

Nielsen Sports expands into Africa with acquisition

Nielsen Sports has expanded its global sports business by acquiring Repucom Africa from TransAfrica Media to offer solutions to rights holders and brands across Africa.



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Nielsen Sports, a global leader in sports measurement, insights and sponsorship valuation, will expand its footprint in Africa with the acquisition of Repucom Africa, operated by TransAfrica Media. Repucom Africa was a licensee of Nielsen Sports and has been trading as Nielsen Sports South Africa.

The acquisition further strengthens Nielsen Sports' commitment to providing leagues, teams, federations, brands and agencies in emerging markets with premier solutions that optimise sports sponsorship portfolios and maximise investments in sports.

"South Africa is a growing and passionate sports market, and TransAfrica Media has done a tremendous job of introducing Nielsen Sports data, products and consulting services in this region," said Howard Appelbaum, president, Nielsen Entertainment. "We're excited to build on the success of the current business by super-serving clients with new and enhanced offerings throughout all of Africa."

"We have enjoyed being associated with the incredible Nielsen Sports brand and look forward to watching the business continue to flourish across the continent with Nielsen," said Sgwili Gumede, chairman of TransAfrica Media. "This is also an exciting time for TransAfrica Media as we embark on new challenges and adventures for our existing businesses."

In addition, Nielsen has appointed Kelvin Watt, group managing director of TransAfrica Media, to take on the role of Regional Managing Director of Nielsen Sports in Africa and the Middle East. Watt has more than 20 years of experience in the South African and African sports and sponsorship industry.

“Kelvin was instrumental in bringing Nielsen Sports products and solutions to rights holders and brands in South Africa,” said Glenn Lovett, global managing director, Nielsen Sports. “His tremendous track record, client relationships and expertise in sports sponsorship, marketing and media rights will be extremely valuable as we supercharge the Nielsen Sports business in Africa and the Middle East.”

Nielsen Sports currently operates in over 100 countries including the top 20 sports markets in the world.

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