



Technology, Entertainment, Media and Sports (TEMS) Sector Quarterly Insights: Q1 2026

www.strenandblan.com
contact@strenandblan.com
[@strenandblan](https://twitter.com/strenandblan)

+234 (0)702 558 0053
3 Theophilus Orji Street, Off Fola Osibo
Road, Lekki Phase 1, Lagos, Nigeria

| 20th April 2025

INTRODUCTION

This Quarterly Insights reviews key developments across the Technology, Entertainment, Media, and Sports (TEMS) sectors in Nigeria and across Africa for the first quarter of 2026.

The period has been marked by accelerated regulatory intervention, rapid advancements in artificial intelligence integration, and increased commercial activity across digital, creative, and sports ecosystems. From telecom accountability reforms and Artificial Intelligence (AI) infrastructure investments to copyright disputes with international trade implications and evolving sports governance controversies, the operating environment has continued to shift in both complexity and scale.

A defining feature of the quarter has been the growing intersection between technology and content-driven industries. AI licensing frameworks, data protection enforcement, and platform innovation are reshaping how value is created and monetised, while also exposing gaps in existing regulatory structures. At the same time, cross-border partnerships, strategic acquisitions, and capital investments across music, media, and sports rights signal a more interconnected and competitive market landscape.

This report provides a consolidated analysis of the quarter's key developments, highlights their legal and commercial implications, and identifies emerging risks and opportunities likely to shape the remainder of 2026.



OVERVIEW OF THE QUARTERLY INSIGHTS **[TECHNOLOGY SECTOR]**

NCC signals tougher accountability For TELCOS in 2026

INSTANT REFUND

Within 30 seconds for
failed transactions

In January, the Nigerian Communications Commission (NCC) announced a tougher accountability regime for telecom operators in 2026, focusing on service quality, governance, and consumer protections. As part of this agenda, the NCC and the Central Bank of Nigeria (CBN) have jointly developed a consumer refund framework to tackle

persistent complaints where subscribers are debited without receiving airtime or data. Under the new rules, affected customers must receive a refund within 30 seconds when a transaction fails or within 24 hours if pending, and operators must send SMS notifications on transaction outcomes, all tracked via a central dashboard overseen by both regulators.

This initiative responds to a longstanding industry problem of failed airtime and data purchases, caused by network downtimes, system errors, or integration issues between mobile networks and financial systems.

Nigeria launches first national AI centre of excellence at University of Jos and first AI Unipod at the University of Lagos


N30+B

Investment value in public
sector funding

The Federal Government of Nigeria has launched its first National Artificial Intelligence Centre of Excellence at the University of Jos, aiming to anchor advanced AI research, talent development, and policy engagement. The centre, backed by the Ministry of Communications, Innovation and Digital Economy, is positioned as a national hub for contextual AI research that reflects

Nigeria's linguistic, cultural, and economic diversity. Additionally, the Federal Government has also flagged off the national rollout of University Innovation Pods (UniPods), backed by over ₦30 billion in public investment, beginning with the launch of the flagship Artificial Intelligence (AI) UniPod at the University of Lagos (UNILAG).

These initiatives reflect a strategic national response to an evolving global economy driven by competition in AI and digital systems. They also signal a deliberate shift in the role of educational institutions, repositioning them to support a robust talent pipeline capable of driving innovation, competitiveness, and industrial growth.



NDPC and others join global privacy alliance to tackle AI-Generated content risks

Nigeria's data protection regulator, the Nigeria Data Protection Commission (NDPC), has joined a global coalition of privacy regulators to address the growing risks posed by AI-generated content.

The initiative, coordinated under the Global Privacy Assembly, focuses on tackling the misuse of artificial intelligence tools capable of producing realistic images, audio, and videos of individuals without their consent. Regulators are particularly concerned about the potential for privacy violations, misinformation, and reputational harm arising from such content.

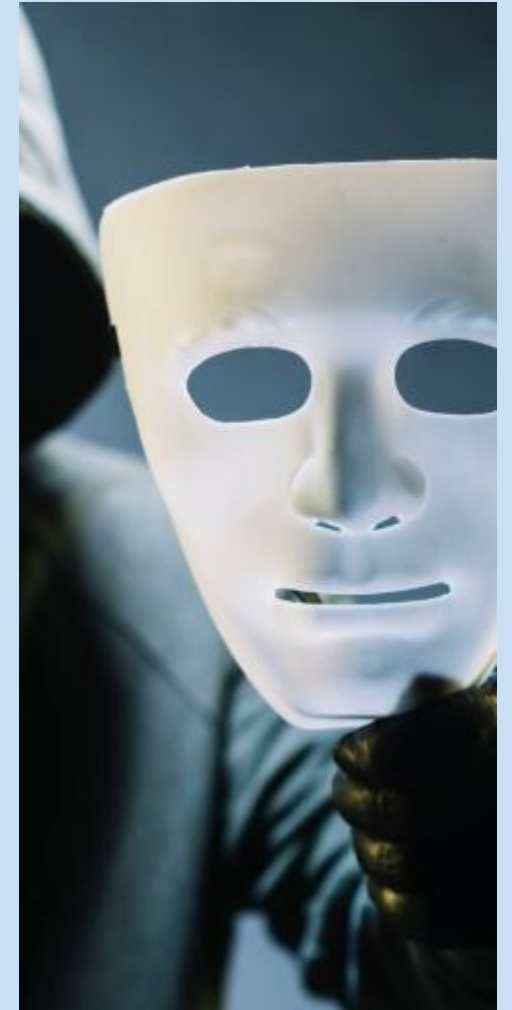
The development signals increasing global regulatory attention on generative AI and its privacy implications. By participating in this alliance, Nigeria is aligning with international efforts to strengthen oversight of AI technologies and promote responsible use of personal data, reinforcing obligations under the Nigeria Data Protection Act and emerging AI governance frameworks.

Ghana to regulate AI and deepfakes under new data protection bill

Ghana is advancing a new Data Protection Bill that will explicitly regulate artificial intelligence (AI) and deepfake technologies, addressing gaps in the current 2012 Data Protection Act. The proposed legislation seeks to cover AI systems, automated decision making, cross border data transfers, and the creation or distribution of manipulated digital content.

By doing so, Ghana aims to enhance citizen data rights, strengthen oversight of emerging technologies, and ensure that AI deployment across sectors like healthcare, finance, and telecommunications occurs responsibly.

The initiative responds to growing concerns about privacy, misinformation, and potential misuse of AI-generated content. Once enacted, it will provide a clear framework for compliance, enforcement, and public accountability, positioning Ghana as a regional leader in managing the risks and opportunities associated with AI and related technologies.



South Africa AI policy moves towards approval

South Africa is advancing toward the formal approval of its national artificial intelligence policy, marking a key step in establishing a structured governance framework for emerging technologies.

The policy is expected to set out principles for ethical AI use, regulatory oversight, and alignment with existing legal regimes such as data protection and cybersecurity. It also reflects an effort by policymakers to create a balanced environment that supports innovation while addressing risks associated with algorithmic bias, privacy, and accountability.

The move positions South Africa to take a leading role in AI governance on the continent, potentially attracting investment and fostering local innovation ecosystems. A clear policy framework could provide much-needed regulatory certainty for businesses deploying AI across sectors like finance, healthcare, and public services.





Moniepoint acquires restaurant management platform Orda in full-stack merchant infrastructure bet

Moniepoint has acquired Orda Africa, a cloud-based restaurant management platform, as part of its broader strategy to expand into business management and embedded financial services. Orda provides cloud-POS tools for order processing, inventory management, and analytics, which will be integrated into Moniepoint's ecosystem to support small and medium-sized food businesses.

The acquisition reflects Moniepoint's push to evolve from a payments provider into a full-service business platform. It also highlights a wider industry shift toward sector-specific fintech solutions, where financial services are embedded directly into operational workflows to drive efficiency and deepen customer engagement.



Trove acquires Brokerage Firm Innova Securities

Trove has acquired UCML Securities Limited, a Securities and Exchange Commission (SEC)-licensed broker-dealer, which has been rebranded as Innova Securities Limited and now operates as its fully owned brokerage arm. The acquisition enables Trove to bring its brokerage operations in-house, allowing it to directly manage trade execution, settlement processes, compliance, and regulatory reporting across its investment platform.

The deal reflects a strategic shift toward vertical integration within the fintech sector, as platforms seek greater control over critical infrastructure and the full investment lifecycle. By internalising brokerage capabilities, Trove is positioned to enhance service delivery, improve transparency, and accelerate product innovation, while aligning with broader industry trends prioritising regulatory compliance and operational independence.



Flutterwave Seals \$30m Mono Acquisition In Africa's Landmark Fintech Consolidation

Flutterwave has acquired Mono, a Nigerian open banking infrastructure provider, in an all-stock transaction reportedly valued between \$25 million and \$40 million. Mono provides APIs that enable businesses to access bank data, verify customers, and initiate account-to-account payments, forming a critical infrastructure layer within the fintech ecosystem.

The acquisition reflects Flutterwave's strategic expansion beyond payments into data-driven financial services and open banking. By integrating Mono's capabilities, Flutterwave is positioning itself to build a more interoperable and vertically integrated financial ecosystem, aligning with broader industry trends toward embedded finance and infrastructure ownership as a competitive advantage.



Paystack acquires Ladder Microfinance Bank to expand lending services for businesses

Paystack has acquired Ladder Microfinance Bank, now Paystack Microfinance Bank, marking its formal entry into regulated banking and lending services in Nigeria.

The acquisition provides Paystack with a microfinance banking licence, enabling it to hold customer deposits, issue loans, and operate within a regulated financial framework, capabilities that extend beyond its traditional payments infrastructure.

The deal reflects Paystack's transition toward a full-service financial platform, allowing it to integrate payments, deposits, and credit within a single ecosystem. It also signals a broader shift within the fintech sector, where leading platforms are moving to own banking infrastructure, leverage transaction data for credit underwriting, and address gaps in SME financing through more tailored financial products.

NGCC and Stren & Blan Partners Host a Business Success Series Session in Lagos



On 26 February 2026, the Nigerian-German Chamber of Commerce, in collaboration with Stren & Blan Partners, hosted a Business Success Series event titled “AI Now & Next: What Every Business Should Know” in Lagos. The session featured Mr. Christian Aniukwu, Managing Partner at Stren & Blan Partners, who spoke on the practical deployment of artificial intelligence in business operations, alongside broader discussions on real-world use cases and the future of work.

The session reflects the growing shift from theoretical engagement with AI to practical adoption, with increasing focus on governance, compliance, and the evolving regulatory landscape. As organisations integrate AI into their operations, legal and risk considerations, particularly around data protection, intellectual property, and liability, are becoming central to sustainable implementation.

OVERVIEW OF THE QUARTERLY INSIGHTS **[ENTERTAINMENT SECTOR]**

PMAN and MCSN Activate Copyright Levy Framework Amid Industry Disputes

The Performing Musicians' Employers' Association of Nigeria (PMAN) and the Musical Copyright Society Nigeria (MCSN) have implemented Nigeria's copyright levy framework, a statutory mechanism designed to compensate creators for private copying and reproduction of their works. Recognised under Nigerian copyright law, the levy ensures that musicians and other rights holders receive financial remuneration from devices and media capable of reproducing copyrighted content.

However, its activation quickly sparked controversy within the music industry over how the levy proceeds should be administered and distributed. The dispute escalated into litigation, with the Record Label Proprietors Initiative (ReLPI) filing FHC/L/CS/207/2026 against MCSN and culminating in the Federal High Court issuing an interim ex-parte order freezing about N1.2 billion in levy funds following objections from several record labels.

In response, MCSN has filed Counter Processes for this order to be vacated, arguing that the levy is a statutory safeguard for copyright owners and that halting the funds undermines its purpose.

The case is reflective of the tensions in Nigeria's collective management system, particularly around governance and royalty distribution.

N1.2 billion

Federal High Court interim ex-parte order freezing
in levy funds against MCSN

Copyright Disputes Threaten Nigeria's AGOA Trade Privileges

Nigeria's duty-free access to the United States market under the African Growth and Opportunity Act (AGOA) is under threat because of concerns over the country's copyright protection regime.

Critics including the International Intellectual Property Alliance (IIPA), which represents thousands of US creative companies, have told US trade authorities that Nigeria's copyright laws and enforcement do not meet international standards, particularly with respect to piracy and licensing certainty. The IIPA highlighted that Nigeria loses an estimated \$3 billion annually to digital piracy and that 9 in 10 films sold locally may be pirated, undermining both foreign and domestic creative industries.

Although Nigeria has updated its copyright framework by ratifying key treaties such as WIPO Copyright Treaty (WCT), the WIPO Performances and Phonograms Treaty (WPPT), the Marrakesh Treaty and enacting a new Copyright Act, critics say certain provisions, such as compulsory licensing, extended collective licensing, and broad exceptions for "fair use/dealing," create uncertainty for rights holders.

The issue now features in AGOA eligibility reviews in Washington, with stakeholders warning that without stronger enforcement, clearer licensing rules, and predictable legal protections, Nigeria risks losing preferential trade status.

Nigerian Copyright Commission Prosecutes CEO of NetNaija in Anti-Piracy Crackdown

The Nigerian Copyright Commission (NCC) has arraigned Emmanuel Analike, Chief Executive Officer of NetNaija, before the Federal High Court in Abuja. NetNaija is one of Nigeria's most visited online platforms, widely used for the unauthorised downloading of Nollywood films, foreign movies, and music. The charges brought under the Copyright Act 2022 are for unlawful possession, reproduction, and distribution of copyrighted films and music. The defendant has been admitted to bail, and trial is ongoing.

The prosecution marks a significant escalation in Nigeria's enforcement of digital intellectual property rights, reflecting the NCC's increasingly assertive posture against online piracy. The case is expected to have broader industry implications, gradually shifting consumer behaviour toward licensed platforms while reinforcing protections for rights holders and encouraging continued investment in Nigeria's creative economy.

Stren & Blan Partners acted in this matter on behalf of the Alliance for Creativity and Entertainment (ACE)(the nominal complainant). Our role included filing the petition that initiated the prosecution, providing strategic support throughout the investigation, and coordinating closely with the NCC and other enforcement agencies during the investigation process. As counsel to the nominal complainant, we are monitoring developments as the trial progresses





Sony Launches \$2B Music Rights Acquisition With Singapore's GIC

Sony Music Group and Singapore's sovereign wealth fund Government of Singapore Investment Corporation (GIC) have agreed to form a major joint venture aimed at acquiring and managing music catalogue rights globally.

The Chief Operating Officer of Sony stated that partnering with GIC brings together long-term capital and Sony Music Group's operational capabilities to acquire and manage premier catalogues, creating new opportunities for artists' and songwriters' music globally. Under the collaboration, Sony Music will oversee the operation and development of acquired catalogues, including distributing music to streaming platforms and licensing songs for use in films, television and commercials, while GIC provides financial backing and strategic investment support.

Similar joint ventures in the industry involve the Warner Music Group and private investment giant Bain Capital unveiling their plans for a \$1.2 billion music rights-buying joint venture.

The Federal High Court Enforces Copyright Protection in Suit NO. FHC/L/CS/1822/2022 Veno Marioghae Mbanefo V. Airtel Network Limited

A Nigerian artist, Veno Marioghae Mbanefo, instituted an action against Airtel Networks Limited for the unauthorised use of her song “Nigeria Go Survive” in the company’s advertising, promotional, and telemarketing campaigns. She alleged that Airtel exploited the musical work commercially without obtaining a licence or her consent, thereby infringing her copyright under Nigerian law.

Airtel initially denied liability, contesting both the use of the claimant’s song and the sufficiency of her proof of ownership and infringement. However, upon evaluation of the evidence, including proof of authorship and the use of the song in Airtel’s promotional communications, the Federal High Court found in favour of the claimant.

The Court held that Airtel’s unauthorised use of the work for advertising and telemarketing constituted copyright infringement and awarded damages, alongside injunctive relief restraining further use of the song.



OVERVIEW OF THE QUARTERLY INSIGHTS [MEDIA SECTOR]

FG Considers Age Restrictions for Social Media Use in Nigeria

The Federal Government of Nigeria has begun consultations on introducing age restrictions for social media use to enhance online safety for children. The Ministry of Communications, Innovation and Digital Economy launched a public poll to gather input from parents, educators, youth, and digital experts. The policy may introduce age limits, stronger verification systems, and greater accountability for platforms.

If implemented, the rules could reshape Nigeria's digital ecosystem, requiring platforms like TikTok, Instagram, and YouTube to adjust compliance measures and potentially impacting digital advertising. The initiative aligns with global trends toward stricter online safety regulations for minors.

SHOWMAX Discontinues Streaming Service



African streaming platform Showmax, majority-owned by MultiChoice Group, has announced plans to discontinue its service as part of a broader strategy to strengthen its digital offering and ensure long-term sustainability. The decision follows Canal+’s \$2 billion acquisition of MultiChoice and comes amid rising competition and production costs in Africa’s streaming market.

The shutdown highlights challenges in the subscription video-on-demand sector, while potentially opening opportunities for local platforms to capture audiences and creators. From a legal perspective, the development raises issues around corporate restructuring, content licensing, distribution agreements, subscriber contracts, and intellectual property rights.

Egypt Supreme Council For Media Regulation Bans Roblox Platform

Egypt has moved to block the popular gaming platform Roblox following a directive from the Supreme Council for Media Regulation, marking a significant escalation in the country's approach to digital content governance. The ban, implemented in coordination with telecommunications authorities, is primarily driven by concerns over child safety, including exposure to violent or inappropriate content, unmoderated interactions, and broader psychological and behavioural risks associated with open online platforms.

The decision reflects a wider regulatory trend across parts of the Middle East and beyond, where governments are tightening oversight of digital platforms used by minors. In Egypt's case, the move is also tied to ongoing legislative and policy discussions around online harms, with authorities considering stricter rules for gaming platforms, age verification, and content moderation.



GSMA Engages Kenyan Authorities on Spectrum Reform and Digital Inclusion

The Global System for Mobile communications Association (GSMA) has intensified its engagement with Kenyan authorities as part of ongoing efforts to advance spectrum policy reform and accelerate digital inclusion.

Central to these discussions is the need for more efficient and transparent spectrum allocation frameworks that can support expanding mobile broadband access, particularly in underserved and rural areas. By working closely with regulators, the GSMA is advocating policies that lower the cost of spectrum, encourage infrastructure investment, and enable wider deployment of next-generation technologies.

For Kenya, these reforms are critical to bridging the digital divide and unlocking broader socio-economic benefits tied to connectivity, including financial inclusion, e-commerce growth, and access to digital public services. Improved spectrum management could also strengthen the operating environment for telecom providers, fostering competition and innovation.



United States Federal Prosecutors Secure First-ever Streaming Fraud Conviction In \$8M AI Music Scheme



A U.S. federal case, United States of America v. Michael Smith, has resulted in one of the first major convictions involving AI-driven music streaming fraud, marking a significant development in the intersection of artificial intelligence and the music industry. The defendant used AI tools to generate hundreds of thousands of songs and deployed automated bot accounts to stream them at scale, creating the appearance of legitimate listener activity.

By exploiting the way streaming platforms calculate royalties based on play counts, the scheme artificially inflated streams and diverted revenue within the digital music ecosystem. The operation reportedly generated billions of fraudulent streams and over \$8 million in royalties, highlighting vulnerabilities in existing royalty distribution models.

The conviction signals a shift toward stricter enforcement against AI-enabled misconduct and raises broader concerns around platform accountability, revenue integrity, and the need for more robust detection and compliance mechanisms as generative AI becomes increasingly embedded in content creation and distribution.

A soccer player in an orange uniform is shown from the waist down, standing on a green field at night. The player's feet are positioned around a soccer ball. The background is dark with some blurred lights, suggesting a stadium setting.

OVERVIEW OF THE QUARTERLY INSIGHTS [SPORTS SECTOR]



AFCON 2025 Final: Morocco Awarded Title After CAF Overturns Senegal Victory

The 2025 Africa Cup of Nations (AFCON) final between Senegal and Morocco in January 2026 initially ended with Senegal securing a 1–0 extra-time victory in Rabat. However, the match was marred by controversy after Senegal’s players temporarily walked off the pitch in protest of a disputed late penalty decision awarded to Morocco. Although play resumed and the referee allowed the match to conclude, the incident triggered disciplinary proceedings and a formal appeal by Morocco.

In March 2026, the Confederation of African Football (CAF) Appeal Board overturned the on-field result, ruling that Senegal’s walk-off constituted a breach of tournament regulations and therefore a forfeiture. The match was officially recorded as a 3–0 win for Morocco, which was subsequently declared AFCON champion.

The fallout has extended beyond football into legal and diplomatic spheres with Senegal filing an appeal at the Court of Arbitration for Sport (CAS) for a review of the CAF Appeal Board’s decision. CAS has confirmed receipt of this Appeal and assured that the appeal will be dealt with expeditiously.

MP Introduces Bill To Criminalize Manipulation Of Sports Competitions in Kenya



Kenyan lawmakers are advancing a legislative effort to crack down on match fixing and the manipulation of sports competitions, with a bill introduced in the National Assembly that would make such actions criminal offences under the law.

The proposed amendment to the Sports Act 2013 seeks to explicitly define and criminalise manipulation of results, bribery to influence sporting outcomes, deliberate underperformance, and related conduct, filling gaps in the current legal framework that have made it difficult to prosecute offenders.

If enacted, the legislation would impose significant penalties, including fines and potential prison terms, for individuals and entities found guilty of undermining the integrity of competitions, while also empowering agencies like Sports Kenya and expanding the jurisdiction of the Sports Disputes Tribunal to handle disputes and appeals.

LIV Golf League Announces First-ever Tournament

The LIV Golf League has announced plans to stage its first-ever tournament in Africa, marking a significant step in the league's global expansion strategy. Since its launch, LIV Golf has prioritised new and non-traditional markets and bringing an event to the continent reflects both the commercial potential of African sports audiences and growing investment interest in the region.

The move also aligns with broader efforts to diversify the geographic footprint of elite golf, which has historically been concentrated in North America and Europe.

For Africa, the tournament represents more than just a sporting event, it signals increased visibility for the continent within the global golf ecosystem and could catalyse infrastructure development, tourism, and local participation in the sport. It may also create commercial opportunities for sponsors and broadcasters seeking to tap into emerging markets.



Streamers to Spend \$14.2bn on Sports Rights in 2026, Amazon Leading the Way

Streaming services are projected to spend a total of US\$14.2 billion on sports rights in 2026, up 7% from US\$13.2 billion in 2025, according to Ampere Analysis. Amazon Prime Video is expected to be the highest spender, with US\$3.8 billion allocated largely to its NBA, NFL, and UEFA Champions League deals.



Live sports still draw huge global audiences, and streaming rights are one of the fastest-growing revenue segments in media. Platforms that secure premium rights can boost subscriber growth, retention, and ad revenue, while traditional TV networks face intensified competition.

This rising investment also means fans may need multiple subscriptions to follow all their favourite leagues, further fragmenting the market but creating new business opportunities for niche and regional players too.



Football Rule Makers to Launch Review of Var and Plan for Vinícius Law



The International Football Association Board (IFAB), football's global rule-making authority, has announced plans to conduct a two-year review of the Video Assistant Referee (VAR) system. The review comes as VAR marks its tenth year since initial trials and aims to evaluate how the technology is currently being used and whether improvements can enhance fairness and accuracy in refereeing decisions across professional football competitions.



Alongside the VAR review, IFAB is considering the introduction of the proposed “Vinícius Law,” inspired by incidents involving Vinícius Júnior and allegations of racist abuse during matches. The proposed rule would prohibit players from covering their mouths while speaking during confrontations on the pitch, a measure aimed at discouraging hidden verbal abuse and promoting transparency.

These developments reflect the growing intersection of technology, governance, and regulatory oversight in modern sports, highlighting broader commercial and legal implications within the Sports sector.



OVERVIEW OF THE QUARTERLY INSIGHTS **[OUTLOOK FOR Q2 2026]**

Technology

Outlook

Details

1 Enforcement of Data Protection Obligations Intensifies

With Nigeria's data regulator engaging in global privacy initiatives and increased scrutiny of AI-generated content, Q2 is likely to bring more visible enforcement actions, including audits, fines, and compliance directives. Organisations will need to prioritise data mapping, consent management, and cross-border data transfer compliance to mitigate regulatory exposure and reputational risk.

2 Telecom and Digital Infrastructure Regulation Tightens

The Nigerian Communications Commission's planned accountability framework for telecom operators is expected to move toward implementation, with stricter service quality monitoring and consumer redress mechanisms. This may drive increased compliance costs for operators while improving consumer protection standards and transparency across the sector.

Technology

Outlook

Details

3 AI Commercialisation and Licensing Frameworks Deepen

Following the rollout of platforms like Microsoft's Publisher Content Marketplace and increased AI-related acquisitions, Q2 2026 is expected to see a transition from experimental AI adoption to structured commercialisation. Companies will likely formalise licensing arrangements for training data, particularly across media, publishing, and music. This will require clearer contractual frameworks around data ownership, usage rights, and revenue-sharing models.

4 AI-Driven Consumer Platforms Gain Traction

The integration of conversational AI into consumer platforms, such as streaming and search services, is expected to accelerate. Companies might compete on user experience innovation, leveraging multilingual and context-aware AI tools, while navigating emerging compliance obligations around transparency, bias, and user data protection.

Technology

Outlook

5 Increased M&A Activity and Platform Consolidation

Details

Merger and Acquisition activity in Q2 2026 is set to remain strong in fintech and embedded finance, with firms shifting from single-product solutions to integrated platforms that combine payments, banking, data, and operations; this consolidation reflects a maturing ecosystem where startups exit through acquisitions, raising concerns about competition, market concentration, and regulatory oversight.

Entertainment

Outlook

Details

1 Copyright Enforcement and Trade Implications Escalate

Following concerns raised under AGOA, Q2 2026 may see increased diplomatic and regulatory engagement around Nigeria's copyright regime. Industry stakeholders should anticipate stronger enforcement efforts, policy clarifications, and potential reforms aimed at preserving international trade benefits and investor confidence.

2 Music Catalogue Investment and Financing Expands

Large-scale financing arrangements and joint ventures in music rights acquisition are expected to continue, with investors viewing catalogues as stable, long-term assets. African markets may begin to attract more structured investment, particularly where royalty systems and rights management frameworks improve.

Entertainment

Outlook

Details

3 Collective Management and Royalty Disputes Persist

The ongoing dispute surrounding copyright levy administration signals deeper governance challenges within collective management organisations. Q2 is likely to see continued litigation and regulatory intervention, prompting calls for transparency, accountability, and structural reform in royalty distribution systems.

4 AI and Music Creation Raise New Legal Questions

As generative AI tools become more integrated into music production, disputes around originality, ownership, and infringement are expected to increase. Industry participants will need to proactively address licensing, attribution, and compensation frameworks for AI-assisted works.

Media

Outlook

Details

1 Streaming Market Restructuring Continues

The discontinuation of platforms like Showmax signals ongoing pressure within the streaming sector. Q2 is likely to see further restructuring, strategic partnerships, and possible market exits, as companies reassess profitability and scale in increasingly competitive environments.

2 Media Consolidation and Strategic Acquisitions Accelerate

Global deal activity is expected to drive continued consolidation, with companies seeking to combine content libraries and distribution capabilities. This trend will influence licensing negotiations, competition law considerations, and market access dynamics across regions.

Media

Outlook

Details

3 Platform Regulation and User Protection Measures Expand

Proposed social media regulations, including age restrictions, indicate a shift toward stronger platform accountability. Q2 may bring draft regulations or pilot implementations, requiring platforms to enhance verification systems, moderation policies, and compliance frameworks.

4 Convergence of Social and Streaming Platforms Deepens

Partnerships integrating streaming services into social media ecosystems are expected to expand, blurring the lines between content discovery and consumption. This will reshape monetisation strategies, advertising models, and licensing arrangements.

Sports

Outlook

Details

1 Governance and Dispute Resolution Take Centre Stage

Following the AFCON final controversy and other regulatory developments, Q2 is expected to see increased reliance on dispute resolution forums like the Court of Arbitration for Sport. Governance, disciplinary processes, and regulatory transparency will remain under scrutiny across football and other sports.

2 Media Rights Competition Intensifies

With rising investment in sports broadcasting, streaming platforms and traditional broadcasters will continue to compete aggressively for premium rights. This will drive up valuations while increasing the complexity of licensing, territorial rights management, and distribution strategies.

Sports

Outlook

Details

1 Commercialisation of Global and Regional Leagues Expands

Leagues are expected to deepen international partnerships and distribution models, leveraging digital platforms to reach broader audiences. African football, in particular, may attract increased sponsorship and investment, supported by growing global interest.

3 Technology Integration in Sports Ecosystems Grows

Wearables, analytics, and AI-driven tools will become more embedded in athlete performance, fan engagement, and commercial operations. This will raise important considerations around data ownership, consent, and intellectual property rights.

About Stren & Blan Partners

Stren and Blan Partners is a world-class ingenious law firm with a beautiful blend of the brightest minds and well-rounded individuals championed with sole responsibilities of providing solutions to business problems and equally finding answers to the questions of our clients. We are a team always guided by our professional ethics. Also, honesty and transparency have been our watchwords in practice.

Stren & Blan Partners is a full-service commercial Law Firm that provides legal services to diverse local and multinational corporations. We have developed a clear vision for anticipating our clients' business needs and surpassing their expectations, and we do this with an uncompromising commitment to Client service and legal excellence.

The Authors



**Christian
Aniukwu**

Partner

ChristianAniukwu
@strenandblan.com



**Stanley
Umezurike**

Associate

StanleyUmezurike
@strenandblan.com



**Rebecca
Sojinu**

Associate

RebeccaSojinu
@strenandblan.com



**Linda
Daramola**

Associate

LindaDaramola
@strenandblan.com

