



# PRESS KIT

April 2021

## Facts & Figures

- **A growing market:** Globally, daily online content consumption has doubled (1) since the start of the Covid-19 pandemic from, on average, 3 hours 17 minutes, to 6 hours 59 minutes.
- **Market Penetration:** Subscription Video on Demand (SVOD) in Africa is set to continue to increase to a total of 12.96 million subscriptions by 2025 (2). Netflix subscribers in the region are expected to increase to a total of 5.7 million and Disney+, while not expected to enter the African market until 2022, is expected to have 2.71 million subscribers by 2025. Showmax, currently with 585,000 subscribers, will cement its position as the third-largest platform with 1.65 million subscribers.
- **Servicing the Digital Divide:** In recent years, Africa has seen the world's fastest rate of new broadband connections, with mobile data traffic forecast to increase sevenfold between 2017 and 2022 (3). Despite this progress, most sectors of African societies and economies still lag behind the rest of the world in digitization. The Covid-19 crisis will play a huge role as the catalyst to close that gap and accelerate digital transformation.
- **Population:** Africa is the only region in the world where the youth population is increasing; by 2050 (4), Africa's young people, aged between 0 and 24 years old, will increase by nearly 50 percent.
- **Expected benefits:** MediaCity Mauritius will significantly boost the Mauritian economy, creating a ripple effect for Africa where GDP grew by 4% per year between 2010 and 2019, more than twice that of Europe (1.7%) and Latin America (1.7%) over the same period, and is forecasted to grow to \$712 billion by 2050 (5).

MediaCity Mauritius will harness the demand for communication assets and content creation globally, with a particular focus on Africa, as media companies seek to capitalize on the opportunities presented by emerging markets.

MediaCity Mauritius will host the infrastructure and technology required for content creation, innovation, and education, all within a high-tech, sustainable Smart City.

## The Project

### Objective:

To build a new integrated, international hub for the media and creative industries in Africa, filling the digital gap and stimulating the Mauritian economy.

### Mission:

MediaCity Mauritius will provide a gateway for Africa to fulfil its long-awaited creative and commercial potential, inviting world class media and creative companies to unlock the region's mine of talent and entrepreneurship.



*Najib Gouiaa is the General Manager of MediaCity Mauritius, amassing more than 25 years of experience in the industry. Before MediaCity Mauritius, Najib worked in a number of executive roles in TV production, content and programming management, and media consulting.*

*Previously, Najib held the position of CEO at TIME TV, a French Media production company which produced documentaries for FR3, TV5, and AL-JAZEERA. He has also been a Director at Qarra TV, a multilingual news network specializing in African news, as well as a consultant for several media companies in the Middle East and Africa.*

*Managing the MediaCity Mauritius project, alongside Najib, is an expert team composed of specialists across different sectors of the media industry.*

## Najib Gouiaa, General Manager of MediaCity Mauritius

“We have leveraged Mauritius’ incredible assets – its focus on a digital economy, business friendly regulations, political stability, and quality lifestyle – to create the first global multi-media hub for Africa and the world.

With the support of the Mauritian Economic Development Board, we have partnered with one of the country’s top real-estate developers, and a world-leading media services provider to create a comprehensive offer which will bridge the gap for digital and creative companies looking to establish a presence in Africa.

MediaCity Mauritius aims to connect global media companies with the massive African emerging market, where hundreds of millions of young people are consuming more and more content, and have the potential to create their own.

That is why the media city will have world-class infrastructure and the on-site African Media Campus, which will become a nerve center for the next generation of creative talent.

MediaCity Mauritius is a sustainable project, and with our partners, we are here to stay. We look forward to welcoming creators, developers, producers, technicians, students, and to give them the greatest chance of success in Africa.”





## Ken Poonoosamy

### CEO

“As an organization that promotes and facilitates investment in to Mauritius, it is clear that our long-term policies to favor digital growth and sustainable development must continue, especially as part of our post-Covid recovery.

In order to achieve Mauritius’ transition towards a digital and knowledge-based economy, investment in the industries of the future are a top priority. We are tremendously excited to welcome global digital players, innovative start-ups and new talent to our island. Mauritius can become a gateway for the creative industries in Africa.”



## Nicolas Eynaud,

### General Manager

“We are proud to welcome MediaCity Mauritius at the heart of the Beau Plan Smart City! This ambitious and pioneering project for the country and for the region is in perfect alignment with our values and our vision for the sustainable development of our Smart City.

Beau Plan's ambition is to offer a modern, sustainable and creative lifestyle to its inhabitants and those who will live and work there. A reflection of the authentic Mauritian lifestyle, our Smart City puts the emphasis on outdoor spaces and the essentials of a great quality of life.

Our strategic partnership with MCM embodies the creative positioning that Beau Plan has been actively developing for the past two years. We are convinced that this strategic pillar has potential for the future of the Mauritian economy and will benefit the country, as well as the African continent. The Media industry, one of the fastest growing economic sectors internationally, presents a unique opportunity for technological development in Mauritius, and exciting employment opportunities for young Mauritians.”



## Frédéric Lemaire,

### CEO

“Broadcasting Center Europe (BCE) is a European leader in media services, system integration and software development in the areas of television, radio, production and post-production, telecommunication and IT.

We are excited to play our part in this adventure by assisting Media City Mauritius in building a cutting-edge media infrastructure and we look forward to seeing it play a significant role on the continent.”



## The Project

MediaCity Mauritius will be a new integrated hub for the media and creative industries – the first of its kind in Africa.

**It will provide the ideal setting for:**



### Creation and Innovation

#### MCM will be home to:

- Broadcast facilities and digital services to the media industry
- International production companies
  - Creative agencies
  - Video game companies
  - Broadcasters



### Learning and Development

#### MCM will host the African Media Campus:

- MediaCity School from 2022
- An educational bridge to the industry, shaping talent into professional skills.
- Media University from 2024

MediaCity Mauritius will be a home for international production companies; creative agencies; video game companies; broadcasters; and global media companies.

Now more than ever, these companies are looking to develop a presence in Africa to benefit from the untapped talent, untold stories and creative potential that the continent has to offer.

For those who wish to set up their business in MediaCity Mauritius, the Government offers incentives to companies to stimulate investment, job creation, and local growth, including:

- **No minimum foreign capital for investors;**
- **Exemptions from custom duty for technical equipment;**
- **Free repatriation of profits, dividends, and capital;**
- **Up to 100% foreign ownership.**

# Timeline



## Why Mauritius?

Mauritius is perfectly placed to bring together companies looking for a secure and connected environment to establish themselves and prosper in Africa.

### Location

Mauritius is a trade and transportation hub at the cross-roads of Asia and Africa; with a favorable time zone of GMT +4 and regular air travel between Europe, Asia, Australia, Canada and the USA.

24 airports in 19 countries offer direct flights to Mauritius, including London, Amsterdam, Paris, and Dubai. Depending on the airport, these flights depart between 10 and 50 times a week.

### Infrastructure

Mauritius boasts extremely well-developed telecoms infrastructure. It is the 8th “most fibered” country in the world and the 1st in Africa (6).

The country enjoys access to high-speed broadband and universal free Wi-Fi, thanks to three submarine fiber-optic cables that serve the island (SAFE, LION and EASSy) which together measure over 25,000km in length.

### Policy Environment

Mauritius enjoys political and economic stability. In 2020, Mauritius ranked top in the Ibrahim Index of African Governance for “Overall Governance”, for the 10th consecutive year (7).

The ICT Act of 2001 established The Information and Communication Technologies Authority of Mauritius (ICTA) (8), creating a robust regulatory environment for the communications industry.

### Business Environment

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### Population

Mauritius has a young, highly educated and perfectly bilingual population.

70% of the population is aged between 15-65 (9) and the literacy rate is over 90% (10), with Mauritius’ education system ranked as the 2nd best in Africa (11).

## Benefits for Mauritius

For the Mauritian people, the development of MediaCity Mauritius will provide a welcome stimulus to the economy and form a vital part of the country's Covid-19 recovery.

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### MediaCity Mauritius will...

#### **BOOST THE MAURITIAN ECONOMY**

Thanks to an increase in:

- The size of the country's financial assets and capital markets;
- The service sector's GDP;
- Business tourism & real estate activity; and,
- Occupancy, airline activity, and tax revenue

#### **SUPPORT THE MAURITIAN WORKFORCE**

By...

- Providing employment opportunities;
- Developing local talents at the MediaCity School;
- Attracting high-skilled workers; and,
- Spurring innovation & entrepreneurship.

#### **STRENGTHEN MAURITIUS' INTERNATIONAL REPUTATION**

By...

- Positioning Mauritius on the international media map as a regional gateway and a universally recognized hub for media.
- Cementing Mauritius' position as a tourist and business destination in the eyes of international creative and media elites.

## Beau Plan Smart City

Mauritius' commitment to sustainable growth is encapsulated by projects such as the Beau Plan Smart City. The first city of its kind in the north of Mauritius, it was developed as a vital component of Mauritius' vision to modernise the physical fabric of the country while strengthening the foundations for economic growth.

### Beau Plan Smart City:

- 280-hectare urban development

Including the MediaCity Mauritius infrastructure, the entire development will consist of:

- 800,000 m<sup>2</sup> of Gross External Area
- 2,400 residential units
- Over 250,000 m<sup>2</sup> of office space

### How it works

The Smart City:

- Uses comprehensive and real-time data to understand the change in living patterns, allowing the city to develop self-sufficiency
- Offers integrated faster, lower-cost and more sustainable solutions
- Ensures minimum wastage and maximum comfort for the long-term benefit of all citizens

MediaCity Mauritius is working in tandem with the Beau Plan Smart City developers to put sustainability at the heart of its Covid-19-recovery.

## About Us

MediaCity Mauritius is commercially independent. Novaterra and MCM Ltd form a partnership committed to planning and developing a new work and leisure ecosystem. They bring together complementary expertise and extensive networks that can be utilized to drive the project forward.

**novaterra**

**The Beau Plan Smart City developer.  
Responsible for:**

Urban planning  
Smart City infrastructure & key services  
Real estate development



**The MediaCity Mauritius project developer.  
Responsible for:**

Project planning  
Media city infrastructure  
Strategic partnerships & business outreach  
Logistics





# THANK YOU

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## Press Resources

### Email:

projectmcm@projectassociatesltd.com

### Website:

www.mediacitymauritius.com

### Social Media:

#MediaCityMauritius

LinkedIn: MediaCity Mauritius

Twitter: @mediacitymauritius

Instagram: @mediacitymauritius

Facebook: /mediacitymauritius

## Sources

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