

## Balancing Act updates broadcast reports list

Balancing Act, a research house focused on broadcast, telecoms and internet markets in Africa has updated its list of reports in the broadcast and film segment. The most successful report so far, according to Balancing Act is the African Pay TV report.

### Broadcast reports - Africa

- Advertising - retaining broadcast's share of the pie
- African Broadcast and Film Markets (second edition)
- African Broadcast and Film Markets (first edition - 2008)
- African broadcasting rights and production costs
- African Film and TV Yearbook 2009/2010
- Africa's fragmenting media landscape - changes in audiences and advertising
- Mobile TV in Africa - Will the small screen work in Africa?
- Pay TV in Africa - a growing competitive market
- The digital transition in Africa - changing how broadcast functions
- Triple Play in Africa - how to succeed with bundled services
- What impact will the recession have on the broadcast business in Africa

Go to [www.balancingact-africa.com/reports/list](http://www.balancingact-africa.com/reports/list) to view the list. Report prices start at £160.