Four topics were on the agenda of the Marketing and TV workshop:

1) Current status

2) How to optimize revenues and attract new partners?

3) TV Coverage: what TV production improvement is possible?

4) CAF Multimedia: What tools do we need for tomorrow?

The current status of the Marketing and TV for the CAF competitions have been addressed through three presentations done by Lagardère Sports, beIN Sports and CAF Marketing & TV, stating facts and actual value of the CAF competitions and clients' activities.

Regarding the TV coverage and the CAF Multimedia topics , different matters were raised to improve these aspects. However, no specific recommendations were done as most of the aspects raised are already being implemented or intended by CAF.

Recommendations

With regard to the topic about the optimization of revenues and attraction of new partners, the following recommendations raised:

- New AFCON Format to optimise the revenues: based on the CAF Marketing and TV presentation, the idea of increasing to 24 teams from 16 teams for the AFCON Final Tournament was recommended by the majority of the attendees.

- The 2nd recommendation agreed on is to have from 20 to 21 African teams in addition to 3 or 4 invitees from other continents

- The possibility to host the AFCON Final Tournament by countries outside the African continent like China, USA, or Qatar to host the AFCON 2023 since all the required infrastructure will be already implemented for the FIFA WC 2022.

- New format was recommended as well to be implemented for the CAF Champions League, increasing the number of engaged teams from 16 to 32 in the group stage phase, in order to optimise the revenues from this competition.

- It was also recommended by the attendees to put in place a team of experts including expertise from media right holders, sponsors etc to explore all potential revenues that may be generated

- Encourage the national associations and clubs to upgrade the infrastructure implemented such as the pitch area, hospitality zones, security measures etc.