

Request to attend OTT Content Streaming – Southern Africa, 23–24 February 2027

Dear [Manager's name],

I would like to request approval to attend OTT Content Streaming – Southern Africa, taking place on 23–24 February 2027 at Orange On 15 Hotel, Cape Town, South Africa, hosted by South African Broadcasting Corporation.

The convention brings together the people who run, regulate and supply the region's broadcast and media sector. This year's theme is "Profitable Growth And The Fight For Attention".

The programme covers areas that matter directly to our work:

- Business Models and Profitability: Metrics that predict profitability for African streamers
- Distribution, Payments and Partnerships: Telco and fintech partnerships: bundling, carrier billing and mobile money at scale
- Content Strategy and Audience Retention: Commissioning local content that performs at home and travels abroad
- Advertising: Ad-tech, measurement and advertiser trust in streaming audiences

Attending would allow me to:

- learn from practical case studies and bring back ideas we can apply;
- hear directly from senior executives, regulators and technology leaders;
- meet peers, partners and suppliers from across the continent.

Delegate passes start from US\$145.00. I will share a short summary of key takeaways with the team after the event.

Full programme and registration: <https://ott.broadcastingandmedia.com/programme>

Thank you for considering this request.

Kind regards,

[Your name]