
Edition 1 · Foundational landscape

The State of Sport in Africa

A foundational report from the African Sports Technology Network (AfricanSTN)



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Foreword

Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does.

- Nelson Mandela

African sport has never been better positioned to prove him right.

On 26 April 2026, Sabastian Sawe of Kenya crossed the finish line at the London Marathon in 1 hour, 59 minutes and 30 seconds, becoming the first person in history to run a competitive marathon in under two hours (World Athletics, 26 April 2026). Behind him, Ethiopia's Yomif Kejelcha also broke the barrier in his debut. It was the most significant moment in the history of distance running, and it belonged to Africa.

That moment did not arrive in isolation. Faith Kipyegon has broken world records that once seemed untouchable. Tigst Assefa has redefined women's marathon running. The Springboks are back-to-back world champions, with a squad of players extending careers and performing at levels that earlier generations could not have sustained. Egyptian and Moroccan clubs are going deep in continental competition. The Basketball Africa League is growing into a genuine professional product season by season.

None of this happened by accident. Behind every squad, every campaign, every landmark performance is a backroom operation of sports scientists, physiotherapists, nutritionists, analysts and psychologists using technology that monitors, protects and extends athletic performance in ways that were unimaginable twenty years ago. The question this report asks is simple: how much of that technology is reaching African organisations, and what is being built on the continent itself?

This is a first edition, informed by publicly available research, industry knowledge and conversations with former practitioners in the field. It is not comprehensive and it does not claim to be. It is a starting point, and an open invitation.

My own path into sports technology began in 2018, working first at Catapult Sports and later at Feldspar Sport. Before that I was an avid follower of the industry rather than a practitioner within it. That combination shaped how I approached this project.

We are already working on Edition 2. If your organisation, federation, startup or programme should be part of it, we want to hear from you.

- Nik Mladenovic, Founder, AfricanSTN

Executive summary

African sport is not emerging. It is already here, already commercial, already global in its talent and its audiences.

If you want to go fast, go alone. If you want to go far, go together.

- African proverb

This report is our first attempt at a verified, continental view of the organisations, federations, leagues, clubs, agencies, sponsors and technology companies that make African sport work. It is built from the AfricanSTN Registry - every external claim is sourced.

6,983

VERIFIED AFRICAN
SPORTS ORGANISATIONS

93.7%

RECORDS AT HIGH
CONFIDENCE

54

AFRICAN COUNTRIES
COVERED

81

SPORTS REPRESENTED

The headline finding is simple. African sport is on a credible path from a market valued at roughly **USD 12 billion today to USD 20 billion by 2035** (Oliver Wyman, *Game On: How Africa's Sporting Appetite Could Spark Economic Growth*, Simpson and Calvey, 2024), driven by demographics, mobile and streaming infrastructure, an events calendar that is denser than any preceding decade, and a generation of African founders who are no longer waiting for permission. The constraints are equally real - capital concentration, data gaps, and the gap between continental ambition and country-level execution.

We see three pathways forward, set out in Section 6: build the **performance backbone**, unlock the **fan and broadcast economy**, and invest in the **grassroots layer**. Sport technology runs underneath all three, and is treated in detail in Section 7.

FIVE THINGS TO REMEMBER FROM THIS REPORT

- 01 Sport technology is the spine, not a side category.** The next decade of African sport growth runs through performance technology, broadcast, ticketing, fan engagement and payments. SARU + STATSports + Kitman Labs, Pyramids FC on Catapult winning the 2025 CAF Champions League (Catapult Sports, 2025), BAL + Genius Sports (since 2021), AFCON 2025 Morocco's SNRT-led 4K HDR production (CAF, 2025), SuperSport Schools at over a million users (MultiChoice, October 2024) - these are early proofs of where the continent is heading.
- 02** There are at least **6,983 verified African sports organisations**, not the few hundred that show up in most international coverage. The continent's sports economy is broader and more institutionally dense than the headline narrative suggests - and the gap between that institutional density and the **roughly**

1% share of global sportstech capital reaching the continent (SportsTechX, *GSTER 2026*) is the investible arbitrage at the centre of this report.

03 The **USD 20 billion by 2035** figure (Oliver Wyman, 2024) is credible but conditional. It assumes capital reaches the grassroots, broadcast and African-built sportstech layers, not just the elite men's football top end.

04 **Continental governance is intact; the investible gap is one layer below.** AASC, ANOCA, AASC, FASU, APC and the FIFPRO Africa Division form a working continental backbone. What's under-resourced is country-level federation operating capacity - not continental-level vacuum.

05 **The data exists, but it has never been gathered in one verified place.** That is the gap AfricanSTN is built to close, edition by edition.

This report is Edition 1. It will be wrong in places. We would rather be wrong in public, with our sources visible, than right in private. Tell us where we missed something at hello@stza.io, and it goes into Edition 2.

Scope and method

A verified continental view of African sport, built record by record against external authoritative sources.

What makes African sport hard to see

Most reports about African sport begin with a number and a feeling. The number is usually the size of the men's football economy, and the feeling is usually that the rest of African sport is too fragmented to count. We have spent the last year building a registry to test that assumption, and the assumption does not hold.

What makes African sport hard to see is not that it is small. It is that it is **distributed** - across 54 countries, dozens of languages, multiple working governance traditions (Anglophone, Francophone, Lusophone, Arabophone, Hispanophone), and a sport-by-sport mix of well-funded national federations, volunteer-run associations, and continental bodies that operate on annual budgets smaller than a single Premier League player wage. Distributed is not the same as absent.

A common assumption in international coverage is that African sport has weak continental governance. This is not what the registry shows. AUSC, ANOCA, AASC, FASU, the African Paralympic Committee and the FIFPRO Africa Division form a working continental backbone.

What we counted

The AfricanSTN Registry includes African sport organisations across the following categories: continental governance bodies; National Olympic Committees, National Paralympic Committees and national federations across the 54 African Union member states; professional and semi-professional leagues; top-flight clubs and national teams where authoritative listings exist; university and school sport bodies, including the FASU network; academies and player-development pathways; athlete representative bodies; disclosed sport sponsors, rights-holders and corporate partners; broadcasters and sport-media properties; sport-technology operators built in Africa or with disclosed African operations; sport infrastructure operators; and market intelligence organisations.

Verification cascade

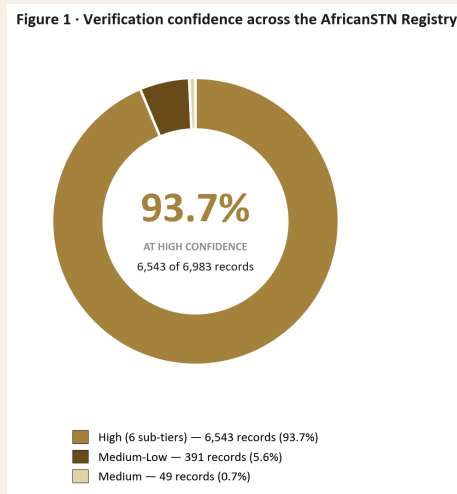
Every record carries a Source Confidence value. The High tiers cover (1) records confirmed at International Federation source, (2) records confirmed via parent governing-body listing where the parent is itself at High, (3) records with entity-specific verification confirmed via desk research, (4) Tracxn-listed private companies with verified third-party database listings, (5) records confirmed via manual review against external sources, and (6) records confirmed via other narrowly-scoped authoritative sources. Medium and Medium-Low tiers cover the active research backlog.

At the time of writing the registry stands at **6,983 records, 93.7% at High confidence, across 54 African countries, 81 sports and 55 organisation types**. The remaining 6.3% sits in Medium and Medium-Low tiers and is the active research backlog for Edition 2. Every record is tagged against AfricanSTN's four working

verticals - Performance, Fan Engagement, Broadcast, Grassroots Participation.

FIGURE 1

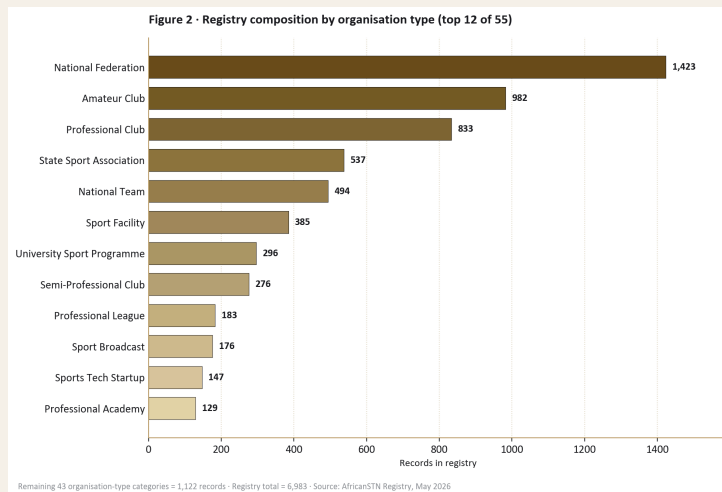
Verification confidence across the AfricanSTN Registry



Source: AfricanSTN Registry, May 2026.

FIGURE 2

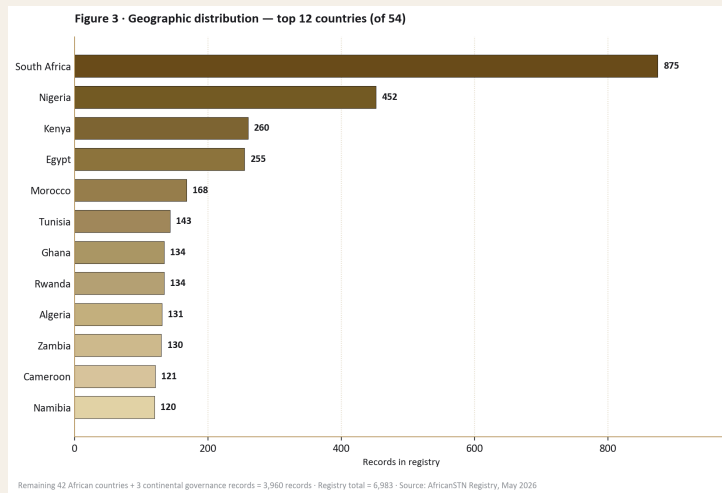
Registry composition by organisation type (top 12 of 55)



Source: AfricanSTN Registry, May 2026.

FIGURE 3

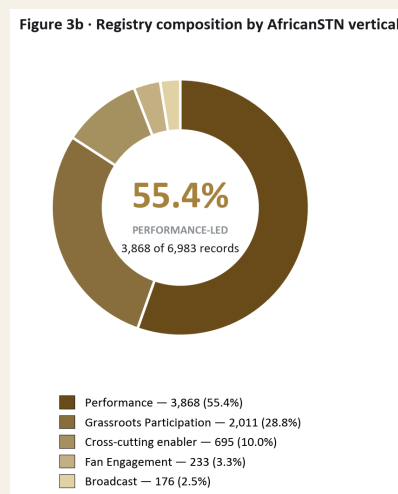
Geographic distribution - top 12 countries by record volume (of 54)



Source: AfricanSTN Registry, May 2026.

FIGURE 3B

Registry composition by AfricanSTN vertical



Source: AfricanSTN Registry, May 2026.

What we know we have not yet covered well

Coverage depth is uneven across the continent: South Africa, Nigeria, Kenya, Egypt and Morocco are covered more thoroughly than smaller markets and the Indian Ocean states. Lusophone and Hispanophone Africa are under-represented relative to Anglophone and Francophone Africa. Women's sport is under-represented relative to its growth and audience trajectory. Edition 2 will close some of these gaps.

Why now: eight drivers

Eight structural forces are converging to make African sport's next decade materially different from the last.

- 01 Demographics.** Africa is the youngest continent and is getting younger relative to everywhere else. The median age sits around 19 years against a global median of about 31 (UN DESA, *World Population Prospects 2024*). By 2050 roughly one in four people on the planet will live in Africa. A 54-country survey by Sagaci Research (2023-2025) found that **72% of African adults agree they like to practice a sport activity in their free time**, with football the most-practised competitive sport at 56% of adults.
- 02 Mobile and streaming infrastructure.** Smartphone penetration across sub-Saharan Africa crossed the majority mark in 2024 and continues to climb (GSMA, 2024). Mobile-money networks process transaction volumes that exceed card-network volumes in several African markets. The Canal+ / MultiChoice consolidation is the single most consequential broadcast-rights development in the African sport economy in recent years.
- 03 African founders are already building.** The registry tracks an emerging African-built layer in athlete-services platforms, mobile-money-native ticketing, fantasy products around CAF and major African leagues, country-level betting operators now among the largest sport sponsors in their domestic markets, regional esports operators, scouting platforms tailored to African talent, and federation-management tooling sized for African operating budgets.
- 04 Capital is starting to flow.** **NBA Africa**, formed in May 2021 with a USD 1 billion enterprise valuation and a strategic-investor cohort led by **Helios Fairfax Partners**, anchors the continental basketball layer (NBA, May 2021). The **Helios Sports and Entertainment Group (HSEG)** fund - approximately USD 75 million total target, with **IFC** (up to USD 30 million) and **Proparco** (up to USD 20 million) committing the USD 50 million development-finance equity tranche - was finalised in July 2025 (IFC and Proparco, July 2025). **Sony Innovation Fund: Africa's** first investment, in **Carry1st** (January 2024), signalled that international corporate capital is now sized to back African gaming and content infrastructure. A narrower sportstech-investment lens corroborates the wider *Game On* trajectory (Oliver Wyman, 2024): **SportsTechX's GSTER 2026** tracks USD 35.8 billion invested in sportstech globally between 2021 and 2025, of which only **USD 472 million - 1% of global capital across 43 deals** - reached the rest of the world outside North America, Europe and Asia Pacific (SportsTechX, 2026).
- 05 A denser events calendar.** The Africa Cup of Nations cycle (Morocco 2025, Kenya, Tanzania and Uganda 2027), the African Games, the Basketball Africa League annual season, the Rugby Africa Cup, and the women's continental cycles all sit in the working calendar. The FIFA World Cup 2030 has Morocco confirmed as a co-host.
- 06 African talent is already global.** In men's football: Mohamed Salah, Achraf Hakimi, Victor Osimhen, Ademola Lookman, Mohammed Kudus, Serhou Guirassy. In women's football: Asisat Oshoala, Thembi Kgatlang, Barbra Banda. In athletics: Letsile Tebogo, Faith Kipyegon, Beatrice Chebet, Tigst Assefa. In basketball: Joel Embiid, Pascal Siakam, Giannis Antetokounmpo. In rugby: Siya Kolisi, Cheslin Kolbe, Pieter-Steph du Toit. In tennis: Ons Jabeur.

07

Brand and sponsor pull. Visa is a verified direct sponsor of the Africa Cup of Nations at top tier. Coca-Cola, Heineken, AB InBev, PepsiCo and a broader set of global FMCG and luxury brands activate around African sport via global FIFA, CAF and IOC relationships and direct country-level deals, alongside a growing set of Chinese and Gulf-headquartered partners.

08

Sport technology is becoming the spine. Sport technology is becoming the spine of how each of the previous seven drivers actually delivers revenue. Demographics matter only if young African fans can be reached on a screen that takes a payment they can make. Capital flows are increasingly capital flows into African sport-technology, sport infrastructure, and sport content. Two global peer reports published in early 2026 - *Deloitte's 2026 Global Sports Industry Outlook* (Deloitte Insights, February 2026) and *SportsTechX's GSTER 2026* (SportsTechX, 2026) - place AI and sport technology at the centre of their industry framings. Neither says much about Africa.

FIGURE 4

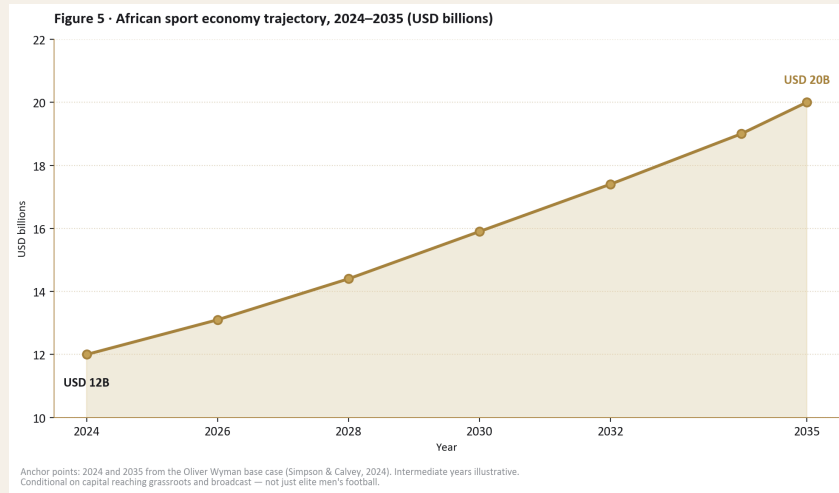
The sports economy - a layered structure



Source: Structural framework adapted from World Economic Forum, *Sports for People and Planet* (January 2026, in collaboration with Oliver Wyman). Visual by AfricanSTN.

FIGURE 5

African sport economy trajectory, 2024 to 2035 (USD billions)



Source: Oliver Wyman, *Game On: How Africa's Sporting Appetite Could Spark Economic Growth* (Simpson and Calvey, 2024). Chart by AfricanSTN.

What stands in the way: six constraints

The constraints are real, and recognisable. None of them is unique to Africa.

- 01 Capital concentrates at the top of the funnel.** The most consistent pattern across the registry is that institutional capital concentrates at the top tier of the African sport economy and thins quickly below it. National federations across most sports operate on annual budgets that, in any other professional industry, would be considered start-up scale. The implication for investors is that the most interesting risk-adjusted returns over the next decade may not be at the elite men's football top end, where capital is already crowded, but one or two tiers below.
- 02 Data and measurement gaps.** Verified attendance figures, broadcast audience numbers, sponsorship valuations, player wage benchmarks, ticket-price elasticities and fan demographic profiles are partial, inconsistent or absent across most of African sport. The honest implication is that the first commercial advantage in African sport over the next five years may belong to whoever builds the measurement layer, not whoever builds the most product on top of it.
- 03 Continental policy and country-level execution unevenly linked.** The African Union's *Policy Framework for the Sustainable Development of Sport in Africa* is a serious document. The constraint is in the link between continental policy and country-level execution. National sport ministries vary widely in capacity. National federations vary widely in commercial maturity.
- 04 Broadcast rights value is still being established.** Long-running pay-television relationships have provided continuity but, by international comparison, have not always converted audience scale into rights value at the levels seen in mature markets. The consolidation of MultiChoice into the Canal+ group is likely to reset the negotiating geometry for African football and continental rights over the next cycle. Globally, consolidation is the dominant pattern: SportsTechX's *GSTER 2026* records sportstech-on-sportstech acquisitions tripling from 21 in 2016 to 68 in 2025, with 87% of 2025 acquisitions made by sportstech companies themselves (SportsTechX, 2026). The Canal+ / MultiChoice combination is one beat of that broader rhythm.
- 05 Women's sport is under-resourced relative to its growth.** Capital, sponsorship, broadcast investment and infrastructure investment do not currently track the growth in disclosed audience, continental event quality, and athlete profile across African women's sport. The global pattern is similar but less extreme: Deloitte's *2026 Global Sports Industry Outlook* describes commercial revenues in women's sport as growing at double-digit rates, with the NWSL now having "more billionaire owners than ever" (Deloitte Insights, February 2026) - neither observation that the African women's sport economy is on track to mirror at scale this cycle without a deliberate capital reallocation. The gap between performance trajectory and commercial resourcing is wider than the global gap, and the global gap is itself wide.

Value leakage to non-African economies. Most of the rights, sponsorship, agency, image and merchandise economics generated by African and African-heritage athletes today accrue outside the continent. African leagues do not, in the main, retain the players whose careers compound. This is a structural observation about where value sits, not a critique of any individual athlete decision.

The temptation, having read six constraints, is to read the African sport economy as more constrained than enabling. We do not think the data supports that reading. The pathways set out in the next section are written with both the drivers and the constraints in mind.

Three pathways

Not a single bet. A portfolio. Each pathway has its own commercial logic, time horizon, and audience.

The architecture is adapted, with attribution, from *Game On: How Africa's Sporting Appetite Could Spark Economic Growth* (Oliver Wyman, Simpson and Calvey, 2024) and is consistent with the framing used by the World Economic Forum in *Sports for People and Planet* (January 2026).

01

Performance backbone

Federations, leagues, academies, athlete representation. AU pillar: Winning Africa. Lower capital, multi-decade duration.

02

Fan and broadcast economy

Rights, streaming, fan engagement, betting, sponsorship. AU pillars: Sustainable Africa, Innovative Africa. Higher capital, shorter cycle.

03

Grassroots

Schools, university sport, community sport, sport-for-development. AU pillars: Active Africa, United Africa. Blended capital, generational duration.

Pathway 1 - Build the performance backbone

A sport economy is, in the end, downstream of its athletes. The countries that captured the most value from sport in the last seventy years invested, over decades, in the institutions that turn talent into careers: federations with operating capacity, leagues with professional structures, academies with development pathways, athlete representation that protects long careers, and competition calendars that let athletes compound. Africa has the talent. The constraint is in the institutional layer above and around the athlete.

The registry captures the institutional spine across all 54 African countries: NOCs, NPCs, sport-by-sport national federations, professional and semi-professional leagues, top-flight clubs, university and school sport bodies, academies, and athlete representative organisations including the FIFPRO Africa Division. The continental layer - AUSC, ANOCA, AASC, FASU, APC, and the sport-by-sport confederations including CAF, FIBA Africa, Rugby Africa, CAA - is captured at High verification confidence.

Investment in the performance backbone is, by sport-economy standards, low capital and high duration; returns are measured in talent generations rather than quarters. The investors most natural to this pathway are development finance institutions, philanthropic capital with multi-decade horizons, sovereign-style partners with strategic commitments, and corporate partners building genuinely long-term brand positions on the continent.

Pathway 2 - Unlock the fan and broadcast economy

The fan and broadcast economy is where the African sport headline numbers will move first. The Oliver Wyman trajectory from USD 12 billion to USD 20 billion by 2035 (Oliver Wyman, 2024) is a fan-and-broadcast trajectory before it is anything else: it assumes that the African sport audience, which is large and

growing, becomes more reachable, more measurable and more commercially monetisable across the next two rights cycles. The global capital pattern supports this priority: "For Fans" companies attracted **USD 19.7 billion** of global sportstech investment between 2021 and 2025 - the largest of the three GSTER categories and the one growing fastest in share (SportsTechX, 2026).

The pathway is, by sport-economy standards, higher capital and shorter duration than the performance pathway. The investors most natural to this pathway are venture capital and growth equity for African-built platforms, strategic media and telecom partners for distribution, and global sponsor and rights-holder partners for content rights and sponsorship infrastructure.

Pathway 3 - Invest in the grassroots layer

The third pathway is the one most often presented as a development priority and least often presented as a commercial opportunity. Both framings can be true. A grassroots layer that is well-resourced - schools sport, university sport, community competition, mass-participation infrastructure, sport-for-development - is what produces the talent funnel for Pathway 1, the fan base for Pathway 2, and the long-term licence to operate for the entire African sport economy.

A frame across all three

African sport's growth in the next decade is not a single bet. It is a portfolio. The performance backbone produces the athletes and the institutional credibility. The fan and broadcast economy converts audience into revenue. The grassroots layer produces the next generation and protects the social licence. Each one needs the other two.

Sport technology in African sport

The longest single section, deliberately. Sport technology runs through every part of the African sport economy - the layer underneath the three pathways.

This section is organised around the same four verticals as the rest of the report - **performance, fan engagement, broadcast, grassroots participation** - in **performance-led order**. Most sport technology operating in African sport today is international, not African. An African-built layer is emerging underneath the international one. A third layer - **the diaspora layer** - sits between them.

TABLE 7

Sport-technology map across the four AfricanSTN verticals

| AfricanSTN vertical | International operators (illustrative) | African-built activity |
|---|---|---|
| <p>Performance</p> <p>GPS and athlete tracking; video analysis; athlete management; scouting and player data; health, recovery and wearables; officiating and integrity.</p> | <p>WEARABLES</p> <p>STATSports, Catapult Sports, Playermaker, Polar, Garmin, WHOOP, Oura</p> <p>ATHLETE MANAGEMENT</p> <p>Kitman Labs, Smartabase, Bridge Athletic, Output Sports, TeamBuildr</p> <p>VIDEO</p> <p>Hudl (incl. Sportscode, Statsbomb, Wyscout), Coach Logic, Nacsport, Metrica Sports</p> <p>DATA AND SCOUTING</p> <p>Stats Perform / Opta, Sportlogiq, SciSports, Twenty3, TransferRoom</p> <p>INTEGRITY AND OFFICIATING</p> <p>Sportradar, Genius Sports, Hawk-Eye Innovations, Sportable</p> <p>PLAYER TRACKING AND VR</p> <p>Track160, Realtrack, Beyond Sports</p> | <p>Athlete-services and performance-monitoring platforms; VR training environments; football-data services for African leagues; scouting and talent-identification platforms; athlete digital identity.</p> |

| AfricanSTN vertical | International operators (illustrative) | African-built activity |
|--|---|--|
| <p>Fan engagement</p> <p>Ticketing; fantasy; fan and athlete-fan platforms; esports and gaming; betting and integrity feeds; in-venue and cashless payments.</p> | <p>TICKETING Ticketmaster, StubHub, SeatGeek, CTS Eventim, AXS</p> <p>FANTASY (LICENSED MARKETS) FanDuel, DraftKings, Sleeper</p> <p>FAN ENGAGEMENT LiveLike, Greenfly, Genius Sports FANHub</p> <p>ESPORTS AND GAMING Twitch, Riot Games, Electronic Arts, Activision Blizzard, ESL FACEIT Group</p> <p>BETTING TECH AND INTEGRITY Sportradar, Genius Sports, OpenBet, Kambi</p> <p>CASHLESS AND ACCESS Tappit, Glownet</p> | <p>Mobile-money-native ticketing and cashless platforms; fantasy products built around CAF and African leagues; pan-African and country-level betting operators that are now major sport sponsors and rights-buyers; regional esports operators; African-built fan-engagement and athlete-fan platforms.</p> |
| <p>Broadcast</p> <p>Host production; OTT and streaming; live data and broadcast graphics; officiating tech (VAR, ball tracking, AR, Spidercam); automated capture; rights distribution.</p> | <p>PAY-TV, FTA, OTT MultiChoice / SuperSport, Canal+, Showmax, FIFA+, FIBA Pass, StarTimes, Azam TV, DAZN, Sky, Channel 4, Netflix, ESPN+</p> <p>LIVE DATA AND BROADCAST INTEGRATION Sportradar, Genius Sports, Stats Perform</p> <p>OFFICIATING AND BROADCAST TECH Awecom, Spidercam, Mediapro, Hawk-Eye Innovations</p> <p>PRODUCTION EVS, Grass Valley, Sony Professional</p> <p>AUTOMATED CAPTURE Pixellot, Veo, WSC Sports</p> <p>RIGHTS AND AGENCY Pitch International, IMG Arena, Infront, Endeavor, Two Circles</p> | <p>African-built host-broadcast and production capability (SNRT for AFCON 2025 a continental first); African-built sport OTT and streaming; African pay-TV and FTA distribution incl. New World TV.</p> |

| AfricanSTN vertical | International operators (illustrative) | African-built activity |
|---|--|--|
| <p>Grassroots participation</p> <p>Schools-sport platforms; academy management; talent identification at base; federation and league management; sport-for-development tooling; coach education.</p> | <p>SCHOOLS AND AUTOMATED CAPTURE Pixellot (with MultiChoice in SuperSport Schools), Veo, Hudl Focus</p> <p>ACADEMY AND CLUB MANAGEMENT TeamSnap, SportsEngine, Spond, GoalLine Solutions</p> <p>FEDERATION MANAGEMENT FIFA Connect, COMET, GameDay, Sport:80</p> <p>TALENT IDENTIFICATION AT BASE Tonsser, AiSCOUT</p> <p>SPORT-FOR-DEVELOPMENT Beyond Sport</p> | <p>Club and federation-management software; athlete digital identity; school-sport and community-league administration tooling; coach education.</p> |

International operators are illustrative category leaders relevant to African sport today; inclusion is not endorsement. Verified African deployments are detailed in the per-vertical narratives that follow. Source: AfricanSTN.

01 VERTICAL - THE LEAD VERTICAL

Performance - GPS, video, athlete-management, scouting, integrity

The performance vertical is where the operating reality of federations, athletes, clubs, teams and academies sits, and where the largest concentration of disclosed African sport-technology deployments today are.

Disclosed African deployments at the elite layer:

- **South African Rugby Union** (Springboks men, women, sevens, U20s) is the highest-profile African deployment for **STATSports** - APEX GPS pods across a three-year deal (STATSports, November 2020). SARU also runs **Kitman Labs** as the athlete-management platform across its elite squads.
- **The Sharks** (URC franchise) signed a long-term **STATSports** deal.
- **Confederation of African Football** signed a continental partnership with **Catapult Sports** covering all 54 African football associations and approximately 2,650 wearable units (Catapult Sports / CAF, November 2018). **Pyramids FC (Egypt)** runs Catapult's full performance platform; the club won the 2025 CAF Champions League.
- **Sportradar** has been the **South African Rugby Union's** integrity partner since 2016 (Sportradar, 2016). Sportradar is also FIFA's global integrity partner; in March 2026 the partnership was extended to 2031, covering all 211 FIFA member associations (FIFA, March 2026).
- **StatsBomb** released full free event data for **AFCON 2023 (Cote d'Ivoire)**. **StatsBomb acquired ArqamFC** (Cairo, May 2019), retaining approximately 100 staff in Egypt (StatsBomb / PR Newswire, May 2019).
- **Wyscout** is in active use at **Atletico Lusaka** (Zambia; Hudl case study).
- **Sportable** ran the world-first live officiating use of its Gilbert iNNOVO smart ball at the **World Rugby U20 Championship** hosted in South Africa in 2023 (World Rugby, 2023).

The opportunity for the African-built performance layer sits below this elite tier. **KoraStats** (Egypt) operates as the disclosed example of an African-built football-data platform.

Grassroots participation - schools, academies, FASU, club and federation management

The grassroots vertical is the talent pipeline that feeds the performance vertical.

Disclosed African deployments:

- The most developed African grassroots-tech proof point is the **SuperSport Schools** platform - **MultiChoice + Pixellot** (AI multi-camera capture) + **Nashua**. Over one million registered users by October 2024 and approximately 1.7 billion minutes of consumption that year, covering more than 60,000 South African school matches (MultiChoice / SuperSport Schools, October 2024). SuperSport Schools content began distributing free-to-air through **SABC+** in February 2025.
- **Ghana Football Association** was the first African member association fully connected to the **FIFA Connect Programme**.
- **Veo** is deployed at **True Talents of Africa Football Academy** (Kenya).
- **UXI Sport Rugby Institute** (South Africa) uses **Nacsport** alongside **Coach Logic**.
- **Hudl** is the official video and analysis partner of the **Asisat Oshoala Academy** (Nigeria) and the **AfriSportPro Youth League** (72 academies across six Nigerian states).

The African-built layer is principally led from South Africa. **Octiv** (Cape Town) operates gym and studio management software across more than 500 fitness studios in 27 countries. **MatchKit** (South Africa) has disclosed deployments across JVV FC, ProSport International, Irish Women's Rugby and the Uruguayan men's rugby squad.

03 VERTICAL - THE AFRICAN-BUILT MAJORITY

Fan engagement - ticketing, fantasy, betting, esports, cashless

The fan-engagement vertical covers ticketing, fantasy, fan-engagement and athlete-fan platforms, esports and gaming, sport betting, and in-venue and cashless experience. The African-built layer in this vertical is the most substantial across all four verticals.

Disclosed African deployments:

- **South African Rugby Union** holds **Ticketmaster** as its exclusive ticketing partner. **Quicket**, the South-African-founded pan-African ticketing platform, was acquired by **Ticketmaster** in July 2024 (Ticketmaster / Quicket, July 2024).
- **SportPesa** signed a ten-year, **KSh 1.12 billion (approximately USD 8.7 million)** at the 31 July 2025 spot rate of 129.16 KES/USD) title sponsorship of the **Football Kenya Federation Premier League** on 31 July 2025.
- **Inter Lagos FC** named Nigerian fintech **Lotus Bank** as its first jersey sponsor in March 2025; **Flutterwave** hosts the club's online retail and ticketing storefront.
- **Tix Africa** (Lagos) won the **NBA Africa Triple-Double Startup Accelerator** programme in 2024.
- **Howler** runs RFID cashless and ticketing across South African events.
- **Eksab** (Egypt) is the official fantasy and predictions partner of the **Egyptian Premier League**.
- **GBarena** (Egypt) is the designated **Riot Games** MEA platform, and acquired Tunisian esports operator **Galactech** in January 2023 (TechCabal / Wamda, January 2023).
- **Mettlestate** (South Africa) operates the Mamelodi Sundowns Esports Championship with Intel backing.

04 VERTICAL - THE RIGHTS-CYCLE RESET

Broadcast - host production, OTT, data, officiating tech, automated capture

The broadcast vertical covers host-broadcast production, OTT and streaming, live data and broadcast graphics, officiating broadcast technology, automated multi-camera capture, and rights distribution.

Disclosed African deployments:

- **AFCON 2025 in Morocco** was the first Africa Cup of Nations produced in 4K HDR, with **Spidercam** in all nine stadiums and **SNRT** acting as host broadcaster for the first time - a continental first (CAF / SNRT, 2025). **Channel 4** held free-to-air UK rights, **Movistar** Spain, and **Netflix** distributed daily highlights across sub-Saharan Africa.
- VAR has run at every AFCON since 2019; the system debuted at AFCON 2019 in Egypt with **Mediapro** (Sports Video Group, 2019). For CHAN 2020 and AFCON 2021 in Cameroon, integration was led by **Optimum** with **Broadcast Solutions** and **EVS Xeebra** (Broadcast Solutions, 2021).
- **MultiChoice** and **Canal+** hold the AFCON 2025 broadcast rights post-merger.
- **New World TV** (Togo) holds CAF sub-Saharan free-to-air and pay-TV English and local-language rights covering 46 countries and 13 CAF competitions - a historic first by an African company (CAF, 2023-2025 cycle).
- **Basketball Africa League** uses **Awecom** for multi-camera AR graphics and has run on **Genius Sports** real-time data via FIBA LiveStats since 2021 (Genius Sports / BAL, 2021).
- The **Nigeria Premier Football League** signed a five-year broadcast and data deal with **Inview Technology** and **Round-Up Technologies** in November 2025 (reported value approximately **NGN 2 billion / USD 1.4 million** across the term at the November 2025 average rate of ~1,443 NGN/USD; sources cite figures in the NGN 2 billion to NGN 2.16 billion range, or roughly USD 1.4-1.5 million), including a dedicated NPFL TV channel and VAR rollout for 2025/26.
- **Cricket South Africa** holds an integrated **IMG Arena** data and live-streaming partnership with **CricViz** analytics. **SA20** uses **CricViz**, **Hawk-Eye Innovations** DRS, and **SuperSport** as host broadcaster.
- **PFL Africa** (the Cape Town-launched MMA league chaired by Francis Ngannou) holds a multi-year broadcast deal with **Canal+** in sub-Saharan Africa.

The diaspora layer - African founders building elsewhere, giving back

Between fully African-built and fully international sits a third layer: African and African-heritage founders, athletes and investors who build, operate or finance from outside the continent while maintaining material African employment, operations or programme delivery on it. **Sportable Technologies** (UK-headquartered, South-African-origin co-founders, Cape Town engineering office, with HAVAIC leading the December 2023 first close of its USD 15 million Series A; ITWeb, December 2023) and **StatsBomb's Cairo operation** (post-2019 ArqamFC acquisition) are the clearest current diaspora-founded sport-technology examples.

The athlete-led layer is broader. Foundations, academies and athlete-built platforms anchored in African delivery include:

- **MatchKit** (South Africa) - multi-founder team with Mike Sharman, Bryan Habana, Shaka Sisulu, Ben Karpinski and Carli Schoeman.
- **Asisat Oshoala Academy** (Lagos).
- **Eliud Kipchoge Foundation** and **Kaptagat** training camp (Kenya).
- **Kolisi Foundation** (Cape Town).
- **Caster Semenya Foundation** and **Masai Athletics Club** (Pretoria / Soweto).
- **Mohamed Salah Charity Foundation** (Nagrig, Egypt).
- **Sadio Mane's** village-development giving in Bambali, Senegal.
- **PS43 Foundation** (Pascal Siakam) - Cameroon delivery.
- **Charles Antetokounmpo Family Foundation** - Nigeria community centre, April 2024.
- **Luol Deng Foundation** and **Jr. NBA League South Sudan**.
- **Giants of Africa** (Masai Ujiri) - 45 community courts across 13 countries.
- Legacy **Mutombo Foundation** (Dikembe Mutombo, who passed in September 2024).

Cross-cutting infrastructure

Two infrastructure layers sit underneath all four verticals. The first is **payments**: most African sport does not run on a card-and-bank-account stack. The infrastructure that lets ticketing, fantasy, fan-engagement, betting, academy-fee and federation-payment use cases settle at scale is mobile-money and African-built payments infrastructure - **M-Pesa**, **MTN Mobile Money**, **Airtel Money**, plus **Flutterwave** and **Paystack**. The second is **content and gaming infrastructure**: **Carry1st** is the clearest current example, with disclosed partnerships across Activision, Riot Games, Supercell, Electronic Arts, Spotify, and the January 2024 strategic investment from Sony Innovation Fund: Africa.

The role of AfricanSTN

What is missing is not effort. It is connective tissue.

Two of this quarter's most-circulated global sport-industry reports - Deloitte's *2026 Global Sports Industry Outlook* and SportsTechX's *Global SportsTech Ecosystem Report 2026* - say very little about Africa. GSTER's ecosystem map flags it explicitly: "*regions like Africa and South America have limited representation.*" That gap is the symptom of a verified-data layer that has not, until now, existed. Closing it is what AfricanSTN is built to do.

What AfricanSTN is

Launched in 2026, the African Sports Technology Network (AfricanSTN) is the continental network connecting sportstech founders, federations, investors and rights-holders shaping innovation across Africa. We champion African solutions in performance, fan engagement, broadcast and grassroots participation, while bridging our member ecosystem with global sportstech hubs.

- AfricanSTN, founding statement

What AfricanSTN does

A network is the sum of what it actually does, not what it says it is. AfricanSTN's working programme has four parts: **the registry** (a verified continental database, updated on a rolling basis); **editorial and intelligence** (this report and successor publications); **convening** (working groups and one-to-one introductions across the four verticals); and **bridging** (active connection between AfricanSTN members and the global sportstech and sport-business ecosystem).

How AfricanSTN compares to peer networks

AfricanSTN positions alongside two established peer networks: the **Australian Sports Technologies Network** (est. 2012) and **Norwegian Sport Tech** (*Founding Edition*, April 2026). Edition 1 applies the same foundational-mapping discipline to a continent of 54 jurisdictions. Scope is not identical - ASTN-AU and NST track sportstech companies specifically, AfricanSTN tracks the full continental sport ecosystem of which 147 are sportstech startups - so the table reports both views.

TABLE 8

Peer network benchmarking

| Network | Sector size / tracked entities | Capital raised / revenue | Programme history |
|--|--|--|--|
| Australian Sports Technologies Network ASTN-AU, est. 2012 | 840 sportstech companies | AUD 87.5M raised across accelerator cohorts | 15 accelerator cohorts, 9 pre-accelerator cohorts, 10 trade missions across 13 years |
| Norwegian Sport Tech NST, <i>Founding Edition</i> , April 2026 | 174 sportstech companies | NOK 2.17B 2024 revenue across top-28 pure-play actors | Five-stage cascade vs Brønnøysund business registry; 32 actors per million inhabitants |
| AfricanSTN Edition 1, May 2026 | 6,983 sport organisations* (incl. 147 sportstech startups) | Continental registry across 54 countries and 81 sports | Six-sub-tier cascade; 93.7% at high confidence; Edition 1 published May 2026 |

* **Scope note.** ASTN-AU and NST track sportstech companies specifically; AfricanSTN tracks the full continental sport ecosystem - federations, clubs, leagues, academies, broadcasters and infrastructure operators - of which 147 are sportstech startups. ASTN-AU's 840 is a sector-wide estimate of Australia's sportstech ecosystem; NST's 174 and AfricanSTN's 147 are verified registry counts. The apples-to-apples sportstech-company comparison is **147 (AfricanSTN) / 840 (ASTN-AU) / 174 (NST)**.

Source: NST *Founding Edition* (April 2026); AfricanSTN *Registry*, May 2026.

Who operates AfricanSTN

AfricanSTN is operated by **STZA Group** - the trading name of Sports Tech Africa Limited, a UK holding company - a fractional finance and operations partner working with sport-technology and sport-business companies across Africa and beyond.

Conclusion

More institutionally dense than the dominant international narrative suggests. The growth case is plausible, and conditional.

We set out to publish the first verified continental view of African sport: the organisations, federations, leagues, clubs, academies, schools and university bodies, broadcasters and technology operators that make the African sport economy function. The registry behind this report - **6,983 verified organisations across 54 countries and 81 sports, 93.7% verified at primary source level** - is the working tool.

The growth case - moving from roughly USD 12 billion today to USD 20 billion by 2035 on the Oliver Wyman base case - is **plausible, and conditional**. It assumes capital reaches the middle and bottom of the funnel rather than crowding the top. It assumes the next two broadcast rights cycles reset African sport rights value to something closer to what the underlying audience implies. It assumes African-built sportstech, agencies and player associations get the capital and contracts to scale. It assumes women's sport is resourced in line with its growth rather than behind it. None of these is automatic; all are within reach.

Three things happen next, in our reading. First, the people doing the work get more visible to each other - the connective tissue between founders, federations, investors, rights-holders, broadcasters, and global partners with African footprints is what is missing. A network is what closes it. Second, the verified data layer keeps getting built; this report and the registry it sits on are the start, not the end. Third, capital begins to allocate against the three pathways with the discipline they deserve - performance backbone, fan and broadcast economy, grassroots - each with its own capital structure and time horizon. Not a single bet. A portfolio.

This report is meant to be useful, not final. **We would rather be wrong in public, with our sources visible, than right in private.** If you are a federation, founder, investor, broadcaster, sponsor, player association, school sport programme, sport-for-development organisation, academy, researcher or global partner working into Africa - send us your corrections, additions and disagreements at hello@stza.io. They go into Edition 2.

- The team at AfricanSTN

Methodology

The AfricanSTN Registry was built record by record against a single discipline: every entry must be verified against an external authoritative source. There is no assumed data, no synthetic data, and no records carried forward without a citation.

The verification cascade adapts methodology used by peer registries, in particular **Norwegian Sport Tech (NST)**, whose *Founding Edition* was published in April 2026. NST applies a five-stage verification cascade against the Norwegian Bronnoysund business registry; AfricanSTN's six-sub-tier cascade is built for a continent with 54 distinct legal jurisdictions and no equivalent single business registry.

The **High** tiers cover (1) records confirmed at International Federation source, (2) records confirmed via parent governing-body listing where the parent is itself at High, (3) records with entity-specific sources confirmed via desk research, (4) Tracxn-listed private companies with verified third-party listings, (5) records confirmed via manual review against external sources, and (6) records confirmed via other narrowly-scoped authoritative sources.

A company is treated as **African-built** only where the legal entity is African-headquartered, founded in Africa, with primary operations in Africa. Founder origin, engineering footprint or African market presence on their own do not satisfy the test; companies with African connections falling short of that bar are treated separately in the diaspora-layer sub-section.

Known Edition 1 limitations: coverage depth is uneven (South Africa, Nigeria, Kenya, Egypt and Morocco are deeper than the smaller markets); Lusophone and Hispanophone Africa are under-represented; women's sport is under-represented relative to its growth; sport-for-development organisations are captured where institutional sourcing exists; and approximately 6.3% of the registry sits at Medium and Medium-Low tiers as the active research backlog.

Glossary

A short reference for the continental bodies, events, peer reports and tech terms used in this report.

A

AASC - All Africa Sports Confederation. Continental coordinating body across African sport-by-sport confederations.

AFCON - Africa Cup of Nations. CAF's flagship biennial men's national-team football tournament.

AfDB - African Development Bank. Multilateral development finance institution headquartered in Abidjan.

AFD - Agence Française de Développement. French public-development bank; parent of Proparco.

AfricanSTN - African Sports Technology Network. The continental network publishing this report; operated by STZA Group.

ANOCA - Association of National Olympic Committees of Africa. africaolympic.com.

APAC - Asia Pacific.

APC - African Paralympic Committee. africanparalympics.org.

AR - Augmented Reality.

ASCI - African Sports & Creative Institute. Continental sport-industry research body; publisher of the *Strength in Numbers* report series; founded by Will Mbiakop.

ASTN-AU - Australian Sports Technologies Network. Peer registry, est. 2012; tracks 840 Australian sportstech companies. Not to be confused with AfricanSTN.

AU - African Union. The 55-member-state continental union.

AUSC - African Union Sport Council. AU body coordinating continental sport policy and implementation.

B

BAL - Basketball Africa League. Pan-African professional men's basketball league; joint venture between NBA Africa and FIBA Africa.

C

CAA - Confederation of African Athletics. Continental track-and-field body.

CAF - Confederation of African Football. Continental football governing body. cafonline.com.

CHAN - African Nations Championship. CAF tournament restricted to players in domestic African leagues.

D

DFI - Development Finance Institution. Public or quasi-public lender providing long-tenor capital to emerging markets (e.g. IFC, Proparco).

DRS - Decision Review System. Cricket officiating technology stack.

DTC - Direct-to-consumer. Rights-holder selling content or product directly to fans, bypassing traditional intermediaries.

F

FASU - Federation of Africa University Sports. Continental university-sport body covering five zones (NAFUS, WAUG, FASU-ZAC, CUCSA, FEAUS).

FIBA Africa - Basketball's continental governing body.

FIFA - Fédération Internationale de Football Association. International football governing body.

FIFPRO - World professional footballers' association. Operates an Africa Division active across the continent's player representation.

FKF - Football Kenya Federation.

FTA - Free-to-air. Broadcast distribution available without subscription.

G

GSMA - GSM Association. Global telecoms industry body; publisher of the *Mobile Economy* report series.

GSTER - Global SportsTech Ecosystem Report. Annual sportstech industry report by SportsTechX (Berlin), powered by PEAK.

H

HSEG - Helios Sports and Entertainment Group. Africa-focused sports and entertainment investment platform of Helios Investment Partners.

I

IF - International Federation. Sport-by-sport global governing body (e.g. FIFA, FIBA).

IFC - International Finance Corporation. World Bank Group's private-sector arm.

IOC - International Olympic Committee.

K

KSh - Kenyan Shilling. Kenya's currency; ~129 KSh = USD 1 at the 31 July 2025 spot rate.

M

MEA - Middle East and Africa.

MMA - Mixed Martial Arts.

N

NBA Africa - Joint venture between the NBA and African investors; formed May 2021 at USD 1B enterprise valuation.

NF - National Federation. Country-level sport-by-sport governing body.

NGN / ₦ - Nigerian Naira. Nigeria's currency; ~1,443 NGN = USD 1 (November 2025 average).

NOC - National Olympic Committee.

NPC - National Paralympic Committee.

NPFL - Nigeria Premier Football League. Nigerian top-flight men's football competition.

NST - Norwegian Sport Tech. Peer registry; published *Founding Edition* in April 2026.

O

OTT - Over-the-top. Internet-delivered streaming video, bypassing traditional broadcast.

P

PEAK - PEAK Conference. Las Vegas-based annual sportstech conference; sponsor of GSTER.

PFL Africa - Professional Fighters League Africa. MMA league chaired by Francis Ngannou.

Proparco - French development finance institution; subsidiary of AFD.

S

SA20 - South African T20 cricket league.

SARU - South African Rugby Union.

SNRT - Société Nationale de Radiodiffusion et de Télévision. Morocco's national broadcaster; host broadcaster for AFCON 2025.

SportsTechX - Berlin-based sportstech intelligence house (est. 2018); publisher of GSTER.

STZA Group - UK trading name of Sports Tech Africa Limited; operator of AfricanSTN.

U

UN DESA - UN Department of Economic and Social Affairs. Publisher of the *World Population Prospects* series.

URC - United Rugby Championship. Multi-nation professional rugby competition including South African franchises.

V

VAR - Video Assistant Referee. Football officiating technology.

VR - Virtual Reality.

W

WAFCON - Women's Africa Cup of Nations. CAF's women's national-team football tournament.

WEF - World Economic Forum.

WTO - World Trade Organisation.

Sources - principal references

The references below are the principal external sources used in this report. Full citations for every named African sport-technology deployment are held in the registry and are available from hello@stza.io.

Reference key. **P** primary - the publishing organisation's own document, press release, registry or annual report. **S** secondary - third-party trade press or analyst commentary citing a primary fact.

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Source confidence taxonomy and per-record verification methodology described in the Methodology section above. Full per-record reference list available on request.

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