

# Research summary

## Research Report on the Tokyo 2020 Broadcasting in Sub-Saharan Africa

### March 2022



Full report



### About

The AT 2030 Para Sport Against Stigma project aimed to examine how disability stigma can be overcome through Para sport so to increase assistive technology (AT) adoption in Africa.

This research report highlights the research insights from the broadcast research pillar. It provides an overview of the research conducted, key insights, and an analysis of 'what works' in order to enhance the sustainable development, reach and impact of the Paralympic broadcasting across Sub Saharan Africa as a vehicle for disability stigma reduction and AT adoption.



### Method

The broadcast research was conducted in Malawi in collaboration with colleagues at the Centre of Social Research (CSR), University of Malawi. The methodology was qualitative and involved activities that captured the experiences and views of key stakeholders. Research activities to date have included the following:

- Preliminary communicative ecology mapping in Malawi.
- Interviews with staff at TV Media Sport
- Translations of Paralympic broadcast TV Package.
- Community screening of the Paralympics in rural communities across Malawi
- Focus groups research with Paralympic audiences across Malawi.

### Highlights

- Paralympic broadcasting is via state owned National broadcasters only is unlikely to be sufficient to challenge widespread intersectional forms of disability stigma and discourses around AT use
- A range of media activities and diverse forms of distribution will be required for long term sustainability and social change. This should include broadcast via more accessible platforms such as radio and digital streaming, as well as community screening.
- Localising Paralympic content through Chichewa interpretations and commentary is key to reaching a larger audience share.

**250M**

viewers in Africa

**52**

minute highlight packages of African centered content created

**14**

Paralympic highlights packages with Chichewa

**AT2030 : testing 'what works' to enable access to life-changing assistive technology (AT) for all**



Global Disability Innovation Hub

