

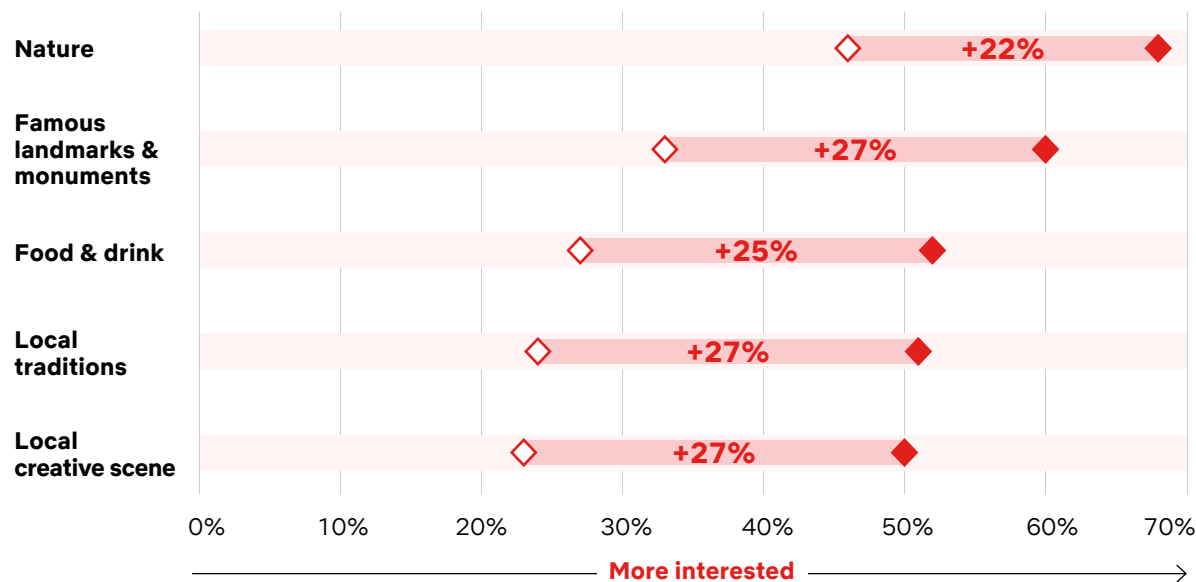
How South African content inspires global tourism and greater cultural connection

We found that South African content is a powerful vehicle for bringing people closer to South Africa. It creates deeper cultural affinity and has significant potential to drive tourism.



People who have watched South African content are more interested in South Africa...

◇ People who have not seen South African content ◆ People who have seen South African content



Globally, people who have watched South African content are...



3.1x

more likely to say
the country is their
#1 travel destination



5.6x

more likely to want
to **learn Afrikaans**

“

Watching South African content has encouraged me to travel the country and explore nature

Female, 28, Germany

”

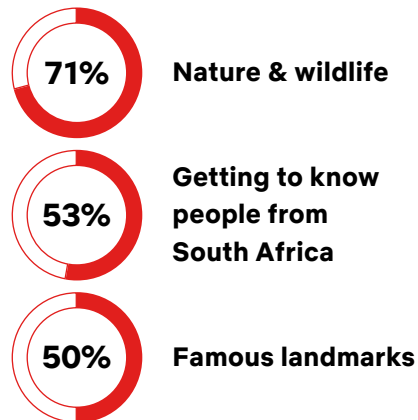
Netflix helps people fall in love with South Africa

Netflix brings compelling South African content – documentaries, TV shows and movies – to highly engaged audiences in over 190 different countries. Our research found that Netflix content made in South Africa has a huge effect on cultural affinity by revealing the authentic side of South Africa, immersing viewers in the local culture and showcasing faraway locations.



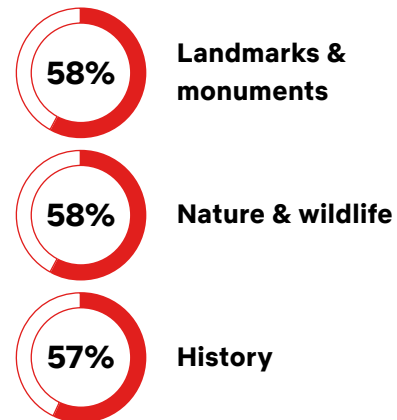
My Octopus Teacher

Viewers of this **nature documentary** are **more interested** in South Africa's...



Blood & Water

Viewers of this **drama series** are **more interested** in...



Seriously Single

Viewers of this **romantic comedy** are **more interested** in...



People who watch Netflix are...



1.9x

more likely to watch content from South Africa than those who don't watch Netflix