

Shifting power on the continent - 18 Sep 2017

BY LOUISE MARSLAND

Econet's [Kwesè TV](#) is in the news again, this time having inked a deal with BBC Worldwide for some of its content offerings. The young upstart is certainly making waves across the continent and looks set to become one of the dominant content providers across the continent in the near future.

Great advertising is always a crowd puller and Kantar Millward Brown's quarterly measurement of the [best television commercials in South Africa](#) pulls in the readers and tracks trends. Storytelling is emerging across the board as we know, from content marketing to great TV ads and brand activations, as the key ingredient in successful brand campaigns, and the latest ad ranking confirms this trend.

I know we've been hearing that it's "Africa's time" for decades, but there are so many factors that herald the fourth industrial revolution on the continent, with the huge economic and technological shifts taking place, driven by exceptional entrepreneurs and visionary companies. Even Africa's economic power is shifting to new, more stable, emerging giants like Ethiopia and Kenya, according to one risk group, [Control Risks](#).

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Have a great week!

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