showcases authenticity and voice above all, and decide where AI serves as a valuable tool versus a replacement for said authenticity.



Production and streaming sector analysis

The market

Global platforms like YouTube and Spotify dominate, creating high competition for African streaming services. Despite challenges, these platforms provide African creators with unprecedented access to global audiences. A significant opportunity exists for local platforms to serve emerging and underground artists who are often overlooked by major international services.

The model

To attract and retain African creators in a competitive market, platforms must offer competitive payout structures. A key factor for scaling is to provide support for content production in addition to distribution, as many creators lack access to high-quality equipment and facilities.

Skills, infrastructure and policy

The growth of the industry hinges on reducing barriers to production by providing affordable access to tools and studios. Nurturing "upstream" creative skills that harness human authenticity and artistry, in the age of AI, is essential for sustainable job creation. Supportive policies are needed to protect intellectual property and facilitate cross-border distribution.

Users

Streaming revenues are unevenly distributed, with a small number of top-tier creators earning the majority of the income. The largest opportunity for growth lies in targeting the mass market of emerging creators. Creators are more likely to remain loyal to platforms that offer tangible value beyond exposure, including monetisation tools and skill development.

Production and streaming platform showcase

Mdundo

 <https://mdundo.com/>

 Kenya



Mdundo is a pan-African music streaming platform, with a vast library of African songs. It focuses on low internet usage, thus redefining the way people discover, listen to, and engage with African music. With over 172,000 artists, Mdundo through its IPO is listed publicly on Nasdaq-Denmark.

Mdundo has adopted a unique royalty model that is based more on revenue-sharing rather than a strict per-stream payout. The payout is typically derived from revenue generated through ads and subscriptions, which is then divided among the artists based on their share of total streams. In contrast, Spotify and Boomplay follow a more standardised payout system where artists typically earn a fraction of a cent per stream.

Boomplay

 <https://www.boomplay.com/download>

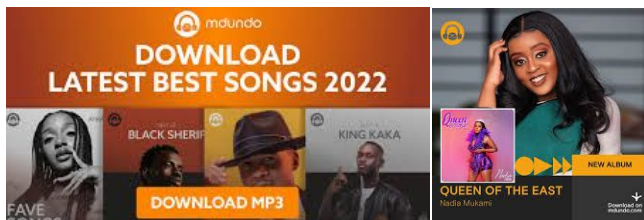
 Nigeria



Boomplay

Jada provides staff augmentation centered on AI and data roles, running a dedicated bootcamp that equips local Nigerian talent with advanced machine learning and data analytics skills. Unlike generic staffing solutions, Jada aims to place small squads of specialised engineers and data scientists directly into client environments, managing onboarding, professional development, and performance oversight.

This hands-on support helps global companies quickly ramp up AI teams while giving African tech professionals exposure to cutting-edge projects



Production and streaming platform showcase

Jaiye



<https://jaiye.com/>



France and Francophone Africa

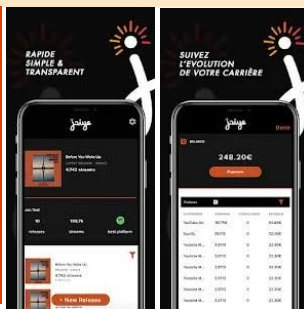


Jaiye aspires to transform the African music industry with a Netflix-inspired business model. With over 30K artists and 100K+ distributed tracks, Jaiye empowers African music artists by providing them with tools for music distribution and production. It allows musicians to monetise their tracks and distribute them to various streaming services globally.

Jaiye addresses challenges in music production by providing musicians with the necessary infrastructure and helps artists navigate intellectual property concerns, ensuring their rights are protected.

**Partagez vos sons,
rencontrez vos fans
et gagnez de l'argent
sur Jaiye**

Jaiye.com



Afripods



<https://afripods.africa/>



Kenya



Afripods is a free pan-African podcast hosting platform with a library across 30+ countries, with over 50 languages available e.g English, Swahili, Twi, Arabic, Yoruba etc.

Other than providing creators with free hosting, editing tools, and analytics to track their podcast performance, Afripods also connects podcasters with brands, enabling creators to gain access to additional revenue streams



5 Ways To Choose a Topic for your Podcast

AFRIPODS DELIVERS THE
BEST PODCASTS IN
AFRICA



AFRIPODS
AMPLIFY AFRICA

We Amplify Africa



Influencer and digital creator marketplaces sector analysis



The market

Influencer marketing is [rapidly expanding in Africa](#), with a particular emphasis on micro- and nano-influencers who offer authentic, localised content with high engagement rates. These marketplaces are transforming the advertising landscape by connecting brands with a diverse and engaged pool of creators.

The model

Basic marketplace models that simply match creators with brands offer limited long-term value. Platforms with a competitive edge are those led by teams with advertising agency experience, as they have a deeper understanding of brand needs. Offering comprehensive, end-to-end solutions—including AI-powered tools for matching and analytics—is a key differentiator for driving retention and efficiency.

Skills, infrastructure and policy

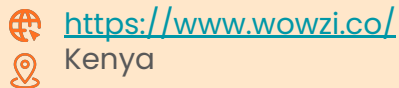
A consistent pipeline of brand deals is crucial for creator retention and platform viability. The platform's infrastructure must seamlessly serve both brands (by simplifying discovery and management) and creators (by providing consistent work and clear briefs) to be sustainable.

Users

A large portion of users are [micro-earners](#) with inconsistent income, as top creators attract the majority of brand deals, leading to high churn among smaller-scale influencers. To ensure a fairer distribution of earnings, platforms can implement models like tiered pricing or bundled campaigns. We are also seeing [the emergence of AI-generated synthetic influencers, threatening the existence of these marketplaces and the jobs they enable](#). Still, as [argued above](#), platform success will depend on striking the right authenticity balance with AI. For such marketplaces, it means measuring campaign success not only by click-through rate, but also by real interactions and conversions.

Influencer and digital creator marketplaces showcase

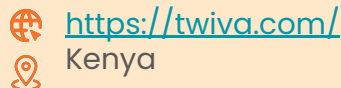
Wowzi



Wowzi is an end to end influencer marketing platform that enables brands to easily launch, manage, and scale campaigns with nano and micro influencers across Africa. Through its self service, on-demand platform, Wowzi handles everything from influencer sourcing and pricing to content quality control and performance tracking which helps companies to maximise their ROI and campaign efficiency.



Twiva



Twiva is an influencer marketing and social commerce company that gives MSMEs affordable, efficient, and digital access to markets. They do so by leveraging social media influencers to market and sell MSMEs' products and services on social media platforms. It empowers creators to monetise their content by matching them to brands and give them avenues of gaining additional revenue streams, by enabling them to set up their own storefronts, or at times, to engage in live-stream selling, allowing product sales to continue long after the campaign has ended.



Influencer and digital creator marketplaces showcase

Aktivate

 <https://useaktivate.com/>
 Nigeria



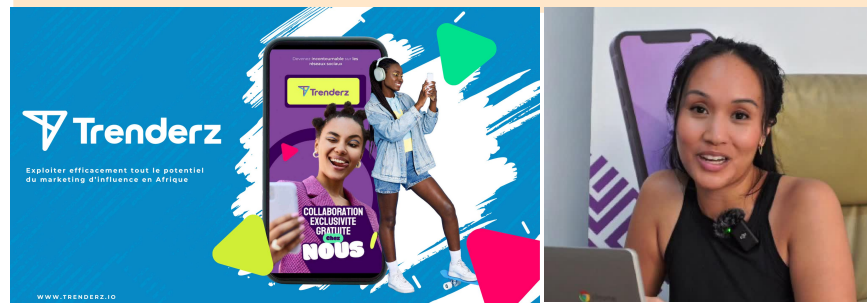
Aktivate is a platform that brands leverage to discover, collaborate with, manage and pay African influencers. It simplifies influencer marketing in Africa by offering tools and features for influencer discovery all the way to seamless payments.

Trenderz

 <https://www.trenderz.io/>
 Ivory Coast/ Senegal



Trenderz is an influencer matching platform that allows brands to manage influencer partnerships in a centralised way—covering aspects like contracting, content validation, payments, and results tracking. Trenderz aims to make influencer marketing more accessible across the continent, helping businesses improve their visibility online and reach new audiences effectively, especially within underserved regions like Francophone West Africa.





Creators as businesses sector analysis

The market

This emerging sector is redefining the earning potential for African creators by providing them with the tools to operate as structured micro-enterprises. While global platforms like Patreon exist, they often don't meet the specific needs of the African market, creating an opportunity for homegrown solutions like [Selar and Klas](#). This sector represents the next frontier for sustainable income generation in the creative industry.

The model

The most successful platforms often start by targeting a specific niche, building a loyal community before expanding. A key competitive advantage is offering monetisation tools tailored to local market realities, such as integrated mobile payments and support for digital goods sales.

Skills, infrastructure and policy

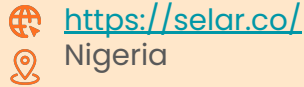
Lowering operational barriers through simplified onboarding and accessible business management tools is critical for a platform's success. Significant growth is hindered by inadequate payment infrastructure, particularly for cross-border transactions.

Users

Creators show the most loyalty to platforms that offer end-to-end support for their business, including tools for sales, audience engagement, and financial management. Homegrown platforms often resonate more strongly because they are designed to address local challenges and realities.

Creators as businesses showcase

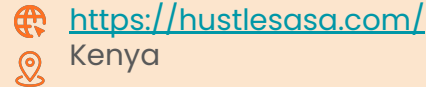
Selar



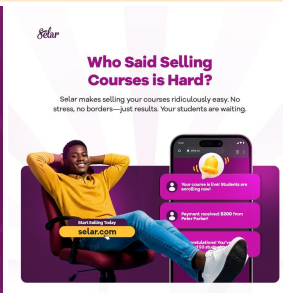
Selar

Selar is a platform that's leveraged by hundreds of thousands of African creatives to sell their content, products and services across borders. It offers seamless payment integrations, tip jars, advanced marketing tools, and a rapidly growing Affiliate network to enable creators to sell their digital products. Selar empowers creators to fully own their monetisation, offering scalable pathways for creators at every level.

Hustle Sasa



Hustle Sasa is a mobile app that enables creators, entrepreneurs, and small businesses to sell their products and services directly to consumers and fans. It provides tools for users to set up digital storefronts, manage payments, and market their products without needing a website or extensive technical knowledge. This includes ticketing, merchandise selling, beauty products, and artwork.



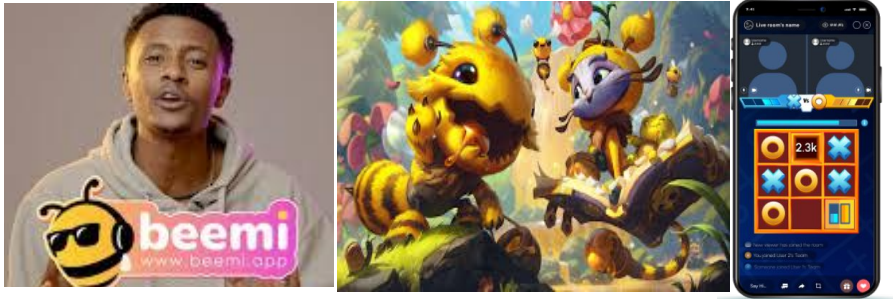
Creators as businesses showcase

Beemi

 <https://beemi.app/>
 Ethiopia



Beemi is mobile first, interactive live-streaming platform where one can earn as a creator by playing games and/or streaming games to a large, live audience. Beemi enables creators to engage their audience by offering gamified interactions ensuring creators are able to stay connected with their audience forming lasting relationships and monetising through gifts and fan engagements and interactions.



Tryklas

 <https://www.tryklas.com/>
 Nigeria



Klas is a versatile online teaching platform focused on delivering live, interactive learning experiences for instructors and students. Unlike pre-recorded, on-demand courses, Klas centers on real-time teaching, allowing educators to engage directly with their students and provide feedback in the moment.





Gaming and eSports

The market

Although nascent, Africa's gaming markets and play-to-earn models is experiencing rapid growth, primarily driven by the mobile gaming sector, which accounts for over 90% of revenues. Despite this growth, investor confidence has cooled due to the high costs and uncertain revenue models associated with game development.

The model

Platforms that feature localised content with African narratives and languages are better positioned to build a loyal user base. Monetisation models must be adapted to local realities, incorporating options like ad-supported play and mobile money microtransactions. Distribution-focused platforms that localise existing global titles have a higher potential for scalability compared to those focused on in-house development. Traditional venture capital is often a poor fit for gaming; alternative financing from strategic investors like telcos can be more sustainable.

Skills, infrastructure and policy

Integrated and seamless payment systems are essential for monetisation across Africa's fragmented markets. The pool of local game development talent is growing, supported by educational programs and accelerator initiatives.

Users

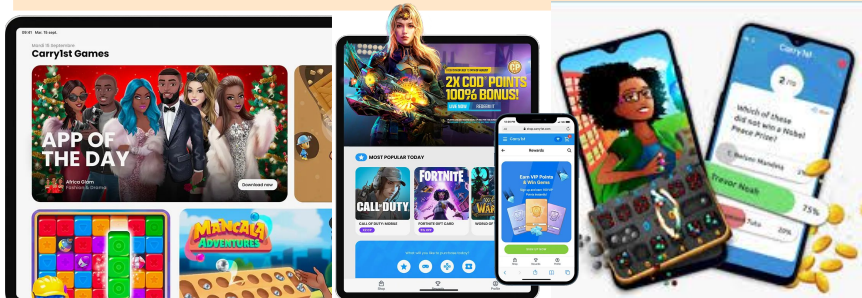
The gaming audience in Africa is overwhelmingly mobile-first, which should guide content and monetisation strategies.

Gaming and eSports showcase

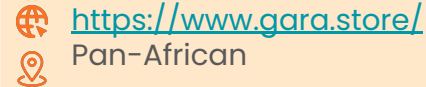
Carry 1st



Carry 1st is a mobile games publisher and digital commerce platform that partners with global and local game developers to adapt, localize, and scale their games across Africa. It offers end-to-end publishing support including user acquisition, live operations, community management, and monetisation, helping developers overcome the infrastructure, payments, and distribution challenges synonymous to African markets.



GARA



Gara (a product of Masseka Game Studio) is a marketplace dedicated to distributing African-made gaming content such as games, comics, manga, webtoons, and other animation. It operates a Spotify- or Netflix-style micropayment model where users pay a small daily fee (e.g., €0.15) for unlimited access. Each piece of content consumed is allocated a share of that fee, enabling even smaller creators to earn.





Creator careers

The market

Creator career platforms fill a critical gap in Africa's production ecosystem, as global brands like Netflix and Amazon expand their local content commissioning. These specialised marketplaces, such as [AmNativ and Filmmakers' Mart](#), connect international studios with vetted local crews, services, and locations. By centralising verified providers, they accelerate production, cutting logistics costs and production times by up to ~30%, while unlocking local jobs.

The model

Operating on a B2B gig-matching marketplace model, these platforms act as sector-specific intermediaries connecting brands with specialised creative professionals. This model is well-positioned to scale by unlocking international opportunities and partnering with global companies that require reliable, vetted, on-the-ground production support in Africa.

Skills, infrastructure and policy

These platforms solve major pain points for foreign production houses by handling vetting, compliance, payments, and coordinating permits and equipment hire. They enable international projects to navigate local regulations and logistics smoothly.

Users

The most viable users are B2B clients like global brands and international studios. Lacking local market knowledge, they value reliability and quality assurance, and willingly pay a premium for streamlined access to vetted talent. In contrast, local creators often prefer direct hiring to maximise earnings and creative control, making them a secondary market.

Creator careers showcase

Filmmakers Mart

 <https://www.filmmakersmart.com/>
 Nigeria



Filmmakers Mart is a one-stop marketplace that streamlines film production by providing on demand access to vetted equipment, talent, services, and distribution channels. By consolidating the resources needed for film production in one platform, it reduces costs, simplify logistics, and enables creators to produce and scale films more efficiently across Africa.



lamNativ

 <https://iamnativ.com/>
 Uganda



lamnativ is a platform that connects global media clients with professional African crews and associated creatives. As global media, production and streaming brands increasingly expand into the African market, they leverage lamnativ's marketplace to source creative talent. Some of lamNativ's clients include Netflix and humanitarian organisations.

